

2021 TMA Southeast Regional Conference Sponsor Set-up & Tips

August 11-13

Hammock Beach Golf Resort & Spa, Palm Coast, FL

Important Information for your 2021 TMA Southeast Regional Conference Ocean (\$4,000) Sponsorship

Attendees for Conference

- Each sponsoring firm receives a total allotment of four (4) conference registrations. If you have NOT done so already, please use discount code GRATIS and register here - <https://turnaround.org/event/2021-tma-se-regional-conference>

Hosting a breakfast roundtable session on Thursday, 8/12

- Our breakfast buffet will be from 7:30 to 8:30 am on Thursday, 8/12 in the pre-function lobby of the Ocean Ballroom. Rounds of 10 will be set up for sponsors in the ballroom. Sponsor is encouraged to be at their designated round table at 7:15 am.
- Sponsor can pick any topic that attendees would be interested in learning about. We encourage sponsors to keep the discussion at 15-20 minutes as attendees will come “in and out” of the room and may want to go to 2-3 different tables during breakfast. We also encourage you to bring handouts and business cards for your table.
- Sponsor should send topic and brief description to seregional@turnaround.org by June 30th so we can begin promoting via email, social media, and on our website. Sponsors are also encouraged to personally INVITE conference attendees to join them.

Sponsor Table

- Each Ocean Sponsor has the opportunity to have a 6' x 30" skirted table with two chairs in our Sponsor Foyer from 7:30 am to 4:30 pm on Thursday, August 12th. This is a great place to have pre-scheduled or impromptu meetings during the day. We encourage you to bring a tablecloth and other gadgets, premium items or raffle items to at your table.
- Standing / retractable banners must be placed BEHIND the table.
- Bring an ample supply of business cards!
- Items for your sponsor table should be sent to Hammock Beach Golf Resort & Spa for arrival no earlier than Thursday, August 5th and no later than Tuesday, August 10th. You can set-up your table on Wednesday, August 11th beginning at 2:00 pm

The following information must be included on all packages to ensure proper delivery:

Attention: Attendee Name/Attendee Company
c/o TMA Southeast Conference
Hammock Beach Golf Resort & Spa
200 Ocean Crest Drive
Palm Coast, FL 32137

TMA Southeast is not responsible for any items lost or damaged. All packages should be insured at the appropriate value.

Conference Bag Items

- We encourage sponsors to send items to stuff our conference bags. We anticipate stuffing 140 conference bags to be handed out to each attendee upon registration. Company logoed promotional products (i.e., pens, hand sanitizer, flash drives, sunscreen, etc.) are good ideas to consider for bag stuffing.
- Items for the conference bag should be sent to Hammock Beach Golf Resort & Spa for arrival no earlier than Thursday, August 5th and no later than Tuesday, August 10th.

The following information must be included on all packages to ensure proper delivery:

Attention: Attendee Name/TMA Southeast Conference
Hammock Beach Golf Resort & Spa
200 Ocean Crest Drive
Palm Coast, FL 32137

Powerpoint Slide

- In addition to signage with your logo at the conference, TMA Southeast plans to run powerpoint shows with slides on each sponsor. Please see attached "sample template" and revise with your company info/photos and return to seregional@turnaround.org by July 23rd.

Networking

- Understand the audience at the 2021 TMA Southeast Regional Conference. Current attendee list attached and available at any time upon request.
- Plan meetings at your sponsor table in the Sponsor Foyer on Thursday, August 12th from 8:00 am to 4:00 pm
- An agenda is available on the web site (www.seregional@turnaround.org) on the agenda/schedule tab.
- Follow-up is crucial.

Social Media

- Take advantage of social media tools to spread the word about your sponsorship and the conference.
- Join TMA Southeast on LinkedIn