

MARCH 18-20, 2026

# SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER

# EXHIBITOR PROSPECTUS

# MARCH 18-20 • SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER



#SSASpring26 · selfstorage.org

# WELCOME SSA EXHIBITOR!

# We look forward to working with you on 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: March 18-20, 2026

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

#### **SETUP**

Tuesday, March 17: 8:00 am - 5:00 pm Wednesday, March 18: 8:00 am - 2:00 pm

#### TRADE SHOW

Wednesday, March 18: 3:00 pm - 6:00 pm Thursday, March 19: 11:30 am - 2:30 pm

#### **TEAR DOWN**

Thursday, March 19: 2:30 pm - 7:00 pm

**EXHIBIT LOCATION: Hall 3** 

CONFERENCE LOCATION/HOTEL: Henry B. González Convention Center • 900 E Market Street, San Antonio, Texas 78205

Hotel registration at nearby hotels for SSA's 2026 Spring Conference will be open soon. We have negotiated a discounted rate, and when available, the link to book will be posted on the SSA Spring Conference website.

Upon arrival for setup at the Henry B. González 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 Friday, February 27.

SEND QUESTIONS TO: meetings@selfstorage.org

# MARCH 18-20 • SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER



#SSASpring26 · selfstorage.org

# EXHIBITOR PROSPECTUS

The Self Storage Association has led the self storage industry in producing the premier educational conferences and trade shows for 50 years. Come to San Antonio 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 will be held at Henry B. Gonzalez Convention Center (900 E Market St, San Antonio, TX 78205). The location is prime— a 4 min walk to the San Antonio River Walk and 15 minutes from the San Antonio International Airport.

#### DEADLINE

<b>10/24/25</b> E	Booth application	deadline
-------------------	-------------------	----------

**11/07/25** Payment deadline

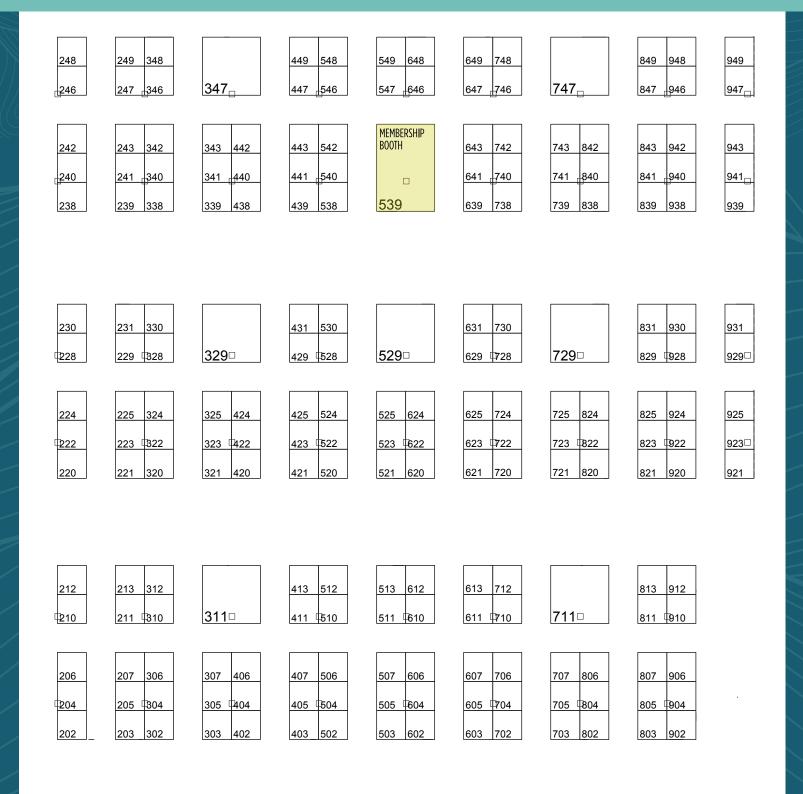
11/12/25 Priority ranking is determined, based on criteria outlined in #4 of the exhibitor rules and regulations.

No advertisement or sponsorship dollars will be accounted for after this date.

