



2024

# SPRING CONFERENCE & TRADE SHOW

MARCH 12-14, 2024

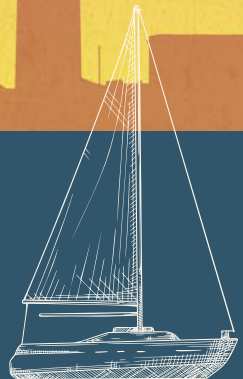
GAYLORD NATIONAL RESORT  
& CONVENTION CENTER

NATIONAL HARBOR, MD



APPLY TODAY

# EXHIBITOR PROSPECTUS







# 2024 SPRING CONFERENCE & TRADE SHOW

## WELCOME SSA EXHIBITOR!

**We look forward to working with you for another great event!**

Enclosed you will find all the necessary information and order forms for exhibiting at the conference. Please be sure to read through all the materials—paying close attention to schedules and deadlines.

**CONFERENCE DATES:** Tuesday, March 12 – Thursday, March 14

**EXHIBIT SCHEDULE:** The schedule below is subject to change.

### MONDAY

6:00AM – 5:00PM • Freeman Move In

1:00PM – 5:00PM • Exhibitor Move In (By permission only)

### TUESDAY

7:00AM – 2:30PM • Exhibitor Move In

3:30PM – 7:30PM • Show Open

### WEDNESDAY

11:30AM – 2:30PM • Show Open

2:30PM – 7:00PM • Tear Down

**EXHIBIT & CONFERENCE LOCATION:** Gaylord National Resort & Convention Center  
201 Waterfront Street | National Harbor, Maryland 20745

**HOTEL:** Gaylord National Resort & Convention Center

Hotel registration at the Gaylord National Resort & Convention Center is now open for SSA's 2024 Spring Conference. We have reserved a block of rooms at a reduced group rate starting at \$279 (plus tax/fees) for SSA attendees and exhibitors. Book now! Our block tends to sell out before the cutoff (February 20). [You can reserve your room online here.](#)

Upon arrival for setup at the Gaylord National Resort & Convention Center, exhibitors must check in at the Exhibitor Registration Desk. An exhibitor badge must be worn throughout setup, tear down, and during the conference.

Any furniture orders, freight, electric or other exhibitor services will need to be arranged through Freeman. A link to the exhibitor services manual will be sent to all paid exhibitors at a later date.

**DISPLAY RESTRICTIONS:** Please take a minute to review the enclosed exhibitor rules, regulations and setup restrictions. If you have any questions, please don't hesitate to contact us.

**EAC USE:** If you will be utilizing an EAC (Exhibitor Appointed Contractor) for booth set-up and/or dismantle, [please click here to register](#) no later than Tuesday, February 27.

**JENNIFER PETTIGREW**

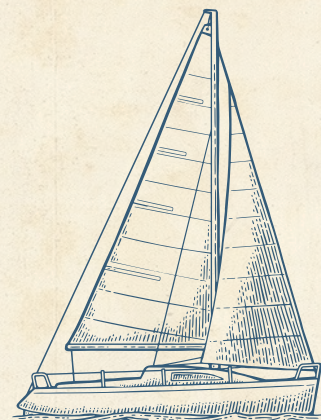
VP, Events

[jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org)

**CAROL FRANKLIN**

Director, Meetings & Vendor Support

[cfranklin@selfstorage.org](mailto:cfranklin@selfstorage.org)







## EXHIBITOR PROSPECTUS

*The Self Storage Association has led the self storage industry in producing the premier educational conferences and trade shows for over 45 years. Come to the National Harbor in March for SSA's Spring Conference & Trade Show and participate in the industry's longest running and most valuable educational program and trade show.*

### ATTENDEE PROFILE

The majority of our attendees are owners, investors, operators, and managers of self storage facilities; they represent all levels of involvement, from industry veterans to newcomers. Come see the industry's most qualified buyers at SSA events.

### ABOUT SSA

The Self Storage Association is the only national not-for-profit trade association whose purpose is serving the needs and interests of owners, operators, and suppliers of the self storage industry. SSA is committed to broadening opportunities for its members by sharing industry experiences, solutions, statistics, and research. **Remember...all SSA revenues are reinvested into the self storage industry.**

