



2026 Holiday Showcase – General Information

Date & Location

Wednesday, October 28, 2026 (Welcome Party),
Thursday, October 29, 2026 (Seminar & Show)
Perdido Beach Resort, 27200 Perdido Beach Blvd, Orange Beach, AL 36561
This is an end-user show!

Show Times & Setup

Thursday, October 29, 2026
7:00am – 10:30am Exhibitor Setup
10:30am – 1:30pm Show Open to Distributors and Clients

Exhibit Information

The SPPA Fall Showcase is a “table top” show. Each exhibitor will have a 6’ table with cloth. Some electricity is available, please specify on your booth contract if you need electricity (\$75 charge). Please specify on your contract if you need space for a table, a rack or both. For example, if you purchase both a table and rack space you will have 12 feet of space with one table (6 feet for rack and a 6 foot table). If you only purchase one rack space, you will have 6 feet of space with no table. You must be a member of SPPA to exhibit at this show.

Assignment of Space

Allocation of space will be assigned on a **first-come, first-served basis** based in the order their registration is received. The floor and exhibit diagrams published in promotional material are as accurate as possible, but changes are sometimes necessary, and if they occur exhibitors will receive equitable adjustments as determined by management.

Exhibitor Pricing

Exhibitor Rate - \$575 (Early bird booking rate -\$50 available until August 31, 2026, \$50 late fee will apply to registrations made after September 30, 2026)

Initial exhibit space includes (1) one 6ft table or 6ft blank space. Additional tables can be added for \$125 and additional blank spaces for \$100.

Attendance

The show is open to all qualified distributors. SPPA distributor members may attend at no cost and invite their clients. Non-member distributors may attend by paying a guest fee. SPPA will actively promote the show to its distributor members through email campaigns, phone outreach, and its website to encourage strong attendance; however, attendance numbers cannot be guaranteed. Upon request, SPPA will provide exhibitors with customizable email invitations to share with their contacts. Additionally, exhibitors will receive a registration code to invite SPPA non-member distributors to attend as an added-value benefit of exhibiting.

Shipping & Freight Service

All shipping and freight arrangements must be made directly between exhibitors and the facility. The facility may apply handling, storage, or related service charges at its discretion, and exhibitors are solely responsible for all associated costs. SPPA does not assume responsibility for coordinating shipments, managing delivery schedules, or ensuring the security of exhibitor materials. SPPA is not liable for lost, delayed, damaged, or undelivered packages. Exhibitors are strongly encouraged to confirm all shipping details with the

facility in advance and to arrange appropriate insurance coverage for their materials.

Exhibitors are responsible for making arrangements with their purveyor to return-ship their materials.

Room Block

SPPA has arranged a block of guest rooms at a discounted rate exclusively for SPPA exhibitors, attendees, and staff. A booking link will be provided on the official show website prior to the event, and exhibitors will also receive a reminder email with booking details before the reservation deadline. Exhibitors are responsible for securing their own accommodations, and availability within the block is offered on a first-come, first-served basis.

Contact Information

Rocky Moreno, executive director, 205-588-8004 *phone*, rocky@sunbeltppa.org *email*

Holiday Showcase – Show Rules & Regulations

Regulations: Upon acceptance, the regulations printed here become terms and conditions of the contract. Please read these regulations with care; if you have any questions about them, contact the Sunbelt Promotional Products Association (SPPA).

Space Variations: The show floor, table size, and space descriptions are as accurate as possible, but changes and modifications are sometimes necessary; when space change or modification occurs, exhibitors will receive equitable adjustments as determined by show management.

Cancellation by SPPA: In the event the show is canceled for reasons beyond control of show management, money advanced by the exhibitor will be refunded in full. In such cases, show management shall be free from any claim for damages which exhibitor alleges to have suffered as the result of such cancellation.

Exhibit Space Cancellation Policy: Cancellations must be received in writing by email or mail on or before September 1, 2026. Until the cancellation deadline any exhibitor may request a refund. Refunds are granted at the discretion of the SPPA Board of Directors if no cost has been incurred by the association, or if the association is able to resale the exhibit space. Cancellations after the deadline will result in a 20% cancellation fee with balance refunded in the form of an SPPA credit that can be used for future show SPPA registrations, SPPA events, or SPPA membership renewals.