**12/01/25** Booth selection appointments start



# HENRY B. GONZÁLEZ CONVENTION CENTER · HALL 3



HALL 3 ENTRANCE

# MARCH 18-20 • SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER



#SSASpring26 · selfstorage.org

# EXHIBITOR PROSPECTUS

#### **EXHIBIT HALL FACTS**

**EXHIBIT HALL: Hall 3** 

BOOTH SIZE: Minimum Booth Size - 10' x 10' | Maximum Booth Size - 20' x 20'

**CARPET PROVIDED: Yes** 

**CEILING HEIGHT: 35'** 

ENTRANCE TO HALL: 5'2" wide x 8'6" high

LOADING DOCK ENTRANCE: 24' wide x 15'5" high

SELF-UNLOADING: Exhibitors may hand-carry their own materials into the exhibit facility and use carts if they have rubber wheels. Exhibitors cannot unload from vehicles in the front of the building. The use or rental of dollies, flat trucks and other mechanical equipment, is not permitted. FREEMAN and the convention center 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 that any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during exhibitor move-out. Any excessive materials left in the booth at the end of the event will be considered trash.

**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 Freeman for more information.

#### OFFICIAL DECORATOR

Freeman Company is the official exhibit decorator. Exhibitor Service Kits will be e-mailed 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 2026
- 2. Complete and submit the exhibit space application on or before October 24
- 3. Submit payment by November 7



MARCH 18-20 • SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER



#SSASpring26 · selfstorage.org

# EXHIBITOR PROSPECTUS

#### SETUP/DISMANTLE SCHEDULE

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

Tuesday, March 17

Move-In: 8:00 AM - 5:00 PM

Wednesday, March 18

Move-In: 8:00 AM - 2:00 PM

Show Open: 3:00 PM - 6:00 PM (Refreshments in hall)

Thursday, March 19

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

Move-Out: 2:30 pm - 7:00 pm

No displays may be dismantled, or any packing started before 2:30 pm on Thursday.

All exhibits must be removed by 7:00 pm.

#### 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.

If you'd like to submit a roundtable for review, please submit it by <u>clicking here</u> by February 1, 2026. If you have any questions, please reach out to Ginny at <u>gstengel@selfstorage.org</u>.

#### VENDOR REGISTRATION

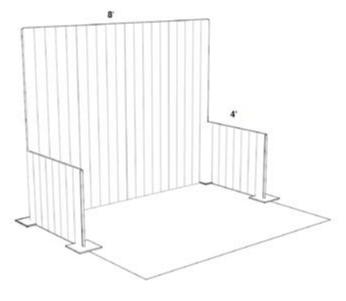
Any vendor soliciting business at the conference or trade show, including anywhere in the venue, must be registered as an exhibitor. Any vendor that violates this provision will be charged the non-member booth registration fee. Any such vendor consents to SSA or its designee, without providing any further 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.

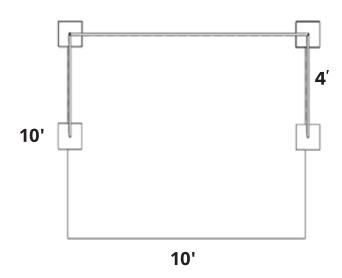
## BOOTH SETUP INSTRUCTIONS

#### 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 an 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 purchasedunder one company name, 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' by 20', 10' by 30', 10' by 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.

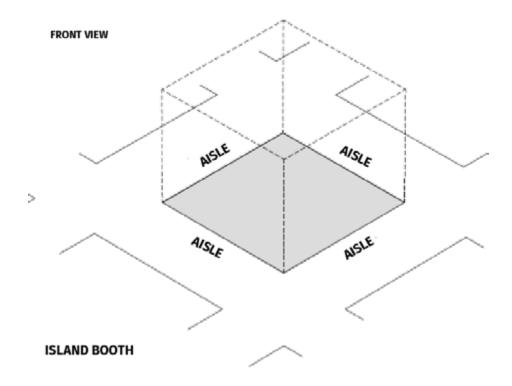


BOOTH DISPLAY SPACE: Exhibitor's booth display must not obstruct the general view of other booths in the exhibit hall. Displays that block the general view of neighboring exhibitors must be adjusted at the request of SSA or Freeman staff. Any displays that are not adjusted will be removed for the duration 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.

