

REACH THE ENTIRE SOUTHEAST REGION AT ONE CONVENTION

SEVA

★2020★

People | Purpose | Passion

SEVA 2020 CONVENTION

WHEN: *AUGUST 4-6, 2020*

WHERE: *Hilton Sandestin Beach Golf Resort & Spa*

INFO: www.southeastvending.org

JOIN US IN BEAUTIFUL SANDESTIN IN 2020!

**DO NOT MISS
THE SOUTH'S
PREMIER
VENDING
EVENT IN A
PREMIER
LOCATION!**

ALABAMA
ARKANSAS
GEORGIA
FLORIDA
MISSISSIPPI
LOUISIANA
TENNESSEE

2020 SEVA SPONSORSHIP PACKAGE

JOIN US AS A 2020 SEVA CONVENTION SPONSOR - AUGUST 4-6, 2020!

The 2020 SEVA Convention will host seven states in one location and you don't want to miss it! Your sponsorship of this event will allow you to reach buyers and demonstrate support for their organization. We expect over 250 people to attend the convention, with more than 50 operator companies represented. As a sponsor of SEVA, you can be sure that you will be reaching an influential audience of key decision makers in the relaxed atmosphere of Hilton Sandestin Beach Golf Resort & Spa. SEVA operators represent over \$400 million in sales volume, 1,500 routes and 60,000 machines.

SPONSOR BENEFITS AND RECOGNITION!

- **EVENT PROMOTION:** Sponsors are recognized through special badges, ribbons, signage, sponsor loops and stage recognition!
- **ADVERTISING:** Advertise through print ads, programs, website and social media promotions!
- **BRAND/ PRODUCT PROMOTION:** Promote your brand or your latest product at the Supplier Showcase!
- **TAKE THE STAGE:** As a Presenting, Platinum or Gold sponsor take the stage to promote your company or brand. Engage the audience with a game or your latest advertising!
- **GIVEAWAY:** Score Big with your customers by giving a SEVA supplied gift card away to one of your lucky customers!
- **GET ACTIVE:** Join an activity with your customers for some friendly competition in Golf, Volleyball or other SEVA activity!
- **NETWORKING:** Spend quality time with your customers at a SEVA sponsored dinner and show!

WANT TO KNOW MORE? Contact **SEVA Sponsorship Chair Paul McManaway** at **901-355-4182** or paul.mcmanaway@pfgc.com.
or **SEVA Sponsorship Co-Chair Lisa Oglesby** at **901-232-0558** or lisa.oglesby@pfgc.com.

DON'T DELAY! ALL SPONSORSHIP CONFIRMATIONS AND PAYMENT MUST BE IN BY JUNE 15, 2020.

SEVA 2020 SPONSORSHIP LEVELS	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE	GOLF
SPONSOR BENEFITS	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$500
COMPLIMENTARY Convention Registration(s) per level. Up to \$1500 Value.	6	4	2	1	0	0
ACCESS to SEVA Convention Attendee List.	✓	✓	✓	✓	✓	✓
CONVENTION RECOGNITION to Include Signage.	✓	✓	✓	✓	✓	✓
PRINT AD OR LISTING in Convention Program.	FULL PAGE COLOR	FULL PAGE B&W	HALF PAGE B&W	HALF PAGE B&W	LISTED	N/A
ADVERTISE your Logo on Rotating Banner or Name Listing on Sponsor Page. See <i>Grid for Designation</i> .	1st Position LOGO Landing & Sponsor Page	2nd Position LOGO Landing & Sponsor Page	3rd Position NAME LISTING Landing & Sponsor Page	NAME LISTING Sponsor Page	NAME LISTING Sponsor Page	N/A
SOCIAL MEDIA Sponsor Recognition on SEVA FB Page	✓ 5 – 10 Mentions	✓ 1-5 Mentions	Non Logo Sponsor Recognition	Non Logo Sponsor Recognition	Non Logo Sponsor Recognition	N/A
PROMOTIONAL OPPORTUNITY! Take the stage to promote your company/product by engaging your audience with games or your latest commercials. This will occur during Educational Sessions at the event.	✓ 15 min	✓ 10 min	✓ 5 min	N/A	N/A	N/A
PROMOTIONAL OPPORTUNITY! Promote your company or product with a Table Centerpiece at selected Educational Session.	✓	✓	N/A	N/A	N/A	N/A
PROMOTIONAL OPPORTUNITY! Promote company in foyer during determined breaks between Educational Sessions. See <i>Grid for Designation</i> .	Entire Convention	One Day Only	N/A	N/A	N/A	N/A
PROMOTIONAL OPPORTUNITY! Permitted to Have VISI (Glass Front) Cooler Onsite.	Entire Convention & Supplier Showcase	One Day Only & Supplier Showcase	N/A	N/A	N/A	N/A
PROMOTIONAL OPPORTUNITY! Showcase your products in the Registration Sample Bag.	PRIME AMENITY Up to 3 products	PRIME AMENITY Up to 2 products	AMENITY 1 product	N/A	N/A	N/A
PROMOTIONAL OPPORTUNITY! Company/Product NON-SALES Flyer in Registration Sample Bag. Company rep must be present to help stuff.	2 Flyers	1 Flyer	N/A	N/A	N/A	N/A
PROMOTIONAL OPPORTUNITY! Sample Bag Sponsorship (Flyer Insert Supplied by SEVA).	✓	✓	✓	N/A	N/A	N/A
PROMOTIONAL OPPORTUNITY! Booth at SUPPLIER SHOWCASE includes 6' table. Coolers are allowed for Presenting & Platinum Sponsors ONLY. No other equipment permitted. Ice Barrels permitted for all.	PRIME LOCATION 1st POSITION LARGER BOOTH	PRIME LOCATION LARGER BOOTH	REGULAR BOOTH	REGULAR BOOTH	NO BOOTH	N/A
PROMOTIONAL OPPORTUNITY! Score big with your customers by giving away a SEVA-provided gift card during the event. Everyone loves to win!	\$300	\$200	\$100	\$75	N/A	N/A
ACTIVITY SPONSOR! Sponsor activities such as Volleyball, Murbles and/or Cornhole at the event.	✓	✓	Choose 1	N/A	N/A	N/A
GOLF Hole Sponsorship.	2	1	1	1	N/A	N/A
GOLF ONLY: Company Logo on Rules Sheet. Golf Sponsor Signage.	N/A	N/A	N/A	N/A	N/A	✓
ADDITIONAL COMPANY CO-SPONSORS: These may be added for \$500 per Company. See <i>Number Allowed</i> .	✓ Unlimited	✓ Unlimited	Up to 2 Additional Co-Sponsors	ONE Additional Co-Sponsor	N/A	N/A

