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Participate. Learn. Benefit. Succeed.

SERVING MEMBERS SINCE 1975

# SSA 2025 FALL CONFERENCE & TRADE SHOW

50  
YEARS

## EXHIBITOR PROSPECTUS

SEPTEMBER 2-5 • ARIA RESORT & CASINO • LAS VEGAS

# SSA 2025 FALL

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SEPTEMBER 2–5

ARIA RESORT & CASINO • LAS VEGAS



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## WELCOME SSA EXHIBITOR!

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

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

**CONFERENCE DATES:** Tuesday, September 2 – Friday, September 5

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

### SETUP

Tuesday, September 2: 8:00 am – 5:00 pm

Wednesday, September 3: 8:00 am – 10:00 am

### TRADE SHOW

Wednesday, September 3: 11:30 am – 4:00 pm

Thursday, September 4: 11:30 am – 3:00 pm

### TEAR DOWN

Thursday, September 4: 3:00 pm – 7:00 pm

**EXHIBIT LOCATION:** Bristlecone & Pinyon Ballrooms

**CONFERENCE LOCATION/HOTEL:** Aria Resort & Casino | 3730 S Las Vegas Blvd, Las Vegas, NV 89158

Hotel registration at the Aria Resort & Casino is now open for SSA's 2025 Fall Conference. We have reserved a block of rooms at a reduced group rate starting at \$179 (plus tax/fees) for SSA attendees and exhibitors. Book now! Our block tends to sell out before the cutoff (August 8). You can reserve your room online [HERE](#).

Upon arrival for setup at the Aria Resort & Casino, 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 or Aria Exhibitor Services.

**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, August 19.

### Questions:

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

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## 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 Las Vegas in September 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 in the West Convention Center in Aria Resort & Casino (3730 S Las Vegas Blvd, Las Vegas, NV 89158).

Stay in the heart of the conference action. As one of the most popular hotels in Las Vegas, they feature luxury accommodations and superior service — all within minutes of the McCarran International Airport (LAS) and all of the excitement of the Las Vegas Strip.

### DEADLINES

- |         |  |
|---------|--|
| 5/9/25  | Booth application deadline. Priority ranking is determined, based on criteria outlined in #4 of the exhibitor rules and regulations. |
| 5/23/25 | Payment deadline   |
| 5/30/25 | Booth selection appointments start   |

## ARIA WEST CONVENTION CENTER • LEVEL 1

### PINYON BALLROOM

### BRISTLECONE BALLROOM





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## EXHIBITOR PROSPECTUS

### EXHIBIT HALL FACTS

**EXHIBIT HALL:** Bristlecone & Pinyon Ballrooms

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

**CARPET PROVIDED:** Yes

**CEILING HEIGHT:** 24'

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

**SELF-UNLOADING:** The exhibitor use of two wheeled dollies, hotel baggage carts, flat trucks, other mechanical equipment, is not permitted through the Casino or Aria Convention Center. Exhibitors wishing to unload themselves will have to enter through the main entrance of the hotel and hand carry materials. Hotel bellman are not permitted to deliver materials to the exhibit hall if the exhibitor unloads in the valet area. This applies to a personal vehicle, car or truck used for personal use.

Exhibitors are permitted to unload from privately owned vehicles at the loading dock area but will incur a fee for materials to be delivered to the booth. Freeman will have cart service available for any exhibitors needing assistance. Please see the exhibitor kit for more information.

**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 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 2025
2. Complete and return the exhibit space application **on or before May 9**  
**\*Space may sell out before the deadline\***
3. Submit payment by **May 23**

**APPLY NOW**

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## EXHIBITOR PROSPECTUS

### SETUP/DISMANTLE SCHEDULE

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

#### Tuesday, September 2

Move-In: 8:00 AM – 5:00 PM

#### Wednesday, September 3

Move-In: 8:00 AM – 10:00 AM

Show Open: 11:30 AM – 4:00 PM  
(Refreshments in hall)

#### Thursday, September 4

Show Open: 11:30 AM – 3:00 PM  
(Refreshments in hall)

Move-Out: 3:00 PM – 7:00 PM

**No displays may be dismantled, or any packing started before 3:00 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 [clicking here](#) by **June 6, 2025**. If you have any questions, please reach out to Ginny at [gstengel@selfstorage.org](mailto:gstengel@selfstorage.org).