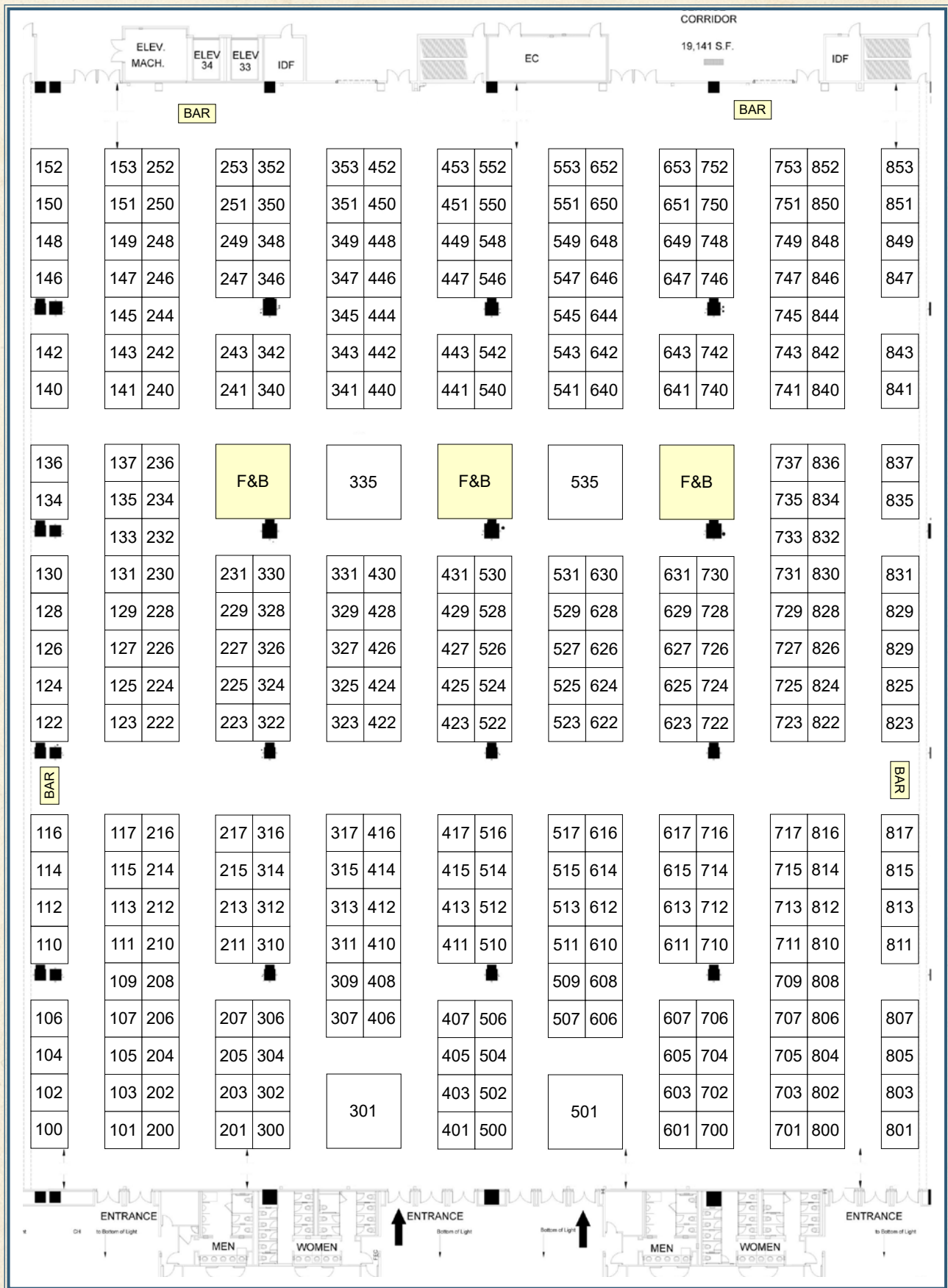
### LOCATION... LOCATION... LOCATION

The event and room block will be held at the Gaylord National Resort & Convention Center (201 Waterfront Street National Harbor, Maryland 20745) The location is prime—15 minutes from downtown DC and 17 minutes from Ronald Reagan Washington National Airport.

### DEADLINE

11/29/23	Booth Application Deadline. Priority ranking is determined, based on criteria outlined in #4 of the exhibitor rules and regulations.
12/13/23	Payment Deadline
1/14/24	Booth Assignments Made









## EXHIBITOR PROSPECTUS

### EXHIBIT HALL FACTS

**EXHIBIT HALL:** CD

**MINIMUM BOOTH SIZE:** 10' x 10'

**CARPET PROVIDED:** No

**CEILING HEIGHT:** 24'

**ENTRANCE TO HALL:** 10' wide x 12' high

**LOADING DOCK ENTRANCE:** 16' wide x 12' high

**SELF-UNLOADING:** One individual from each exhibiting company is permitted one trip to hand-carry items into the exhibit facility. The exhibitor use of dollies, hotel baggage carts, flat trucks and other mechanical equipment, is not permitted. Exhibitors can drive POVs to the docks, but FREEMAN labor must bring everything across the docks into the hall. FREEMAN will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full time employees of the exhibiting company will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by FREEMAN.

**ATTENTION EXHIBITORS:** Exhibitors are responsible for material handling charges associated with inbound and outbound shipments. Exhibitors are responsible for complete removal of booth construction materials and hardware. **NOTE:** If displays are oversized or erected before shipping and cannot be dismantled for loading, it is the responsibility of the exhibitor to verify capacities of the loading area prior to the show. Contact the exhibit decorator or the hotel.

### OFFICIAL DECORATOR

Freeman Company is the official exhibit decorator. Exhibitor Service Kits will be emailed to exhibitors with confirmation letters. All decorating and exhibit furniture must be handled by the official decorator. The exhibitor service kit outlines prices and instructions for shipping, securing labor, electrical, telephone, furniture, and other special needs. Exhibitors are responsible for all charges related to freight, drayage, decorating, and labor. Exhibitors agree to abide by the rules and regulations concerning local unions having agreements with the facility or with authorized service contractors employed by SSA.

### TO APPLY FOR SPACE

1. Verify your Membership Dues have been renewed for 2024.
2. Complete and submit the exhibit space application on or before November 29.
3. Submit Payment by December 13.

**APPLY NOW**





## EXHIBITOR PROSPECTUS

### SETUP/DISMANTLE SCHEDULE

So that you may plan your arrival and departure into Maryland, here is our current schedule as it pertains to our Trade Show (subject to modification):

#### MONDAY, MARCH 11

Freeman Move In  
6:00AM – 5:00PM

Exhibitor Move In  
1:00PM – 5:00PM

#### TUESDAY, MARCH 12

Exhibitor Move In  
7:00AM – 2:30PM

Show Open (Refreshments in hall)  
3:30PM – 7:30PM

#### WEDNESDAY, MARCH 13

Show Open (Refreshments in hall)  
11:30AM – 2:30PM

Tear Down  
2:30PM – 7:00PM

No displays may be dismantled, or any packing started before 2:30PM on Thursday. All exhibits must be removed by 7:00PM.

### ROUNDTABLES

Due to the size of our function space, there are limited openings for roundtable discussion leaders. Roundtables are meant to be educational discussions with lots of ideas exchanged among the participants. The Education Committee will not select any topics that resemble a promotion of a product or service your company offers.

Please submit your topics [here](#) to Ginny Stengel by January 8.

If you have any questions, please reach out to Ginny at [gstengel@selfstorage.org](mailto:gstengel@selfstorage.org).