# **BOOTH SETUP INSTRUCTIONS**

#### 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:** Carpet is included with your booth fee.

HANGING SIGNS & GRAPHICS: Hanging signs will only be permitted for island booths (20'x20'), 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 7' from the floor within 5' 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.
- APPLICATIONS FOR SPACE: Applications must be made in writing online via 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. National SSA memberships are available only to storage owners and operators and vendors to the self storage industry. 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 11/07/25: companies that have signed up for the SSA sponsor programs in 2026 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::
  - Current National SSA Vendor membership or current National SSA membership with dues of \$850 or more (5 noints)
  - Total amount of sponsorship and advertising dollars spent or under contract with SSA in 2026 (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 for details.)
  - 5. Any 2026 donations made to SSA Legislative Fund or Scholarship Fund. (1 pt. for every \$500)
  - Any company that purchased the Lead Retrieval service at the previous conference (2 points)
  - Any booth space reserved at any of SSA's chartered or managed state shows for July 2025 – July 2026. (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 11/07/25: 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.

- 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 onsite 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.
- 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:

- \$2,950 per 10'x10' linear space booked by a national SSA member as set forth in paragraph 3 above. \*Multiple 10'x10' booth spaces reserved will be placed NEXT to each other\*
- \$5,900 (10'x10') for non-members.
- \$12,750 per 20'x20' island booth space booked by a national SSA member as set forth in paragraph 3 above.

#### 10. BOOTH FEES INCLUDE:

- · Company identification sign
- Backwall (8' high) and side rail (3' high) fabric drapes
- Carpet
- 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 10'x10'; additional personnel may register for \$325

#### \*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.
- 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

# **EXHIBITOR RULES & REGULATIONS**

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 8:00pm 5:00pm on Tuesday, March 17 and from 8:00am 2:00pm on Wednesday, March 18. 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 3:00pm on Wednesday, March 18. All booths must be completely set up and cleared of debris by 2:00pm. 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 2:00pm on March 18 must move in between 8:00am 10:00am on Thursday, March 19.
- 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.
- MOVE-OUT: Exhibitors will have from 2:30PM 7:00PM on Thursday, March 19 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 Thursday, March 19. 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.
- 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, unethical, 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.
- **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 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

# **EXHIBITOR RULES & REGULATIONS**

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.

**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., Henry B. Gonzalez 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 Henry B. Gonzalez 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 for more information.

#### 28. VEHICLES ON DISPLAY:

- Vehicles: This includes all vehicles (e.g.: Cars, Trucks, Semis, Busses, RVs, Boats, Motorcycles, ATVs, Quad Runners, Jet Skis, etc.).
- Vehicles. Liquid-fueled or gaseous-fueled vehicles, boats or other motorcraft shall not be located indoors except as follows:
  - Batteries are disconnected except where the Fire Code Official requires that the batteries remain connected to maintain safety features.
  - Fuel in fuel tanks does not exceed one-quarter tank or 5 gallons (whichever is least).
  - Fuel tanks and fill openings are closed and sealed to prevent tampering.
  - Vehicles, boats or other motorcraft equipment are not fueled or defueled within the building.

(2018 IFC, Section 314.4)

- Vehicle operation is limited to brief parade type display specifically approved by the Fire Marshal.
- A floor plan of the display area must be submitted at least 15 days prior to move-in for the Fire Marshal's approved
- Keys to the vehicle shall remain at the exhibit area, so the vehicle can be removed in case of emergency.
- Show vehicles with LPG tanks shall not be permitted inside the exhibit area without prior approval from the Fire Marshal.
- 29. BALLOONS: Helium Balloons are not permitted.
- 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, AUDIO, PODCAST, 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 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 rep-resent 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

# **EXHIBITOR RULES & REGULATIONS**

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.