### VENDOR REGISTRATION

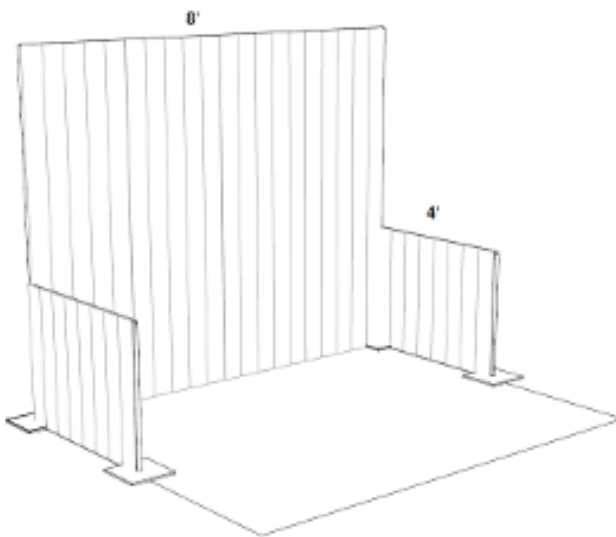
**Any vendor soliciting business at the conference or trade show, including anywhere in the venue, must be registered as an exhibitor.** Any vendor that violates this provision will be charged the non-member booth registration fee. Any such vendor consents to SSA or its designee, without providing any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

**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.

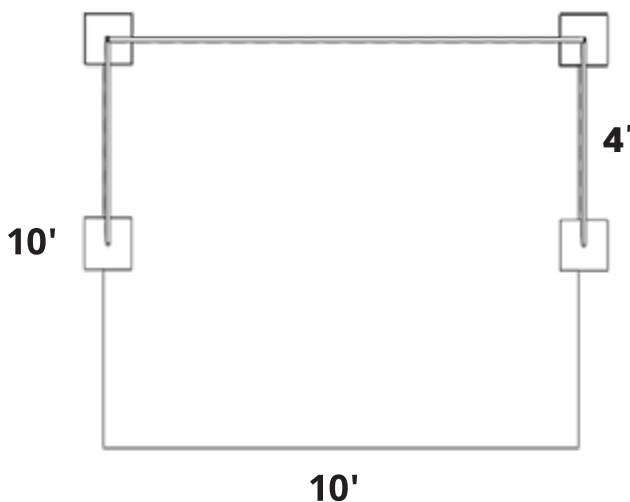
# BOOTH SETUP INSTRUCTIONS

## 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 purchased under 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.