### VENDOR REGISTRATION

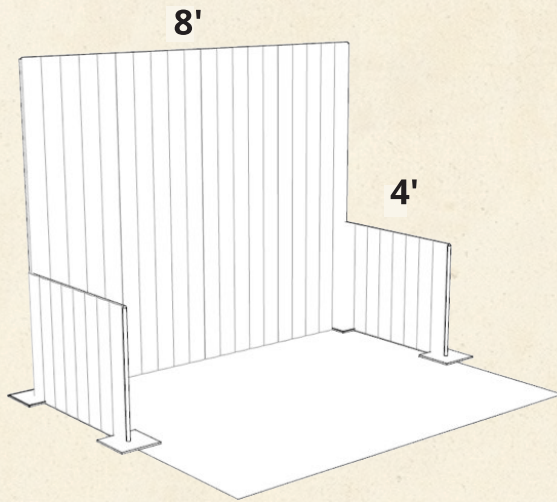
**Any vendor soliciting business at the conference or trade show, including anywhere in the venue, must be registered as an exhibitor.** Any vendor that violates this provision will be charged the non-member booth registration fee. Any such vendor consents to SSA or its designee, without providing any further notice, charging the vendor's credit card for the non-member booth registration fee; the vendor further agrees not to make a chargeback request related to the non-member booth registration fee. Any vendor that violates this provision will be barred from the current conference and trade show and may be barred from future SSA conferences, trade shows, and events.

**Non-Exhibiting Vendors must register for the full conference and trade show registration and are strictly prohibited from registering for the trade show only registration. Any vendor that registers for the trade show only registration consents to SSA or its designee converting the vendor to a full conference and trade show registration.** Any such vendor further consents to SSA or its designee, without providing any further notice, charging the vendor's credit card for the full conference and trade show registration; the vendor further agrees not to make a chargeback request related to the charge. Any vendor that does not pay for the full conference and trade show registration will be barred from the current conference and trade show and may be barred from future SSA conferences, trade shows, and events.

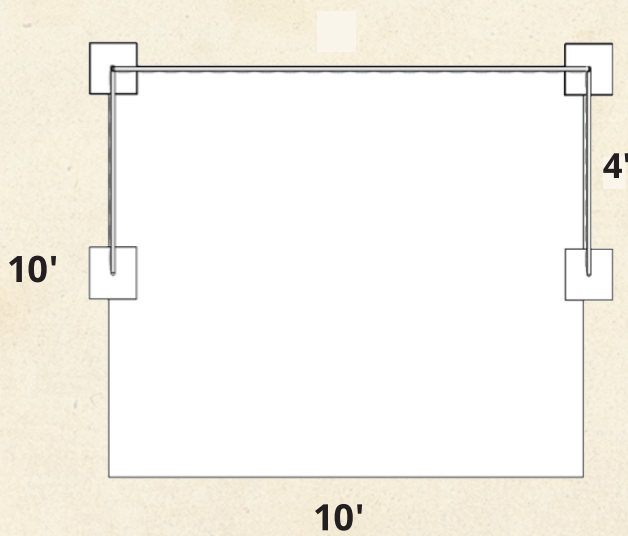


## LINEAR BOOTH SPACE

Exhibitors are provided a 10' d x 10' w booth space with an 8' high draped backdrop, 3' high draped side dividers, and a 7" h x 44" w one-line identification sign with company name and booth number. Daily cleaning of the aisles is provided. **EXHIBIT BOOTHS ARE UNFURNISHED.** All furniture and accessories, electrical requirements, specialty carpeting, and booth cleaning are the responsibility of exhibitor. All measurements shown on the floor plan are approximate, and SSA reserves the right to make such modifications as may be deemed necessary, making equitable adjustment with any exhibitors thereby affected. **NOTE:** *If multiple 10' x 10' booths are purchased, they will be placed next to each other. Multiple booth locations throughout the hall will not be permitted.*



**USE OF SPACE:** Regardless of the number of Linear Booths utilized, e.g. 10' x 20', 10' x 30', 10' x 40', etc. display materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth. The booth must be set up in accordance with the booth setup rules and all applicable federal, state, local, and venue rules, laws, and regulations. If the booth is out of compliance, as determined by SSA, Freeman, union, or venue personnel or government official, the exhibitor must take all required steps to bring the booth into compliance at the exhibitor's own cost.