# MARCH 18-20 • SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER



#SSASpring26 · selfstorage.org

# EXHIBIT SPACE APPLICATION/CONTRACT

The Exhibit Space Application/Contract is now online.

Please click below to fill out the form.

## APPLICATION/CONTRACT

**BOOTH APPLICATION** will not be accepted until full payment is processed.

Payment will be processed via Showcare Event's exhibitor portal which will be sent to you upon signing/submitting your application.



MARCH 18-20 • SAN ANTONIO

HENRY B. GONZALEZ CONVENTION CENTER



#SSASpring26 · selfstorage.org

# CONFERENCE SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities listed will be booked on a first-come, first-served basis.

#### **EDUCATION SPONSORS**

#### ■ MANAGERS SUMMIT

INVESTMENT: \$2,000 (Limit 2 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 schedule of events on event website
- Recognition in the conference onsite program
- Recognition in conference issue of SSA Magazine

#### ☐ SSA 101

**INVESTMENT: \$2,000** (Limit 2 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 schedule of events on event website
- Recognition in the conference onsite program
- Recognition in conference issue of SSA Magazine

#### **□** LOC MEETING

INVESTMENT: \$7,500 (Limit 2 Sponsors)

#### SPONSORSHIP BENEFITS

- Two passes to LOC Meeting
- Logo on signage outside of room
- · Recognition in the onsite program agenda
- Sponsor mentioned in opening remarks
- Company logo on LOC meeting e-blasts
- Sponsor allowed pen/pad on tables in LOC meeting room (sponsor supplies 100 pens and/or pads)

#### YLG SPONSOR

INVESTMENT: \$2,500 (Limit 5 Sponsors)

#### **SPONSORSHIP BENEFITS**

- Logo on signage
- Contact list of education session attendees
- Recognition in the onsite program
- Placement of company's marketing materials on unmanned sponsorship table inside of Lounge
- Recognition in schedule of events on event website
- Recognition in the conference onsite program
- Recognition in conference issue of SSA Magazine

#### **■ WOMEN'S COUNCIL SPONSOR**

**INVESTMENT: \$2,500** (Limit 5 Sponsors)

#### SPONSORSHIP BENEFITS

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

#### CLICK HERE TO APPLY TO SPONSOR

Sponsorships can be selected on the contract.

**Contract and Confidentiality Agreement** 

#### **SPONSORSHIP**

#### ■ NOTEPADS

**INVESTMENT: \$2,500** (Exclusive Sponsorship)

#### SPONSORSHIP BENEFITS

- Sponsor to produce and send to SSA
- To be placed in bags

#### **□** PENS

INVESTMENT: \$2,000 (Exclusive Sponsorship)

#### SPONSORSHIP BENEFITS

- Sponsor to produce and send to SSA
- · To be placed in bags

MARCH 18-20 • SAN ANTONIO

SELF STORAGE ASSOCIATION

HENRY B. GONZALEZ CONVENTION CENTER

#SSASpring26 · selfstorage.org

# CONFERENCE SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities listed will be booked on a first-come, first-served basis.

### NETWORKING OPPORTUNITIES

#### ■ WELCOME RECEPTION

**INVESTMENT: \$4,000** (Limit 5 Sponsors)

#### **SPONSORSHIP BENEFITS**

- · Logo on signage
- Logo on screen loop during reception (if applicable)
- · Recognition in conference onsite program
- · Recognition in schedule of events on event website
- Recognition in conference issue of SSA Magazine

#### ■ SSA CAFÉ

INVESTMENT: \$4,000 (Limit 5 Sponsors)

#### SPONSORSHIP BENEFITS

- · Logo recognition on signage
- Placement of company's marketing materials on unmanned sponsorship table inside of Lounge
- Recognition in the conference onsite program
- Recognition in the schedule of events on the website
- Recognition in conference issue of SSA Magazine

#### **□** LOC RECEPTION

**INVESTMENT: \$5,000** (Exclusive Sponsorship)

#### SPONSORSHIP BENEFITS

- · Two passes to LOC meeting
- Logo on signage outside of room
- Recognition in the onsite program agenda
- · Sponsor mentioned in opening remarks
- Company logo on LOC meeting e-blast

#### CLICK HERE TO APPLY TO SPONSOR

Sponsorships can be selected on the contract.