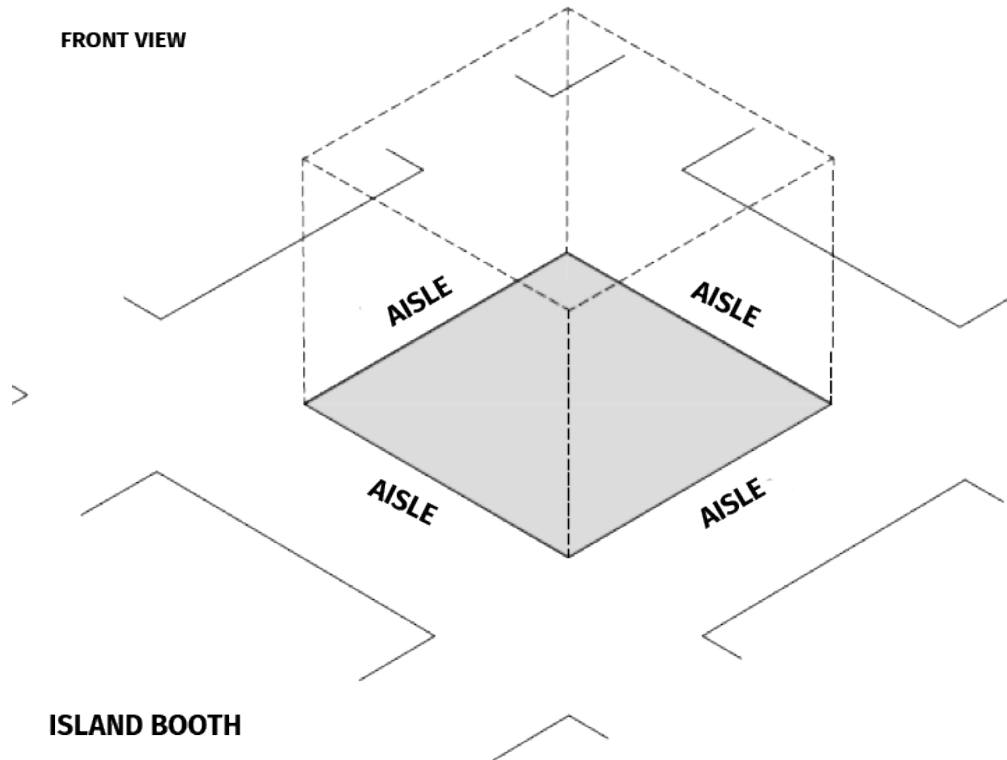


**BOOTH DISPLAY SPACE:** Exhibitor's booth display must not obstruct the general view of other booths in the exhibit hall. Displays that block the general view of neighboring exhibitors must be adjusted at the request of SSA or Freeman staff. Any displays that are not adjusted will be removed for the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

**HANGING SIGNS & GRAPHICS:** Hanging signs will only be permitted for island booths (20'x20' 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 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.

2. **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. 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 5/23/25: companies that have signed up for the SSA sponsor programs in 2025 —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 2025 (5 points).
2. Total amount of sponsorship and advertising dollars spent or under contract with SSA in 2025 (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 2025 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 2025 (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 5/23/25: 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 JUNE 23, 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. **PLACEMENT NEAR COMPETITORS:** Effective immediately, we will no longer enforce competitor separation during booth selection for our national events. This decision reflects the evolving landscape of the self-storage industry and aims to provide all exhibitors with greater flexibility in their booth choices.
6. **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.
7. **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.
8. **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.
9. **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.
10. **BOOTH FEES:**
  - **\$3,700** 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\***
  - **\$15,800** per 20'x20' island space booked by a national SSA member as set forth in paragraph 3 above.
  - **\$7,500** for non-members.
11. **BOOTH FEES INCLUDE:**
  - Company identification sign
  - 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 10'x10' booth; additional personnel may register at \$325.
12. **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

13. **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.
14. **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.
15. **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.
16. **MOVE-IN:** Exhibitors shall have access to the exhibit hall for move-in from 8:00AM – 5:00PM on Tuesday, September 2. 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 11:30AM on Wednesday, September 3. **All booths must be completely set up and cleared of debris by 10:00AM. 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 10:00AM on September 3 must move in between 8:00AM – 10:00AM on Thursday, September 4.
17. **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.
18. **MOVE-OUT:** Exhibitors will have from 3:00PM – 7:00PM on Thursday, September 4 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 3:00PM on Thursday, September 4. 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.
19. **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.
20. **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.
21. **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.
22. **NON-SSA EVENTS:** Attendee or 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 SSA activities (including, but not limited to, the trade show, receptions, and general sessions) 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.
23. **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.
24. **LIMITATIONS OF LIABILITY / INDEMNIFICATION:** Exhibitor agrees that neither SSA or the trade show facility operator nor either of their officers, directors, members, representatives, employees,

# EXHIBITOR RULES & REGULATIONS

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 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.

- 25. 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., ARIA Resort & Casino, 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.

- 26. 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.
- 27. 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.
- 28. FOOD & BEVERAGE:** Food and Beverage catered functions are to be arranged through the exclusive caterer at ARIA Resort & Casino. 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.

- 29. VEHICLES ON DISPLAY:** Each vehicle shall comply with the following:

- Batteries shall be disconnected in an approved manner.
- Vehicles shall not be fueled or refueled within the building. Fuel in the tank shall not exceed  $\frac{1}{4}$  of the tank capacity or 5 gallons, whichever is less.
- Fuel tank openings shall be locked and sealed to prevent escape of vapors.
- No leaks underneath vehicles.
- At least 36" clear access or aisles must be maintained around the vehicle.
- Vehicles must be a minimum of 20' from exit of door or exit pathway.
- Visqueen must be down in the ballroom to bring the vehicle in and out.
- A separate permit from the fire marshal is required and additional fees will apply.