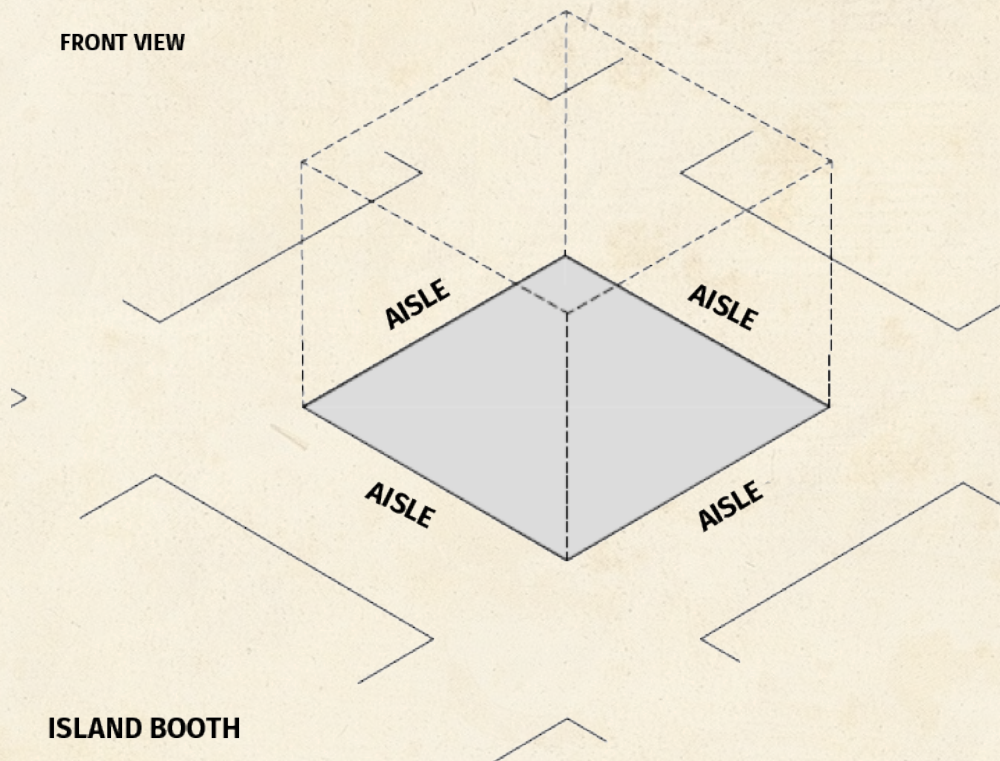


**BOOTH DISPLAY SPACE:** Exhibitor's booth display must not obstruct the general view of other booths in the exhibit hall. Displays that block the general view of neighboring exhibitors must be adjusted at the request of SSA or Freeman staff. Any displays that are not adjusted will be removed for the duration of the show. If exhibitor plans any special display(s), exhibitor must submit drawings for such display(s), at least 60 days in advance of the trade show, to SSA for its written approval. Height for all booth backdrops, display equipment, signs and decor or specialty items may not be more than eight feet (8') in height (i.e. plants, balloons, popup displays). Side panels for booth displays may not exceed 4' in height. Display material exposing an unfinished surface to neighboring booths is prohibited.



## ISLAND BOOTH SPACE

An Island Booth is any size booth exposed to aisles on all four sides. An Island Booth is typically 20' by 20' (6.10m by 6.10m) or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16' to 20' (4.88m to 6.10m), including signage.



**BOOTH CARPET:** The Exhibit Hall floor **is not** carpeted, **and booth carpet is required.**

**HANGING SIGNS & GRAPHICS:** Hanging signs will only be permitted for island booths (20' by 20' OR LARGER), subject to the requirements and the Organizer's approval as described herein. This signage must be a maximum height range of 20' from the top of the sign to the floor. Hanging signs must be set back at least 10' from adjacent booths and be directly over contracted space only. Whether suspended from above, or supported from below, the signage must comply with all other use-of-space requirements. The exhibitor must receive the Organizer's written approval for the use of hanging signs, at any height, at least 60 days prior to the proposed installation date. Variances may be issued at the Organizer's sole discretion. Any hanging sign that does not meet the requirements herein or is erected without prior approval from the Organizer will be removed at exhibitor's expense. If approved by the Organizer, the exhibitor is solely responsible for all setup, rigging, liability and logistics and all associated expenses.

**CANOPIES AND CEILINGS:** Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths must comply with Line-of-Sight requirements. The bottom of the canopy must not be lower than 7ft from the floor within 5ft of any aisle. Canopy supports must be no wider than three inches. This applies to any booth configuration that has a sight line restriction, such as a Linear Booth.

**TOWERS:** A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of 8' must have drawings available for inspection.



## EXHIBITOR RULES & REGULATIONS

- 1. ACCEPTABILITY OF EXHIBITS:** All exhibits shall serve the interests of the members of the Self Storage Association (SSA, we, us, our) and shall be operated in a way that will not detract from other exhibits or from the event as a whole. Exhibit Management determines acceptability of persons, things, conduct, and/or printed matter and reserves the right to require in its sole discretion the immediate withdrawal of any exhibit which it deems to be injurious or contrary to the purpose of the Association or Event. In the event of such restriction or eviction, SSA is not liable for any refund of exhibit fees or any other expense. The exhibitors must ensure its exhibit is in compliance with the Americans with Disabilities Act and all related state and local requirements.

- 2. APPLICATIONS FOR SPACE:** Applications must be made in writing on the official contract/application form. Telephone applications will not be accepted.

- 3. EXHIBITOR ELIGIBILITY:** Each Exhibiting Company must have a current National SSA Vendor membership or current National SSA membership with dues of \$850 or more. State Association membership does not qualify for member booth rates.

Non-members are limited to one booth, on a space-available basis as further described in the Assignment of Space section below. Non-member applications will not be accepted until all members have been placed.

**SSA reserves the right to determine, in its sole discretion, the eligibility of any applicant as an exhibitor.**

- 4. ASSIGNMENT OF SPACE:** Space will be assigned (based on availability) according to the following criteria: If contract and full payment are received by 12/13/23: companies that have signed up for the SSA sponsor programs in 2024 —Ambassador, Partner, and Patron—will be given first priority in placement, in that order. We will then tally points earned in all of the following categories, and assign space in ranking order, based on total points:

1. SSA Vendor Membership in 2024 (5 points).
2. Total amount of sponsorship and advertising dollars spent or under contract with SSA in 2024 (1 pt. for every \$500).
3. The number of spaces reserved for the last 5 trade shows (including this one) (1 pt. each).
4. Market the Conference to your customers. (1 pt.) (post card, email, etc.) It would be an easy point to acquire and would also help boost trade show attendance. (Call Jennifer Pettigrew 513-843-6943 or Mike Blackett 703-575-8000 for details.)
5. Any 2024 donations made to SSA Legislative Fund or Scholarship Fund. (1 pt. for every \$500)
6. Any company that purchased the Lead Retrieval service at the previous conference (2 points)
7. Any booth space reserved at any of SSA's chartered or managed state shows for July 2023 – July 2024. (1 point for every booth)

Emailed date/time on receipt of application will be used only as a tie-breaker.

IF CONTRACT OR PAYMENT IS RECEIVED AFTER 12/13/23: Assignments will be made based on availability after the initial applications are ranked and assigned. Assignments will be made on a first-come, first-served basis.