SPONSOR COMMITMENT FORM & CHECKLIST

- ✓ Please complete this form and **SCAN & EMAIL** to **SEVA SPONSOR CHAIR** and **SEVA TREASURER**.
- ✓ Once received, the **SEVA TREASURER** will email an invoice and registration code if applicable to sponsor contact.
- ✓ Sponsor **WILL MAIL CHECK** to address below **OR PAY BY INVOICE** (credit card or bank draft via invoice link).
- ✓ **TO ENJOY FULL SPONSORSHIP BENEFITS, ALL PAYMENTS MUST BE RECEIVED BY JUNE 15, 2020** Initial Here to Confirm.

Please **EMAIL COMPLETED FORM** to:

SEVA Sponsor Chair Paul McManaway at paul.mcmanaway@pfgc.com
 SEVA Sponsor Co-Chair Lisa Oglesby at lisa.oglesby@pfgc.com
 SEVA Treasurer Lauren Harris at lharris@mmsalescompany.com

Once received, you will **RECEIVE AN EMAIL WITH AN INVOICE, AND A CODE** for your complimentary registration(s) if applicable. Payment may be made via a link for credit card payments which will be sent via confirmation email or via check made payable to SEVA.

CHECK PAYMENT:

CHECKS are also accepted and may be **MADE PAYABLE TO SEVA** and **MAILED** to:

PAYMENT INFO →

SEVA TREASURER - Lauren Harris
 300 Eraste Landry, Lafayette, LA 70506

CREDIT CARD PAYMENT:

Click **INVOICE LINK** received via confirmation email to pay by credit card.

SPONSORSHIP LEVEL

	PRICE	COMP REGISTRATIONS	GOLF HOLES
<input type="checkbox"/> PRESENTING SPONSOR	\$15,000	6	2
<input type="checkbox"/> PLATINUM SPONSOR	\$10,000	4	1
<input type="checkbox"/> GOLD SPONSOR	\$5,000	2	1
<input type="checkbox"/> SILVER SPONSOR	\$2,500	1	1
<input type="checkbox"/> BRONZE SPONSOR	\$1,500	0	0
<input type="checkbox"/> GOLF HOLE SPONSOR	\$500	0	0
<input type="checkbox"/> ADDITIONAL SPONSOR, COMPANY NAME(S):	\$500	0	0
<input type="checkbox"/> I WILL NEED ELECTRICITY FOR SUPPLIER SHOWCASE			

CONTACT NAME: _____

COMPANY NAME: *(as you wish it to appear in promotion)* _____

ADDRESS: _____

CITY, STATE & ZIP: _____

PHONE: _____ **FAX:** _____

EMAIL REQUIRED: _____

SUMMER CONVENTION HIGHLIGHTS

TUESDAY, AUGUST 4

1:00 p.m. - 5:00 p.m. **Registration**

4:00 p.m. - 5:00 p.m. **State Association Meetings**

7:00 p.m. - 9:00 p.m. **Opening Night Party**

**NETWORKING
OPPORTUNITY**

WEDNESDAY, AUGUST 5

7:30 a.m. - 11:00 a.m. **Registration**

8:00 a.m. - 11:15 a.m. **Educational Sessions**

12:15 p.m. **Golf Tournament**

1:00 p.m. **Outdoor Activity**

6:00 p.m. - 9:30 p.m. **Silent Auction, Reception,
Dinner w/ Featured Entertainment**

**Supplier Showcase
LUNCHEON**

THURSDAY, AUGUST 6

8:15 a.m. - 11:30 a.m. **Educational Sessions**

11:30 a.m. – 1:30 p.m. **Supplier Showcase & Lunch**

2:30 p.m. **Beach Volleyball Tournament**

2:00 p.m. Corn Hole Tournament (Rain Alternative to Volleyball)

FREE NIGHT FOR SEVA & OPPORTUNITY FOR SUPPLIERS TO TAKE CUSTOMERS TO DINNER

FULL CONVENTION DETAILS WILL BE AVAILABLE IN JUNE @ southeastvending.org.

STILL HAVE QUESTIONS?

PAUL MCMANAWAY, SPONSORSHIP CHAIR → paul.mcmanaway@pfgc.com

LISA OGLESBY, SPONSORSHIP CO-CHAIR → lisa.oglesby@pfgc.com

QUESTIONS FOR TREASURER? Lauren Harris → lharris@mmsalescompany.com