**Contract and Confidentiality Agreement** 

#### SIGNAGE

#### ■ ESCALATOR CLING: MEETING ROOM LEVEL

INVESTMENT: \$15,000 (Exclusive Sponsorship)

#### SPONSORSHIP BENEFITS

 Sponsor artwork on escalator leading from meeting space to general session/SSA Café

#### **■ ESCALATOR FLOOR CLING: BALLROOM LEVEL**

**INVESTMENT: \$7,000** (Exclusive Sponsorship)

#### SPONSORSHIP BENEFITS

 Sponsor artwork on 11'w x 10'h floor cling in front of escalator by the general session/SSA Café

#### **■ BANNER: MEETING ROOM LEVEL**

INVESTMENT: \$10,000 (Exclusive Sponsorship)

#### SPONSORSHIP BENEFITS

 Sponsor artwork on 22'w x 5'h banner above escalator leading from meeting space to general session/SSA Café

#### □ CROSS AISLE SIGN - CO-SPONSORS W/ 3'X3' FLOOR STICKERS

**INVESTMENT: \$8,500** (Limit 2 Sponsors)

#### SPONSORSHIP BENEFITS

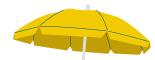
- Will alternate sponsors on even or odd aisles
- Logo and booth number on sign
- Floor stickers alternating in aisles opposite of aisle sign

#### ☐ 4′ X 6′ FLOOR CLING

**INVESTMENT: \$3,500** (Limit 4 Sponsors)

#### SPONSORSHIP BENEFITS

 Sponsor artwork on 4'w x6'h floor sticker to be placed in a high traffic area



# **BUILD BRAND AWARENESS**

BEYOND YOUR BOOTH

# SISSINE STATES TO STATES T

THE OFFICIAL VOICE OF THE SELF STORAGE ASSOCIATION

# Spotlight your company in San Antonio at the SSA SPRING CONFERENCE & TRADE SHOW

The March issue of *SSA Magazine* is the annual special edition for the Self Storage Association's Spring Conference & Trade Show in San Antonio, 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 Henry B. Gonzalez Convention Center.

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

RESERVATION DEADLINE

MATERIALS DEADLINE

**JANUARY 13** 

**JANUARY 17** 

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.







# Lead management solutions

#### Option | Showlead Plus™

#### App for iOS + Android smartphones / tablet devices

- · Simply scan the QR Code using a smartphone or tablet with rear facing camera
- · Complete with 10 standard sales qualifiers, ability to add notes, email, follow-up and store contacts within seconds.
- · Create custom qualifiers
- · Application can be used anywhere both on and off the show floor.
- · Real time lead access; by email or our online portal
- · Devices with no internet or data service will capture all the data
- · Requires internet connectivity to sync data.

#### Note: iOS 13 or higher required for iPhone/iPad

# DemoCon 2023 Lead 6 of 6 Apr 13 at 12:05:31 PM 14398985580 Claudia DeBries Claudia DeBries CD Deficial Society Director, Meeting & Exhibit Services test2@expoleats.net Outsffers: Send Samples, Send Pricing, Needs Demo Outsffers: Send Samples, Se

#### Option | Showlead Touch™

- Compact, portable barcode scanner allows simple badgescanning to capture contact details and demographic profilewith the ability to add notes.
- · Colour graphic touch LCD display to verify scanned data.
- · Ability to add notes to your lead data.
- · Connects wirelessly to available Bluetooth portable printer.
- · All scans are date and time stamped.
- Scanner includes 10 standard sales qualifiers with the option to add custom sales qualifiers.
- Lead data will be available for download post show at www.showlead.com

#### Note: This device does not require power.



Showlead+	Showlead Touch
<b>✓</b>	
✓	<b>✓</b>
✓	<b>✓</b>
<b>✓</b>	<b>✓</b>
✓	<b>✓</b>
✓	
	Showlead+  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓



# Lead management solutions

#### **Optional services & accessories**

#### **Custom sales qualifiers**

For use with Showlead & Showlead Touch badge reader

Add up to 30 custom sales action codes to better qualify prospects (max. 21 characters per line including spaces).