\* SPACE FOR NON-MEMBERS WILL BE ASSIGNED AFTER JANUARY 1, BASED ON AVAILABILITY.

**Complimentary booths:** Complimentary Booths for state or charity organizations are not guaranteed. They will be assigned as space permits after paid booths are placed.

SSA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

- 5. PAYMENT:** Full payment must be received to be eligible for ranking and assignment. Exhibitors are responsible for ensuring full payment of all booth fees prior to ranking and assignment procedures.
- 6. CANCELLATION / SPACE REDUCTION:** SSA must be notified in writing in the event of cancellation or space reduction. A cancellation or space reduction prior to the printing of the on-site program will incur a minimum cancellation/space reduction fee of \$250; the remainder of the exhibitor's fees, less the \$250 cancellation/space reduction fee, will be refunded only if SSA resells the space. If the on-site program has been printed at the time of the cancellation or space reduction, no refunds will be granted.
- 7. NON-COMPLIANCE WITH RULES AND REGULATIONS:** Exhibitors that do not meet stated deadlines, or that do not comply with the rules outlined herein, may forfeit their space and all fees.
- 8. FAILURE TO OCCUPY SPACE:** Space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and this space may be resold, reassigned, or used by SSA in its sole discretion. No refunds will be granted for failure to occupy space
- 9. BOOTH FEES:**
  - \$2,600 per 10x10 linear space booked by a national SSA member as set forth in paragraph 3 above.  
\*Multiple 10x10 booth spaces reserved will be placed NEXT to each other\*
  - \$11,400 per 20x20 island space booked by a national SSA member as set forth in paragraph 3 above.
  - \$5,200 (10X10) for non-members.
- 10. BOOTH FEES INCLUDE:**
  - Company identification sign and name badges.
  - Backwall (8' high) and side rail (3' high) fabric drapes
  - Security service provided by an outside company. SSA is not responsible for the acts or omissions of the security service.
  - Pre-show and Final registration list (SSA members only) provided the exhibitor Use of Event Attendee List Confidentiality Agreement has been completed, signed, and returned to SSA.
  - Free exhibit and conference registrations for 3 individuals per booth; additional personnel may register at \$200
- \*Carpet, Furniture and Utilities are NOT included in the booth fee\*
- 11. FLOOR PLAN:** All dimensions and locations shown on the official floor plan are believed to be accurate but are not guaranteed. SSA reserves the right to make such modifications as may be necessary in its sole discretion.





# EXHIBITOR RULES & REGULATIONS

12. **BOOTH SHARING AND SPACE RESTRICTIONS:** The sharing of booth space by vendors or companies is strictly prohibited. Any purported sublease of or license to use any part of the exhibit space by third parties, paid contractors or referral parties is also prohibited and has no legal effect. Solicitations or demonstrations by exhibitors must be within the bounds of their assigned space. Aisles may not be used for exhibit purposes, display signs, solicitation or distribution of promotional material. Exhibits, signs and displays are also prohibited in any public areas or elsewhere on the premises of the meeting facility, guestrooms, or hallways of the hotel. Operation of sound devices is allowed only if permitted by the venue and the exhibitor complies with SSA direction on volume. Any representative from a firm or organization not exhibiting is prohibited from soliciting business during the conference and trade show or in the hotel and convention center. Conference sponsors that are not exhibiting may distribute literature only at the event they sponsor, and may solicit business during the Conference and Trade Show.
13. **CANCELLATION OF CONFERENCE AND TRADE SHOW:** If SSA cancels the conference and trade show for any reason, the exhibitor's recovery against SSA is limited to a return of the booth fees actually paid by the exhibitor to SSA.
14. **EXHIBITOR CHECK-IN:** All exhibitors must check-in at the SSA Exhibitor Registration Counter in the hotel/convention center for their exhibitor badge prior to entering the exhibit hall. Each booth representative must have his/her own badge. Only the official SSA conference badge will be accepted for entry into the exhibit hall and all conference and trade show functions, subject to the limitations set by SSA.
15. **MOVE-IN:** Exhibitors shall have access to the exhibit hall for move-in from 1:00PM – 5:00PM on Monday, March 11 and from 7:00AM – 2:30PM on Tuesday, March 12. All exhibit displays, materials and property must be moved into or out of the exhibit hall through such entrances and exits designated by SSA. Exhibitors must comply with all Freeman and Union regulations where applicable. (See Freeman Exhibitor Information Packet). All times subject to change. The exhibit hall opens to attendees at 3:30PM on Wednesday, March 12. **All booths must be completely set up and cleared of debris by 2:30PM. NO MOVE-IN OR SET UP WILL BE PERMITTED WHILE THE EXHIBIT HALL IS OPEN TO TRADE SHOW ATTENDEES.** For safety reasons, any exhibitor not moved-in by 2:30PM on March 12 must move in between 8:00AM – 10:00AM on Wednesday, March 13.
16. **BOOTH SETUP RESTRICTIONS:** The Booth Setup Restrictions are incorporated into and part of these Rules and Regulations. SSA reserves the right to enforce the Booth Setup Restrictions by requiring a change to the booth setup or tear down of the booth, in SSA's sole discretion. Exhibitor agrees to pay the full cost of any change or tear down and agrees that any such cost is its responsibility. In the event of such change or tear down, SSA will not provide any refunds or reimburse any expenses. Failure to comply is subject to the consequences set forth in the Non-Compliance section below.
17. **MOVE-OUT:** Exhibitors will have from 2:30PM – 7:00PM on Wednesday, March 13 to pack, tear down, dismantle and remove all of their displays, materials and property from the exhibit hall. Exhibit displays, materials and property may not be packed, torn down, dismantled, or removed prior to 2:30PM on Wednesday, March 13. All exhibit displays, materials and property must be moved into or out of the exhibit hall through such entrances and exits designated by SSA. Exhibitors must comply with all Freeman and Union regulations where applicable. (See Freeman Exhibitor Information Packet). **EXHIBITORS THAT PACK, TEAR DOWN, REMOVE OR DISMANTLE DISPLAYS, MATERIALS OR PROPERTY PRIOR TO DESIGNATED MOVE-OUT TIME WILL HAVE ALL POINTS REVOKED AND FORFEIT BOOTH SELECTION PRIVILEGES FOR FUTURE SHOWS.** Failure to comply is also subject to the consequences set forth in the Non-Compliance section below.
18. **EXHIBITOR GUEST RESTRICTIONS:** The exhibit hall is not open to the general public or guests of exhibitors. Exhibitor's guests/clients who are not registered attendees of the trade show with a name badge will not be allowed to enter the exhibit hall.
19. **OBSERVANCE OF LAWS & REGULATIONS:** Exhibitors are solely responsible for compliance with any and all applicable venue rules and federal, local, city and state laws, ordinances and regulations, including but not limited to those regarding the installation and operation of the exhibit. The use of combustible or flammable material, such as bunting, crepe paper, tissue paper, cardboard, and corrugated paper, is strictly prohibited. All materials used by exhibitor for decorative purposes, such as muslin, velvet, and silkscreen, must be flame proof. Open flames, butane gas, and oxygen tanks are strictly prohibited. Failure to comply is subject to the consequences set forth in the Non-Compliance section below.
20. **EXHIBITOR CONDUCT:** Exhibitors are expected to show courtesy and respect for SSA staff, contractors, venue personnel, trade show attendees, and others. SSA reserves the right to evict or otherwise restrict access to any persons or exhibitors whose conduct or attire is deemed by SSA to be offensive, disruptive, disrespectful, un-ethical, undignified, or in violation of these Rules and Regulations. SSA also reserves the right to restrict the distribution of materials that are in any way incompatible with SSA's standards of decorum, taste or professionalism. In the event of such eviction or restriction, SSA will not provide any refunds or reimburse any expenses. Unusual advertising plans and stunts that are designed to attract attention to a particular exhibit must obtain written permission from SSA prior to the opening of the trade show. Failure to comply is subject to the consequences set forth in the Non-Compliance section below.
21. **NON-SSA EVENTS:** Exhibitor-sponsored meetings, entertainment, events, or similar activities are strictly prohibited in the host hotel or convention center, including meeting rooms, pool cabanas, hospitality suites or other private or public facilities during official trade show hours without prior written notification to and express written approval from SSA. Failure to comply is subject to the consequences set forth in the Non-Compliance section below.
22. **CARE OF FACILITY:** Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building, booth or furniture. Anything necessary for the protection of these areas must be provided by the exhibitor at its own expense.
23. **LIMITATIONS OF LIABILITY / INDEMNIFICATION:** Exhibitor agrees that neither SSA or the trade show facility operator nor either of their officers, directors, members, representatives, employees, contractors, or suppliers ("Releasees") is or will be liable for, and Exhibitor forever releases the





