

# SEFA Annual Spring Table Top & Advertising Form

April 22 - 24, 2024

Embassy Suites by Hilton Charlotte Concord Golf Resort & Spa



## NON-EXHIBITORS MAY ALSO ADVERTISE

Suppliers, this year's Spring Conference offers you the opportunity to showcase your product and advertise in our conference program. The Table Top Show will be open on April 24, 2024 9:00AM - 11:00AM.

Exhibitors will have a 6-ft skirted table to display their products and brochures. Electricity will not be available. We recommend materials are sent directly to yourself at the hotel, or bring with you as the hotel charges for holding/delivering items. We invite you to submit an ad for our conference program which attendees will have as a reference.

## Ad Fees

|   | <u>Member</u> | <u>Non-Member</u> |
|---|---------------|-------------------|
| Full Page Ad (4.5" W x 7.5" H; no bleed)        | \$200         | \$300             |
| Half Page Ad (4.5" W x 3.625" H; no bleed)      | \$150         | \$250             |
| Quarter Page Ad (2.125" W x 3.625" H; no bleed) | \$100         | \$200             |

Provide final ad art in high resolution (300dpi), cmyk. PDF files are preferred. Embed all fonts.

We will assist in ad design and set up, additional costs included will be billed to the advertiser.

Ad submission deadline - March 31, 2024.

## Table Top Exhibit Reservation Fee

| Ad Size Require | Full | Half | Quarter |
|-----------------|------|------|---------|
| Ad Fee          |      |      |         |

## TOTAL FEES (TRANSFER TO OTHER FORM)

Contact Name

Company

Address

City

State

Zip

Tel

Email

Product Description (20 words or less)

Please transfer fees and complete payment information on the other side.

Mail the completed form and check payable to SEFA to PO Box 473, Lake Zurich, IL 60047. Alternatively, email this form to [sefa@thesefa.com](mailto:sefa@thesefa.com) with your credit card information.

For more information or questions, please contact Nancy Rich - 847-732-8338 or email [sefa@thesefa.com](mailto:sefa@thesefa.com).



# SEFA Annual Spring Conference Registration

April 22 - 24, 2024

Embassy Suites by Hilton Charlotte Concord Golf Resort & Spa



Contact Name

Company

Address

City

State

Zip

Tel

Email

## Fees

### Conference Fees

SEFA Member  
Non-Member  
Spouses

### Early Registration

\$450  
\$500  
\$200

### After March 31, 2024

\$475  
\$550  
\$250

### Table Top

Exhibitor Member  
Exhibitor Non-Member

\$300  
\$375

\$375  
\$425

*Conference fee does not include exhibiting at the Table Top, Golf, or Ads.*

Names for Conference Badge (one name per line)

Fees

## Additional Fees

Golf Fee (attached golf form)

Table Top Fee (complete the Table Top portion on the other side and transfer fees here)

Ad Fee (complete the Ad portion on the other side and transfer fees here)

**Spring Conference Sponsor - Please add \$250**

**Spring Conference Premium Sponsor - Please add \$500**

## **TOTAL FEES (CONFERENCE REGISTRATION, EXHIBIT, AD, GOLF)**

Mail the completed form and check payable to SEFA to PO Box 473, Lake Zurich, IL 60047.  
Alternatively, email this form to [sefa@thesefa.com](mailto:sefa@thesefa.com) with your credit card information.

CREDIT CARD

MC

VISA

AMEX

Number

Expiration

Billing Address

Name on the card

Signature

**Exhibitors & Advertisers - please complete the other form for Exhibit and Ad Info**

For more information or questions, please contact Nancy Rich - 847-732-8338 or email [sefa@thesefa.com](mailto:sefa@thesefa.com)

