

Alabama Governor's Conference
On Tourism

Presents

The 2011 Trade Show & Silent Auction

Sponsored By:

Alabama Travel Council
Alabama Tourism Department
Alabama Hospitality Association
Alabama Association of Convention
& Visitors Bureaus

Alabama Governor's Conference on Tourism
Trade Show & Silent Auction
July 24-26
Marriott Shoals Hotel and Spa
Florence, AL

Experience true southern hospitality at its best with more than 350 attendees representing all Segments of Alabama's hospitality and tourism industry from attractions to convention and visitor's bureaus. You will be a part of the most recent tourism developments and gain valuable knowledge from some of the most creative speakers throughout the United States.

Trade Show 2011 is a wonderful opportunity for you to visit with the industry's top professionals from across the state. The conference will give you the opportunity to demonstrate your products and services first hand.

Reservations are now being taken online for exhibit space for the 2011 Trade Show. Registration fee of \$650.00 before July 1, \$700 after July 1. Fee includes one full registration and Trade Show booth space.

Note: For each additional person in your group, there will be a charge of \$350.00, which will include one full registration. The registration fee does not include housing or transportation. Each additional person must also register online.

You will be required to register and receive a badge(s) for admittance to the trade show area. To reserve your space at Trade Show 2011 simply read the enclosed conditions for acceptance, online at www.algovernorsconference.com . You will be asked to check the box indicating that you agree to the terms and conditions. **Payment is required at the time of registration to hold your space.** Exhibit space will be on a "first come, first serve" basis as exhibitor space is limited in the exhibit hall at the Marriott Shoals Hotel & Spa. To receive the best location, submit your reservation as soon as possible. The sooner we receive your registration and payment the more exposure your company will be afforded. Please use your Exhibitor Contract as your invoice. **No refunds will be made after July 10, 2011, this rule will be enforced.**

**If you need additional information, please contact us via
email:
patticulp@alabamatravel.org**

Conditions for Acceptance

Accommodations: (conference rate cut-off is June 22) rate will be determined by the Marriott Shoals Hotel and Spa, Florence after that date.

Accommodations will be made available at a pre-arranged conference rate, plus applicable taxes. Reservations are to be made by the exhibitor online or via telephone. Hospitality suites and any other functions involving delegates will not be permitted.

Holder's Information:

Exhibit locations will be assigned by the conference staff on a "first come, first serve" basis. Rental of exhibit space includes a draped table, two chairs and a standard identification sign. Additional materials such as power and other special requirements must be ordered in advance; there could be fees assigned to this by the Marriott Shoals Hotel and Spa

Cancellation Policy: There will be no refunds after July 10, 2011.

Packages/Shipping

Packages shipped to the Marriott Shoals Hotel and Spa are subject to a handling fee that is the responsibility of the exhibitor. The charge is undetermined. Shipping costs are NOT included in this fee. **PLEASE MARK YOUR BOXES FOR APPROPRIATE DELIVERY, i.e., Trade Show, Turn Down, Silent Auction, etc.** Please address the packages as follows:

Event Manager

Marriott Shoals Hotel & Spa
800 Cox Creek Parkway South
Florence, AL 35630
Telephone (256) 246-3600
Facsimile (256) 246-3691
ATTN: Patti Culp AGCT

PLEASE NO SHIPPING PRIOR TO July 17, 2011

Hold Harmless Clause

The AGCT and Marriott Shoals Hotel & Spa cannot accept liability for exhibits, displays, merchandise or any other materials left in the meeting space.

Note: Exhibit decorations must be fire retardant and must conform to the standard dimensions specified by the management (8' x 8'). Exhibit holders must comply with all rules, regulations and ordinances in Florence and the State of Alabama. No writing or tacking on hotel walls, wallpaper, paneling, etc. is allowed. Objects such as table drops, board, etc., are not to be placed against walls. No material is permitted on marquees or sconces. Explosives or combustible materials are not to be displayed in the hotel. This includes gas, paint, alcohol, turpentine, chemicals, etc. No displays or signs are permitted in non-exhibit areas and all aisles and exits must be clear, clean and free from obstructions to comply with fire regulations. All construction in an exhibit space will be substantial and fixed in position for the duration of the show. Use of audio-visual equipment must be kept within the confines of the space for which the exhibit holder has contracted. The management will require that the projection of sound beyond these confines be discontinued in the event complaints or objections are filed by neighboring participants.