# EXHIBITOR RULES & REGULATIONS

Releasees from, any claims, liabilities, losses, damages or expenses of any kind (including but not limited to negligence, gross negligence, personal injury and death, disease (including, but not limited to, COVID-19 and its variants) property damage and destruction, and intentional acts) relating to, arising out of, or in any way connected with exhibitor's or its personnel's or guest's participation in the conference or trade show. The exhibitor is fully responsible for any such claims, liabilities, losses, damages or expenses; for any loss of or damage to exhibitor's materials, property, and displays; and for any personal injury or death suffered by exhibitor's personnel and guests. Exhibitor agrees to protect, indemnify, hold harmless, and defend the Releasees, including by paying any attorneys' fees incurred by Releasees, against any such claims, liabilities, losses, damages or expenses; for any loss of or damage to exhibitor's materials, property, and displays; and for any personal injury or death suffered by exhibitor's personnel or guests.

- 24. INSURANCE:** Exhibitor has, and must maintain throughout the conference and trade show, worker's compensation and general commercial liability insurance adequate to provide coverage for any claims or liabilities that may arise out of or relate to Exhibitor's participation in the conference and trade show in at least minimum amounts of \$2,000,000 per occurrence / \$2,000,000 annual aggregate. All insurance policies of Exhibitor that cover any claims or liabilities that may arise out of or relate to Exhibitor's participation in the conference and trade show must be primary and noncontributory to any other insurance or self-insurance and must name the Self Storage Association, Freeman Expositions, Inc., Gaylord National Resort & Convention Center, and any other person identified by SSA as additional insureds. Exhibit materials must be covered by the Exhibitor's insurance from the time the materials are shipped from the point of origin; through move-in, show dates, and move-out; and until all materials have been received at the final return destination.

Exhibitor acknowledges that neither SSA nor any other person maintains insurance covering exhibitor's materials, displays, property or personnel and that it is the sole responsibility of exhibitor to provide such insurance, including insurance for property damage, personal injury or death, and business interruption.

- 25. AMENDMENTS/ENFORCEMENT:** All matters and questions not covered by these Rules and Regulations are subject to the final judgment and decision of SSA staff. These Rules and Regulations may be amended at any time by SSA upon written notice to exhibitors. SSA reserves the right to enforce compliance with these Rules and Regulations.
- 26. EXHIBITOR RESPONSIBILITY:** Exhibitor is responsible for communicating all information regarding these Rules and Regulations to all members of the company that will be participating in SSA's conference and trade show, as well to any agents, contractors, or other personnel authorized or acting on behalf of the exhibiting company prior to and during the SSA conference and trade show.
- 27. FOOD & BEVERAGE:** Food and Beverage catered functions are to be arranged through the exclusive caterer at the Gaylord National Resort & Convention Center. Any exhibitor wishing to provide food or beverage (including alcohol) items, must receive prior authorization. Please contact Jennifer Pettigrew at [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org) for more information.

