

Escape to Orlando

ADVENTURE AWAITS

**Action-Packed
Networking**

OCTOBER 12-14, 2021

DoubleTree by Hilton
at entrance to Universal

Pre-Event Marketing Campaign Option

Dedicated Trade Show Time

Indoor and Outdoor Exhibit Space

Live Exhibitor Demos

2 Receptions

48th CONVENTION & TRADE SHOW
Orlando, Florida

**STEEL ERECTORS
ASSOCIATION OF AMERICA**



Sick of Virtual Meetings?

Steel Erectors **GET REAL**

SEAA is offering exhibitors a choice of indoor or outdoor booth locations. All exhibitors have the option to participate in live demos.

Hands-on presentations to small groups of erector and fabricator managers and business owners, makes this a highly-engaged trade show experience.

To accommodate social distancing and small-group engagement, attendees will be split into two groups. Half will visit indoor booths, while half will visit outdoor booths. Groups will rotate at the mid-point in the schedule.

DEMONSTRATIONS

- Booths with demos will be promoted to attendees in advance of the Trade Show.
- Demos will be staggered between two time slots.
- Exhibitors must opt-in when selecting booth location.
- Demonstrating exhibitors will not be placed immediately adjacent to each other.
- Not to exceed 10 minutes in length.
- Must be able to take place within the confines of your booth space.

AGENDA

OCTOBER 12

10:30 am Dave Schulz Memorial Golf Tournament
Check In

11 am Lunch

OCTOBER 13

9 am to 6 pm Exhibitor Setup

3 pm to 4:30 pm Project of the Year Panel Discussion
& POY Awards

5 pm to 7 pm Welcome Reception

OCTOBER 14

7:45 am Breakfast

9 am to Noon Trade Show

9:30-9:40 am Demos

10:00-10:10 am Demos

10:30 am A/B Groups rotate between
Indoor/Outdoor

11:00-11:10 am Demos

11:30-11:40 am Demos

12:15 pm Lunch

12:45 pm Safety & Training Awards,
Grant Presentation

1:30 pm to 4:45 pm Education Sessions

5:30 pm to 7 pm Closing Reception

Booth Selection

Demos permitted at no additional charge.

Initial booth assignments will be made June 1.
Priority placement given to Early Bird Exhibitors.

Take advantage of Demonstrations at no extra charge.
Exhibitors **MUST** opt in at time of booth reservation.

Questions? Contact the SEAA office at 336-294-8880.

BOOTH RATES

INDOOR BOOTH - 10×10

\$1500

Approximately 40 spots available.

(2) Attendee Registrations

Breakfast, Lunch & 2 Receptions

(1) Table, (1) Chair, Pipe & Drape

OUTDOOR BOOTH - 27×20 OR 27×50

\$1500

Approximately 12-18 spots available.

(1) Table, (1) Chair

(2) Attendee Registrations

Breakfast, Lunch & 2 Receptions

Parking Lot Space for Large Equipment.
Outdoor Booth Size Allotment based on Equipment Size. Equipment must be self-secured.

(1) INDOOR & (1) OUTDOOR BOOTH

\$2500

(4) Attendee Registrations plus items noted above

IMPORTANT DEADLINES

May 31: Early Bird Special Exhibitor Promo

August 31: Early Bird Attendee Registration

September 22: Hotel Room Block Cut Off


September 22: Golf Tournament Registration

October 31: All that Jazz Discount for
2022 Convention



Sponsorship Packages

CONVENTION

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
\$7500	\$5000	\$2000	\$750
(2) Available	(4) Available	(12) Available	(8) Available
Sponsor Level Recognition with Logo on screens, signs, and in program on site	Sponsor Level Recognition with Logo on screens, signs, and in program on site	Sponsor Level Recognition with Logo on screens, signs, and in program on site	Sponsor Level Recognition with Logo on screens, signs, and in program on site
Name & Link to corporate website in sponsor section of SEAA event page	Name & Link to corporate website in sponsor section of SEAA event page	Name & Link to corporate website in sponsor section of SEAA event page	Name & Link to corporate website in sponsor section of SEAA event page
2-time Social Media Spotlight	1-time Social Media Spotlight		
(1) Post Event Email Blast to Attendees, Week of Oct 18 OR Week of Oct 25	(1) Product & Services Showcase Email Post Event to Attendees, Week of Nov 8		
Choice of Logo on Hotel Keycards or Logo on Lanyards			
5 minute video or presentation (1) during breakfast OR (1) during lunch			

PROMOTION	AVAILABLE	DONATION
Golf Luncheon	2	\$750
Tournament Logo Balls	1	\$1,200
Beverage Cart	2-4	\$1,250
Tee/Hole	18	\$200
1st Place Team	1	\$500
2nd Place Team	1	\$400
3rd Place Team	1	\$300
4th Place Team	1	\$200
Closest to the Pin	4	\$125
Longest Drive	1	\$200
Hole in One	4	\$350
Putting Contest	1	\$300





Dave Schulz MEMORIAL GOLF Tournament

SUPPORTING SAFETY, TRAINING AND EDUCATION

Tuesday, October 12

Check In 10:30 am - Lunch 11 am

MetroWest Golf Club

2100 S. Hiawassee Rd.

Orlando, FL 32835

seaa.net/daveschulzgolf



This fundraiser golf tournament supports Craft Training Grants and other Safety and Education Projects. More than \$40,000 has been awarded in grants and for development of training videos.

In 2021, the annual tournament was renamed in memory of Dave Schulz, SEAA past president, who was instrumental in organizing the event for many years. As Vice President of Schulz Iron Works, Dave was passionate about safety and he was a big supporter of the SEAA/NCCER Ironworker Craft Training Program.

The Captain's Choice style tournament is open to members and non-members. Awards will be distributed at the club house following tournament.

Participation Fee:

\$175 (Members) \$200 (Non-Members)

Fee includes green fee, cart, range balls, lunch, and beverages.

Prizes will be awarded for:

- 1st, 2nd, 3rd, and 4th place teams
- Par 3s Closest to the Pin
- Longest Drive
- Hole in One on all par 3 holes
- Putting contest

Sponsorship options available: seaa.net/daveschulzgolf



PUTTING CONTEST



Sponsored by

Your Name Here

Early Bird Special

Reserve and Pay for your Booth by May 31

- Receive (1) complimentary email blast (\$500 value) in our Convention Products & Services Showcase
- Reach approximately 3,000 managers, supervisors, estimators, and operations personnel.
- Your choice of 5 email dates.
- Payment must be received in full by deadline. Choice of date scheduled on first come basis.



EMAIL DATE	MATERIALS DATE
June 28	June 14
July 26	July 12
August 23	August 9
September 27	September 13
October 4	September 20

All That Jazz Discount

49th Convention & Trade Show

April 5-8, 2022

North Charleston, SC

2022

In 2022, SEAA's 49th Convention & Trade Show returns to its regular schedule, with expanded education, training, and trade show. Make a \$500 deposit on your 2022 Booth by October 31, 2021 to secure 2021 Trade Show Rates. All That Jazz Discount is available to members only. Not a member? Join now to participate!

- Open to Members only.
- Deposits will be applied toward the full amount owed.
- Deposits are non-refundable after Dec. 31, 2021.

2022 CONVENTION RATES

BOOTH	2021 MEMBER RATE	2022 MEMBER RATE	2022 NON MEMBER RATE
Indoor	\$1500	\$1900	\$3500
Outdoor	\$1500	\$1900	\$3500
1 Indoor & 1 Outdoor	\$2500	\$3300	\$6500

ACT NOW.
Hold these
rates for
NEXT YEAR.