

## 2021 Show Application, Deposit and Show Floor Plan

The **2021 a2z exhibit portal** is now available to all returning exhibitors for booth application and deposit submission. Please visit <https://www.showsci.org/exhibitor/> and click on 2021 Booth Placement. If you have any questions regarding your password please send us an email, or while on-site visit us at SCI Exhibitor Services located in room D4/D5.

**Booth Application and Deposit Requirements:** Moving forward all companies are required to submit their booth application and initial 50% deposit fee via the a2z exhibit customer portal. Please note SCI will not place a company to reserve booth space if a minimum deposit, along with booth application, is not submitted. If the deposit is to be made via check or wire transfer SCI will hold the space as a professional courtesy; however, space will be released after 10 days if the deposit is not received by SCI during the active booth placement process.

While on-site in Reno, exhibit staff will be available to discuss the 2021 floor plan and provide guidance on the a2z portal and application process.

**Cash deposits for 2021 booth space** must be made on-site while in Reno, however the company must have the show application submitted prior to making the cash payment at SCI Exhibitor Services.

Any **Donor Rebate** for the 2020 show will be applied once the process is completed; however, SCI will still require an initial booth deposit to be made regardless of any donor rebate, along with application submission in order to reserve booth space.

**Booth Fee Pricing** will not change for 2021: Standard booth is \$2,900; Prime booth is \$3,200 while a corner booth fee of \$100 remains the same.

Booth placement for companies outside the current top 250 ranking will be accomplished in April 2020 timeframe once the annual re-ranking process has been completed. We will keep everyone apprised on the new, updated rank and point list when it is completed and posted.

**Top 250 Placement Information:** The top 250 booth placement schedule is also available at <https://www.showsci.org/exhibitor/>. Top 250 booth placement will begin February 20, 2020.

### a2z Exhibitor Portal Application and Deposit Instruction

Once Logged in to portal your **Company Info** will appear; ensure all company data is up to date, please edit the company information only if necessary.

Review **Booth Contacts/Primary Contact** info; edit only if necessary.

Under **Application Info** fill out the necessary information for the booth space. The **Exhibiting As Name** is not required as the field automatically defaults to the current company name on file.

**Booth Type:** Provides SCI your preference of Standard or Prime booth space. Final confirmed booth placement will determine standard, prime or mix of standard/prime booth allocation.

Select preferred **Booth Configuration**; keep in mind Line-Of-Sight policy regarding End Cap Booths (**2 corner** booths side by side) and Peninsula Booth (End Cap booths measuring 20'W x 20" Deep or larger)

**Select First Booth Choice**; Note to SCROLL DOWN AND RIGHT USING THE SCROLL BAR OR ARROW KEYS ON KEYBOARD TO SEE THE FLOORPLAN.

-Click 1<sup>st</sup> Choice, select booth option(s)

-Click 2<sup>nd</sup> Choice, select booth option(s)

You may submit up to 4 booth choice options/locations. Click SUBMIT when booth choice selections are marked and completed. **Booth Choices** listed on the application are your **preferred booth location**; booth choices **are not guaranteed**.

Select any **Online Booth Promotion Opportunities** but note this is not mandatory. We do urge you to review the available packages that may be best for your companies marketing and advertising goals specific to the SCI convention. The mobile application will reflect your package marketing/advertising information throughout the event year.

Review your **Order Details** carefully.

Submit your **Payment Info** and **Enter Payment Details**; note a minimum booth deposit is required with application submission. For specific deposit info contact us.

**Contract Info** is to be the primary company contact or owner.

**Terms and Conditions:** review and click on "I agree with terms and conditions" at bottom of page, then **Submit** the application. Application submission does not constitute the contractual agreement. Only upon confirmation of final booth allocation will contract terms and conditions take full effect.