- 28. VEHICLES ON DISPLAY:** Vehicles are permitted within the building with notification of your Service Manager. The following criteria must be met:
- ☐ ¼ Tank or less of gasoline
  - ☐ Gasoline Tank must be taped and/or sealed
  - ☐ Battery Cables Disconnected
  - ☐ Polytan must be under the vehicle
  - ☐ All Vehicles being brought into the Exhibit Hall or Ballroom Level of the Facility must be accompanied by a member of the Facility Exhibit Hall Management Team. If vehicles are moving during show open times, security and a fire watch will be required.
  - ☐ Facility Exhibit Management reserves the right to inspect or re-inspect vehicles on the show floor to ensure that the Fire Marshall Criteria has been met
- 29. BALLOONS:** Helium balloons are strictly prohibited in the hotel. Cold air-filled balloon retrieval fees are assessed in cases where rigging labor is required. Helium balloons are not permitted in the atrium. Cleanup fees apply.
- 30. CHILDREN POLICY:** No one under the age of 18 is allowed in the exhibit hall during move-in and move-out.  
No one under the age of 16 is allowed in the exhibit hall during tradeshow hours.
- 31. SUITCASING:** Any vendor soliciting business at the conference or trade show, including anywhere in the venue, must be registered as an exhibitor or event sponsor. Any vendor that violates this provision will be charged the non-member booth registration fee. Any such vendor consents to SSA or its designee, without providing any further notice, charging the vendor's credit card for the non-member booth registration fee; the vendor further agrees not to make a chargeback request related to the non-member booth registration fee. Any vendor that violates this provision will be barred from the current conference and trade show and may be barred from future SSA conferences, trade shows, and events.  
Vendors must register for the full conference and trade show registration and are strictly prohibited from registering for the trade show only registration. Any vendor that registers for the trade show only registration consents to SSA or its designee converting the vendor to a full conference and trade show registration. Any such vendor further consents to SSA or its designee, without providing any further notice, charging the vendor's credit card for the full conference and trade show registration; the vendor further agrees not to make a chargeback request related to the charge. Any vendor that does not pay for the full conference and trade show registration will be barred from the current conference and trade show and may be barred from future SSA conferences, trade shows, and events.
- 32. PHOTOGRAPHY AND VIDEO RECORDING:** No exhibit, performance or event presented at the SSA Show shall be photographed, videotaped, broadcast or recorded for commercial use, sale or distribution of any kind without the express written consent of the SSA. If found in violation of this section, Exhibitor agrees to surrender recording media immediately at the request of the SSA.  
No entity may use any audio or visual devices, including film, videotape, DVD, webcam, or any other similar methods which may be available to



# EXHIBITOR RULES & REGULATIONS

capture audio or visual images of the SSA Show or its events without written permission of the SSA. No entity may supply, sell or resell any audio or visual material of any SSA Show without the express written consent of the SSA. No entity, with the exception of official SSA licensees, may represent that it is the official, authorized, or sole provider of Show content or coverage.

Further, Exhibitor hereby waives its right of refusal to have its personnel, as well product or exhibit, to be photographed, videotaped, broadcast or recorded in any medium for any use whatsoever by the SSA or its designated official and authorized agency, including without limitation, uses by SSA-authorized or sanctioned media producing broadcasts derived from material gathered at the SSA Show.

Exhibit booth photography will be permitted only by the designated SSA official show photographer. Failure to comply is subject to the consequences set forth in the Non-Compliance section below.

33. **EXCLUSIVITY:** Exhibitors are not entitled to and will not be granted any status as the exclusive exhibitor at the trade show for any product or service offered by the exhibitor or on any other basis.
34. **NON-COMPLIANCE:** Failure to comply with any of the above rules and regulations may result in suspension from exhibiting at or attending future SSA trade shows or events for a period of time deemed appropriate by SSA.
35. **NO GUARANTEES:** SSA does not guarantee or make any representations whatsoever regarding its in-person events, including but not limited to any guarantees or representations regarding the attendees or attendance levels. Exhibitor understands and accepts the risk that SSA's in-person events may have attendance levels lower than or different from previous years. Except as expressly stated herein, under no circumstances will SSA issue a full or partial refund, substitute or add benefits for any Exhibitor.

36. **COVID-19:** Exhibitor acknowledges that the COVID-19 outbreak has been declared a worldwide pandemic by the World Health Organization, is extremely contagious, and is thought to spread mainly through close contact from person-to-person. SSA cannot guarantee that Exhibitor's personnel and guests will not become infected with COVID-19 at the conference or trade show. In addition to the Limitations of Liability / Indemnification set forth above, Exhibitor shall indemnify and hold harmless SSA against all claims by Exhibitor's personnel and guests arising out of, or related to, infection with COVID-19, whether before, during or after attendance at the conference or trade show. SSA requires individuals registered by or on behalf of Exhibitor to acknowledge the risks of COVID-19 infection and further waive liability prior to participation at the conference or trade show. If required by the government or host hotel, Exhibitors and their personnel and guests at the conference or trade show are responsible for providing and using their own personal protective equipment, including but not limited to face protection, personal hand sanitizer, and gloves. Even if face protection/face coverings are NOT required by federal, state, or local guidelines at the time of the conference or trade show, SSA still recommends following CDC guidelines for wearing a face mask/cover, maintaining a social distance, and washing hands frequently. Any of Exhibitor's personnel or guests with a temperature of 100°F or above or other symptoms of COVID-19 are not permitted to attend the conference or trade show.

Exhibitors and their personnel and guests agree to follow all mandates, rules, regulations, or restrictions required by the host city, county, state, or hotel or by SSA. Failure to comply with the foregoing is subject to exclusion from the current event and the consequences set forth in the Non-Compliance section.