#### **USB flash drive**

Available for Showlead, Showlead Touch badge readers

- Leads downloaded on USB flash drive at the end of the event
- Leads will also be available post-show online at www.showlead.com.

#### **Event API integration**

Showcare will provide API instructions and test badge to your IT dept. to access the registration database in real time to set up the data transfer.



# Order form

2026 SSA Spring Conference & Trade Show March 18 - 20, 2026 Henry B. Gonzalez Convention Center San Antonio, TX

Event code: SSAS2026

Order online: www.showlead.com/orders

E: leads@showcare.com | T: 1 (866) 267-2107

Complete package Best value options	Specifications	<b>Early</b> thru 02/13/26	Standard from 02/14/26	Qty	Total
Showlead Optimum (no electricity req'd)	<ul><li>Showlead Touch badge reader</li><li>Custom sales qualifiers</li><li>USB Flash drive</li></ul>	\$575	\$625		
Showlead+ (Mobile app) 2 L	1 License for Single Device	\$325	\$400		
	2 Licenses for Multiple Devices	\$500	\$600		
	3 Licenses for Multiple Devices	\$680	\$780		
	5 Licenses for Multiple Devices	\$1000	\$1200		
	A la carte lead management solutions				
Showlead Touch	Wireless colour touch badge reader	\$525	\$625		
	Optional sevices & accessories				
Custom sales qualifiers	For Showlead, Showlead Touch	\$80	\$100		
Leads Report on USB Key	For Showlead, Showlead Touch	\$80	\$100		
Event API Integration	Third-party post-show solution	\$1200	\$1500		
Data Reconciliation	Third party post-show solution	\$325	\$400		

showcare



### non't miss out on this opportunity!



Exhibitors - In addition to your Lead Retrieval providing you with valuable "Lead Data" the attendees which were scanned at your booth will receive an email Post Show, which contains a list of all the booths they visited, along with the Company Profile, Website and Social Media Links. Attendees are now given the opportunity to follow up with the booths that they visited!

Company Name	Processing Fee	\$25
	Order total (payable in US funds)	



# Order form

Contact information	Payment information
Contact name	MC VISA AMEX Check
Exhibiting company	Card no.
Phone Address Address	Name on card
Email	Expiration date
City State & Country	Signature
Zip Booth #	Authorization (your signature denotes acceptance of all the terms & conditions)

Online orders will receive instant confirmation via email. All other orders submitted will receive confirmation immediately after successful processing. No refunds on order 30 days prior to show opening. Cancellation requested 30 days prior to show are subject to \$50 cancellation fee.

#### Terms & conditions

All orders & usage of Showlead equipment provided by Showcare are/is subject to the following terms & conditions.

#### A) Orders and order deadlines

- 1. All orders must be paid for in full prior to unit pick-up.
- 2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate.
- 3. All items ordered after the order deadlines are subject to availability.

#### B) Payment terms and cancellations

- 1. Service will be rendered after receipt of full payment by credit card or check.
- 2. Showcare will correct any miscalculations in the "Order Total" column if different than total amount on the order form.
- 3. All cancellations made more than 30 days prior to the event will be subject to a \$50 processing fee per unit. No refunds will be considered for cancellations requested 30 days prior to the event start date.
- 4. Unclaimed units or unused orders are not refundable once paid for.

#### C) On-site services and terms

- 1. All orders which include rental hardware must be picked up from the Showcare counter on-site. It is highly recommended that your company representative(s) pick up your ordered units to avoid delays.
- 2. A minimum of one hour for processing time will be required to fulfill on-site orders, subject to availability.
- 3. On-site modification(s) or addition of existing custom sales qualifiers will be subject to a \$50.00 processing fee.