- 30. BALLOONS:** The use of helium balloons smaller than 36 inches in diameter is not allowed, but smaller air-filled balloons may be used for decoration and/or handouts. Large helium-filled balloons may be used only if they are securely anchored. No helium balloons or blimps may be flown inside the building. Mylar balloons are not allowed anywhere on property. Helium gas cylinders must be secured in an upright position on safety stands with gauges protected from damage. No overnight storage of helium or compressed air cylinders in the building is allowed. Balloons cannot be released out of doors due to airport flight patterns in the area. A cleaning fee may apply should the balloons be left on property after the event.

- 31. 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.

- 32. 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.



## EXHIBITOR RULES & REGULATIONS

- 33. 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 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.

- 34. 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.
- 35. 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.
- 36. 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.

- 37. 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.





# SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2–5

ARIA RESORT & CASINO • LAS VEGAS



50  
YEARS

## EXHIBIT SPACE APPLICATION/CONTRACT

The Exhibit Space Application/Contract is now online.

**Please click below to fill out the form.**

**APPLICATION/CONTRACT**

APPLICATION DUE  
**MAY 9**

**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.



# SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2-5

ARIA RESORT & CASINO • LAS VEGAS



50  
YEARS

## CONFERENCE SPONSORSHIP OPPORTUNITIES

### EDUCATION & NETWORKING SPONSORS

#### MANAGERS MASTER CLASS

**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 the back of the room on shared unmanned table
- Recognition in the conference onsite program
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)

#### FAMILY BUSINESS MASTER CLASS

**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 the back of the room on shared unmanned table
- Recognition in the conference onsite program
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)

#### 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 the back of the room on shared unmanned table
- Recognition in the conference onsite program
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)

#### SSA CAFÉ

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

##### SPONSORSHIP BENEFITS

- Recognition in conference onsite program
- Recognition on the schedule of events on the website
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)
- Company recognition on signage
- Placement of company's marketing materials on shared unmanned sponsorship table inside of Café

#### YLG (YOUNG LEADERS GROUP) SESSION/NETWORKING

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

##### SPONSORSHIP BENEFITS

- Session attendee list
- Recognition in conference onsite program
- Company logo in all YLG email blasts pertaining to session
- Recognition on the schedule of events on website
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)

#### 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)
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)

#### 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-blasts
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)

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

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

##### SPONSORSHIP BENEFITS

- Logo on signage
- List of session attendees
- Recognition in conference onsite program
- Recognition on schedule of events on event website
- Recognition in conference issue of *SSA Magazine* (for any sponsorship confirmed by June 19)
- Recognition from podium at the event
- Placement of company's marketing materials on unmanned sponsorship table inside event room

**CLICK BELOW TO APPLY TO SPONSOR**

[Sponsorships can be selected on the contract.](#)

[Contract and Confidentiality Agreement](#)

**SEND QUESTIONS TO: [meetings@selfstorage.org](mailto:meetings@selfstorage.org)**

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



# SSA 2025 FALL

CONFERENCE & TRADE SHOW

SEPTEMBER 2–5

ARIA RESORT & CASINO • LAS VEGAS



50  
YEARS

## CONFERENCE SPONSORSHIP OPPORTUNITIES

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

### 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

#### ❑ FLOOR CLING

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

##### SPONSORSHIP BENEFITS

- Sponsor artwork on carpet cling in high traffic area in meeting space
- Recognition in Conference Onsite Program

#### ❑ SAIL BANNER BY ESCALATORS

**INVESTMENT: \$15,000** (Limit 3 Sponsors)

- Sponsor artwork on banner
- Recognition in onsite program

#### ❑ ESCALATOR LANDING CLING

**INVESTMENT: \$10,000** (Limit 4 Sponsors)

- Sponsor artwork on cling in front of escalator
- Recognition in onsite program

### SPONSORS

#### ❑ LANYARDS

**INVESTMENT: \$2,500** (Limit 4 Sponsors)

##### SPONSORSHIP BENEFITS

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

#### ❑ PENS

**INVESTMENT: \$3,000** (Exclusive sponsorship)

##### SPONSORSHIP BENEFITS

- Sponsor to produce pens and send to SSA to be placed in bags
- Recognition in onsite program

#### ❑ NOTEPADS

**INVESTMENT: \$3,000** (Exclusive sponsorship)

##### SPONSORSHIP BENEFITS

- Sponsor to produce notepads and send to SSA to be placed in bags
- Recognition in onsite program