## CONFERENCE SPONSORSHIP OPPORTUNITIES

### SPONSORS

#### ☐ LANYARDS

INVESTMENT **\$2,500** (limit 4 sponsors)

##### SPONSORSHIP BENEFITS

- + Logos alternating on lanyards
- + Recognition in the conference onsite program

#### ☐ CELL PHONE CHARGING STATION

INVESTMENT **\$2,500** (limit 2 sponsors)

##### SPONSORSHIP BENEFITS

- + Artwork on charging station  
(22" wide x 28" tall – 2 sides per unit)
- + Recognition in the conference onsite program

#### ☐ HOTEL KEY CARDS

INVESTMENT **\$8,500** (Exclusive sponsorship)

##### SPONSORSHIP BENEFITS

- + Artwork on hotel keycards
- + Listed as a sponsor on event web page
- + Recognition in the conference onsite program

#### ☐ PENS

INVESTMENT **\$2,000** (exclusive sponsorship)

##### SPONSORSHIP BENEFITS

- + Sponsor supplies to be placed in bags

#### ☐ NOTEBOOKS OR NOTEPADS

INVESTMENT **\$2,500** (exclusive sponsorship)

##### SPONSORSHIP BENEFITS

- + Sponsor supplies to be placed in bags

### EDUCATION SPONSORS

#### ☐ MANAGERS SUMMIT

INVESTMENT **\$2,000** (limit 3 sponsors)

##### SPONSORSHIP BENEFITS

- + Logo on signage outside of room
- + Sponsor mentioned in opening remarks before session starts
- + Sponsor allowed marketing materials in room
- + Recognition in the conference onsite program
- + List of Managers Summit Attendees

#### ☐ SSA 101: MAXIMIZE YOUR EXPERIENCE (FORMALLY: NEW MEMBER ORIENTATION)

INVESTMENT **\$2,000** (limit 3 sponsors)

##### SPONSORSHIP BENEFITS

- + Logo on Signage outside of room
- + Logo on Session Slides
- + Sponsor permitted to speak before session starts
- + Opportunity to provide giveaways for attendees
- + Sponsor to receive attendee list
- + Sponsor allowed marketing materials in room
- + Recognition in the conference onsite program

#### ☐ WOMEN'S COUNCIL EDUCATIONAL SESSION/NETWORKING

INVESTMENT **\$2,500** (limit 5 sponsors)

##### SPONSORSHIP BENEFITS

- + Logo on signage
- + List of Women's Council attendees
- + Recognition in conference onsite program
- + Recognition on schedule of events on event website
- + Recognition in conference issue of *SSA Magazine*
- + Recognition from podium at the event

#### ☐ DIVERSITY & INCLUSION SESSION

INVESTMENT: **\$2,500** (limit 5 sponsors)

##### SPONSORSHIP BENEFITS

- + Logo on signage
- + List of Diversity & Inclusion attendees
- + Recognition in conference onsite program
- + Recognition on schedule of events on event website
- + Recognition in conference issue of *SSA Magazine*
- + Name recognition from podium at the event

SEND QUESTIONS TO:

JENNIFER PETTIGREW • [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org)  
CAROL FRANKLIN • [cfranklin@selfstorage.org](mailto:cfranklin@selfstorage.org)





## CONFERENCE SPONSORSHIP OPPORTUNITIES

### NETWORKING OPPORTUNITIES

#### ☐ WELCOME RECEPTION

INVESTMENT: **\$4,000** (limit 4 sponsors)

##### SPONSORSHIP BENEFITS

- ✦ Logo on signage in reception area
- ✦ Logo on screen loop during reception (if applicable)
- ✦ Recognition in conference onsite program
- ✦ Recognition on sponsor page on website

#### ☐ SSA CAFÉ

INVESTMENT: **\$4,000** (limit 4 sponsors)

##### SPONSORSHIP BENEFITS

- ✦ Recognition in the conference onsite program
- ✦ Recognition on the schedule of events on the website
- ✦ Recognition in conference issue of *SSA Magazine*
- ✦ Recognition on signage outside and inside the café
- ✦ Placement of company's marketing materials on unmanned sponsorship table inside of café

#### ☐ YOUNG LEADERS GROUP (YLG)

INVESTMENT: **\$2,500** (limit 6 sponsors)

##### SPONSORSHIP BENEFITS

- ✦ Company logo on YLG invitation
- ✦ Contact list of YLG's members
- ✦ Recognition in the conference onsite program
- ✦ Company logo in all YLG email blasts
- ✦ Recognition on the schedule of events on website
- ✦ Recognition in conference issue of the *SSA Magazine*

### SIGNAGE

#### ☐ CROSS AISLE SIGN w/ 3'x3' FLOOR STICKERS

INVESTMENT: **\$8,500** (limit 2 sponsors)

##### SPONSORSHIP BENEFITS

- ✦ Will alternate sponsors on even or odd aisles
- ✦ Logo and booth number on sign
- ✦ Up to 3 floor stickers alternating in aisles opposite of aisle sign

More signage  
opportunities to come.



## A LIMITED NUMBER OF SPONSORSHIP OPPORTUNITIES AVAILABLE!

*Sponsorships can be selected on the contract.*

[Contract and Confidentiality Agreement can be found here.](#)



# SSA MAGAZINE

THE OFFICIAL VOICE OF THE SELF STORAGE ASSOCIATION

## *Spotlight your company at National Harbor at the* **SPRING CONFERENCE & TRADE SHOW**

The March issue of *SSA Magazine* is the special edition for the Self Storage Association's Spring Conference & Trade Show at National Harbor in the Washington, DC, area — making it the perfect complement to your booth.

By placing an advertisement in March, you can announce your presence to everybody attending this highly anticipated event at the Gaylord National Resort & Convention Center.

The circulation will be approximately 18,000 and includes our regular members, their facilities, state affiliates, show attendees and 3,500 to prospects to promote the show.

### RESERVATION DEADLINE

**January 16, 2024**

### MATERIALS DEADLINE

**January 23, 2024**

To book your advertisement, contact

**Tom Comi** at **703-395-9703**

or **tcomi@selfstorage.org**

**SPACE IS LIMITED**  
*so don't miss out on this one.*