#### D) User terms

- 1. At all times Showcare remains sole owner of each Showlead unit including all the software and hardware.
- 2. All data acquired through use of units under this agreement remains the property of the show management of the event where used.
- 3. If the rented unit(s) are not returned to the Lead Retrieval Desk at the on-site Exhibitor Service. The Renter agrees to pay an additional late fee of \$150.00 (one hundred fifty U.S dollars) per day, up to a maximum of the unit cost as well as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges). Replacement Costs:
  - a. Showlead Touch \$2350 USD
  - b. Zebra Mobile \$700 USD
- 4. If any Showlead unit is misplaced, stolen or damaged while in the user's care, the user shall be responsible for said repair costs or replacement fees as indicated in item 3.

#### E) Increased visibility

- 1. Showcare does not guarantee and shall not be held liable should the user not achieve overall success of the exhibit with respect to the expected revenue, expected number of leads, booth traffic, return on investment (ROI), profits and attendance by using Showcare's equipment, software or know how.
- 2. The user and Showcare each agree to indemnify, defend and hold harmless the other party and its respective successors and permitted assigns, and its officers, directors,

members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages (including court costs and attorney fees and other fees of professionals) which may be asserted by third parties arising out of the performance of either party's obligations pursuant to the services rendered by Showcare to the user, except for the willful misconduct or gross negligence of the other party.

3. "Force Majeure" shall refer to any cause or event(s) that is beyond the reasonable control of Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed "sine die" and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy. acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment of transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not vet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

#### F) Privacy policy

1. Showcare will collect personal data such as name and contact information for the only purpose of fulfilling the lead retrieval service agreement. Personal information will not be shared with any third parties that are not data sub-processors. You can read our complete privacy policy here: http://www.showcare.com/privacy-policy/

- 2. The General Data Protection Regulation (GDPR) is a European law that is enforced on May 25th, 2018. As per that law, personal data of European Union (EU) subjects has to be treated with particular care. In the context of this law, personal data means any information that can identify a person, individually or in combination with other data. Hefty fines could be given to offenders. You can find more information about GDPR here: https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/ data-protection/2018-reform-eu-data-protection-rules\_en
- 3. Showcare is a data processor in the lead retrieval services, acting as a facilitator between you and the attendees. As you determine what information is gathered and how to use it, you are the data controller and will be liable in the end if the personal data of attendees is misused.
- 4. As you will be the main responsible for gathering and using the data, Showcare is reminding you of the following:

You need to obtain consent before scanning an attendee badge. Don't forget to ask! Attendees might ask you about the following subjects before they give you their consent:

- o How are the leads used?
- o Will you be contacting the attendees after the event? For what purpose?
- o Are the leads transferred to third parties? Will they be able to contact the
- o What are the controls in place to keep their information safe?
- o How long is the personal data kept in your database?

Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.



# Lead management solutions

#### Custom sales qualifiers

Currently not available for Showlead Mobile Smartphone devices.

Please return forms by:

E: leads@showcare.com | F: 905-479-9743

#### Standard sales qualifier codes:

Showlead Badge Readers and Showlead Desktop

#### Application comes with the following standard codes:

- 1. Send information
- 2. Needs technical data
- 3. Add to mailing list
- 4. Decision maker
- 5. Just investigating
- 6. Send quote
- 7. Have rep call
- 8. Ready to purchase
- 9. Fax information
- 10. Requires special action

☐ Please use the same custom sales qualifiers for all units.

Showlead customers please indicated desired custom action code option.

Please select only one checkbox below if custom sales qualifiers were ordered.

- A. 30 custom sales qualifier codes as per below
- B. 20 custom sales qualifier codes as per below + 10 standard sales qualifiers

## If no selection is requested above the standard codes only will be applied.

Please fill in the custom sales qualifier codes that you would like programmed into your unit (maximum of 21 characters including spaces per code).

#### Important: please complete the following

Contact name	Booth #
Show name #	
1.	16.
2.	17.
3.	18.
4.	19.
5.	20.
6.	21.
7.	22.
8.	23.
9.	24.
10.	25.
11.	26.
12.	27.
13.	28.
14.	29.
15.	30.