### CLICK BELOW TO APPLY TO SPONSOR

[Sponsorships can be selected on the contract.](#)

[Contract and Confidentiality Agreement](#)

BUILD BRAND  
AWARENESS

*Beyond Your Booth*

SEND QUESTIONS TO: [meetings@selfstorage.org](mailto:meetings@selfstorage.org)



# SSA

## MAGAZINE

THE OFFICIAL VOICE OF THE SELF STORAGE ASSOCIATION

### *Spotlight your company in Las Vegas at the* **SSA FALL CONFERENCE & TRADE SHOW**

The September issue of *SSA Magazine* is the annual special edition for the Self Storage Association's Fall Conference & Trade Show in Las Vegas, making it the perfect complement to your booth.

By placing an advertisement in September, you can announce your presence to everybody attending this highly anticipated event at the Aria Resort & Casino.

The print distribution of approximately 18,000 will include our regular members, state affiliates, conference attendees, and prospects. Your ad will also be included in our digital edition at no additional cost.

RESERVATION DEADLINE

**JUNE 19**

MATERIALS DEADLINE

**JUNE 26**

To book your advertisement, contact

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

or [tcomi@selfstorage.org](mailto:tcomi@selfstorage.org)

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



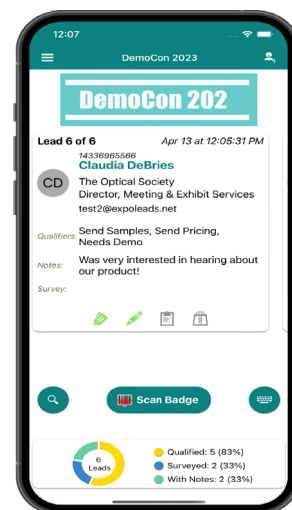


### Option | Showlead Plus™

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**



### Option | Showlead Touch™

- Compact, portable barcode scanner allows simple badgescanning to capture contact details and demographic profile with 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](http://www.showlead.com)

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



Features	Showlead+	Showlead Touch
Real time lead data	✓	
Add notes	✓	✓
Includes standard sales qualifiers	✓	✓
Add custom sales qualifiers	✓	✓
Handheld/wireless	✓	✓
Add lead data to contacts	✓	

## 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](http://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.



**SSA 2025 Fall Conference & Trade Show**  
 September 2 - 5, 2025  
 Aria Resort & Casino  
 Las Vegas, Nevada

Event code: **SSA2025**

Order online: [www.showlead.com/orders](http://www.showlead.com/orders)

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

Complete package Best value options	Specifications	Early thru 08/01/25	Standard from 08/02/25	Qty	Total
Showlead Optimum (no electricity req'd)	- Showlead Touch badge reader - Custom sales qualifiers - USB Flash drive	\$575	\$625	<input type="text"/>	<input type="text"/>
	1 License for Single Device	\$325	\$400	<input type="text"/>	<input type="text"/>
Showlead+ (Mobile app)	2 Licenses for Multiple Devices	\$500	\$600	<input type="text"/>	<input type="text"/>
	3 Licenses for Multiple Devices	\$675	\$680	<input type="text"/>	<input type="text"/>
	5 Licenses for Multiple Devices	\$1000	\$1200	<input type="text"/>	<input type="text"/>
A la carte lead management solutions					
Showlead Touch	Wireless colour touch badge reader	\$525	\$625	<input type="text"/>	<input type="text"/>
Optional services & accessories					
Custom sales qualifiers	For Showlead, Showlead Touch	\$80	\$100	<input type="text"/>	<input type="text"/>
Leads Report on USB Key	For Showlead, Showlead Touch	\$80	\$100	<input type="text"/>	<input type="text"/>
Delivery & pick-up service	Drop off and pick up at booth	\$100	\$125	<input type="text"/>	<input type="text"/>
Event API Integration	Third-party post-show solution	\$1200	\$1500	<input type="text"/>	<input type="text"/>
Data Reconciliation	Third party post-show solution	\$325	\$400	<input type="text"/>	<input type="text"/>

★ Don'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)

## Contact information

Contact name

Exhibiting company

Phone  Address

Email

City  State & Country

Zip  Booth #

## Payment information

☐ MC ☐ VISA ☐ AMEX ☐ Check

Card no.

Name on card

Expiration date

Signature

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 yet 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](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 attendees?
- 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.**