



Sponsor & Exhibitor Guide

SSA Annual Conference

July 18-20, 2017

Hyatt Regency Coconut Point

Resort & Spa

Bonita Springs, Florida

Shareholder Services Association

Sponsorship & Exhibitor Information

Hotel Information

Hyatt Regency Coconut Point Resort & Spa

5001 Coconut Road

Bonita Springs, Florida

Rates \$179 nightly plus tax. To make reservations please access the SSA conference webpage at

<https://aws.passkey.com/go/SSA17> . You may also call **1-888-421-1442** and reference the *Shareholder Services Association*.

Conference Registration

Registration for the conference includes entry to all sessions and all meals.

Registration Fees:

SSA Service Provider Member \$1,095.00

Non-SSA Service Provider Member \$1,295.00

Attendee registration is available on the SSA conference webpage at

<https://www.shareholderservices.org/calendar/event/ssa-2017-annual-conference>

Questions

For questions, please contact the Shareholder Services Association.

Abby Cowart

Executive Director, SSA

Post Office Box 145

Midland, Georgia 31820

acowart@shareholderservices.org

1-888-574-3288

Exhibitor Space & Specifications

Exhibitor Move- In Tuesday, July 18, 8:00-12:00.

Exhibitor Move- Out Thursday, July 20, 10:00-5:00.

The Exhibitor Hall will be located in the Estero Ballroom C.

Exhibit Hall Dates & Times:

⇒ Tuesday, July 18, 2017

12:00 pm. - 4:30 pm.

⇒ Wednesday, July 19, 2017

7:00 am. - 2:45 pm.

⇒ Thursday, July 20, 2017

7:00 am. - 10:00 am.

Each booth includes:

⇒ (1) skirted 6ft. table

⇒ (2) chairs

⇒ (1) wastebasket

⇒ (1) Standard Booth Sign

Misc.

⇒ Exhibitors are encouraged to have a drawing in their booth and have a winner announced by the SSA at Thursday morning breakfast.

⇒ The SSA will provide each conference attendee (issuers only) a card to have with them as they visit each booth. The SSA will supply a stamp for your booth. Please be ready to indicate each attendee's visit to your booth. At the Thursday morning breakfast, the SSA will draw a completed card for a gift.

⇒ Wednesday, July 19th has been left open for dinner for sponsors to provide a special dinner outing to their clients. It will be the responsibility of the sponsor to arrange transportation.

⇒ A listing of conference attendees will be provided to each Sponsor/Exhibitor upon request. Requests can be sent to Abby Cowart acowart@shareholderservices.org

⇒ Exhibitors wishing to include a conference bag insert must ship to the Hyatt no later than July 14, 2017.

Ad & Logo Specifications

Mobile App

Logos must be 300 x 300 pixels and submitted in JPEG or PNG format.

Conference Program Booklet

Advertisement specifications:

- ⇒ Full-page: 6" x 8"
- ⇒ Half-page -- horizontal: 6" x 3-7/8"
- ⇒ Half-page-- vertical: 2-7/8" x 8"
- ⇒ Quarter-page: 2-7/8" x 3-7/8"

File formats accepted:

- ⇒ PDF -- preferred, press-optimized.
- ⇒ TIF -- must be at least 300 dpi.
- ⇒ EPS -- include fonts and embedded images, if necessary.
- ⇒ Quark -- include fonts and images.
- ⇒ InDesign -- include fonts and images.

File requirements:

- ⇒ All fonts must be embedded. Using OpenType fonts is preferred.
- ⇒ All images must be high-resolution (300 dpi) or a vector file. Images should be set to CMYK.
- ⇒ All colors must be converted to 4-color process (CMYK). Any color not submitted as CMYK will be converted during the prepress process, and color shifts are likely to occur.
- ⇒ Crop and bleed marks (as appropriate) should be included in the final PDF. These marks should be offset by 1/8" (or 9 pt.) when the PDF is created.
- ⇒ Do not create artwork in Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, or any word processing program, and then convert to or save as PDF.

Commercials & Presentation/Advertisements

- ⇒ Please contact Abby Cowart or additional information regarding formats, etc.

Sponsor & Exhibitor Deadlines & Checklist

Deadline	Item	Completed
Submit ASAP	Exhibitor/Sponsorship Commitment	
Submit ASAP	Exhibitor/Sponsor Conference Registrations	
June 16	All Sponsor Company Descriptions/Boiler Plates Due to SSA Office *Info. received after this date is not guaranteed to be included.	
June 16	All Logos & Images DUE to SSA Office *Logos received after this date are not guaranteed to be included.	
June 16	All Sponsorship Payments DUE to SSA Office	
July 7	Commercials & Presentation/Advertisements Due to SSA Office * Only for Platinum, Benefactor & Champion Sponsors	
July 14	Conference Bag Inserts Due to Hyatt Regency *Inserts received after this date are not guaranteed to be included.	
July 18	Exhibitors Move-In (Only during the hours of 8:00-12:00)	
July 18-20	SSA Annual Conference	
July 20	Exhibitors Move-Out (Only during the hours of 10:00-5:00)	

SSA Annual Conference July 18-20, 2017
Preliminary Conference Agenda

Monday, July 17, 2017

2:00 - 5:00 pm. Registration & Information Desk

Tuesday, July 18, 2017

8:00 - 11:00 am Golf Outing

8:00 - 11:00 am Courses—Intro to Shareholder Services,
Unclaimed Property & Annual Meeting

8:00 - 4:00 pm Registration/Information Desk

8:00 - 1:00 pm Hospitality Suite

1:00 - 4:30 pm Sessions

4:30 - 5:30 pm Free Time

5:30 - 6:00 pm Cocktails with First Time Attendees

6:00 - 6:30 pm Welcome Reception for All Attendees

6:30 - 10:00 pm Jimmy Buffett Theme - Awards Dinner

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Preliminary Conference Agenda

Wednesday, July 19, 2017

7:00 - 2:30 pm	Registration/Information
7:00 - 8:30 am	Breakfast Buffet
8:00 - 10:15 am	Sessions
10:15 - 10:45 am	Networking Break & Sponsor Exhibits
10:45 - 11:30 am	Sessions continue
11:30 - 1:00 pm	Networking Lunch & Vendor Exhibits
1:00 - 2:30 pm	Sessions
2:30 - 2:45 pm	Quick Break!
2:45 - 4:30 pm	Sessions
4:30 - 6:00 pm	Free Time
6:00 pm -	Vendor dinners

Thursday, July 20, 2017

7:00 - 8:00 am	Breakfast Buffet
8:00 - 9:30 am	Sessions
9:30 - 10:00 am	Networking Break
10:00 - 11:45 am	Sessions
11:45 - 12:00 pm	Conference Wrap-up & Introduction of 2018 Conference Chair