Installation and Dismantling: Set up times and tear down times will be provided by show management at least 30 days prior to the show. Exhibitors must staff exhibit for the entire show period. Goods and materials used in any exhibit (except bona fide samples) shall not be removed from the exhibit area until the show has officially been closed. Any exception to this rule must have the approval of the Show Manager.

Liability and Insurance: Neither SPPA, the service contractor, the show venues, nor any officers and/or staff members of the above will be responsible for loss or damage to property of exhibitors from thefts, strikes, damage by fire, water, storm, vandalism or other causes, but they will take all reasonable precautions to protect the exhibitors from such loss or damage. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment, and other property and shall indemnify, defend, and hold harmless the SPPA, the service contractors and any officers and/or staff members of the above, the show venues, their owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that exhibitors will provide their own floater insurance coverage as needed.

Fire Protection: All decorations must be flame- proofed, and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the right is reserved to demand removal of all or such part of his/her exhibit as may be nonconforming or hazardous. The exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Ceilings over exhibits are not permitted if the exhibit is below a building sprinkler device. Any exhibits which propose to incorporate a ceiling or cover must be submitted to management, for prior approval by fire prevention authorities.

Restrictions in Operations of Exhibits: Exhibitors may not alter the location of exhibits or of booths without the written consent of show management.

- Exhibitors may neither share nor sublet their space nor any part thereof.
- Non-exhibiting suppliers, supplier representatives, and multiline representatives are not allowed on the show floor at any time.
- SPPA reserves the right to restrict or relocate at the exhibitor's expense any exhibits that become objectionable because of noise, method of operation, materials, traffic congestion, or any other reason.
- Exhibit demonstrations must be confined within the bounds of their respective booths. Aisle space may not be used to distribute promotional material. Companies planning to sell must comply with all Association, state, and local sales permit requirements.
- Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material.
- Exhibits which involve any noise-producing equipment sufficiently loud that it may reasonably disturb adjacent exhibitors must give advance notice to management when contract is initially submitted, regarding this possibility; in such cases, management will endeavor to provide special arrangements and/or locations to accommodate the problem, but management shall not be bound to any contract in which the said noise problem cannot be so

controlled or abated. Amplified sound/noise level shall comply with the rules and regulations of the show venue.

Aesthetics: Management reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by management as offensive to conference attendees, by reason of bad taste, questionable morals or controversial content. In the event of such prohibition or eviction, management shall not be liable to the exhibitor for refunds of exhibit fees.

Indemnification: Exhibitor shall be liable to owners of the conference facilities for all damage caused by exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.

Food Sampling: While it is realized that some exhibitors find food sampling to be an effective means of creating interest in their products, the proposed distribution of food samples must not be carried to extremes so as to result in unsightly and annoying conditions to other exhibitors. Those exhibitors who distribute samples must adhere to facility food sampling guidelines and confine their distribution within the limits of their designated space. Ample facilities must be provided by each exhibitor within the confines of his/her own designated area for the collection of refuse. Waste containers must not be placed in aisles.

Video Projection: Projection machines are limited to sales demonstrations only and shall not be used for showings designed primarily to amuse visitors. All projection must be in accordance with the requirements of local fire prevention authorities, and in harmony with any agreements entered into between management, owners of the convention facilities, and labor unions. All plans for installation and operation of projection equipment must be approved by management before the conference and identified when contract is initially submitted.

Unusual Displays: Whenever an exhibitor plans to utilize or construct displays that will be unusual, outsized, or designed in a manner which will require special hookup, installation, or other advance technical assistance, such proposed plans must be submitted to show management at the earliest practicable time after this contract is executed, in no case less than ninety days before the trade show. Both management and owners of the exhibit hall may deny such proposals; in any event, approval thereof may be obtained only by such advance submission, which shall be promptly considered and decided by management and where necessary, owners.

Definitions: As used herein, the following definitions apply: (1) "exhibitor" means that person, company, organization, or other entity that contracts to use one or more exhibit areas, upon the front side of this document; (2) "management" means SPPA; (3) "owner" means that person, company, municipality, or other entity or any combination thereof, that bears the ultimate legal responsibility by virtue of leasehold or otherwise, for operation of the conference hall, whether or not the same is legal owner thereof; (4) The official decorator of the show is the coordinator of special or unusual types of exhibits.

Sales: Exhibitors may not sell directly from their area. Any exchange of funds between the attendee and exhibitor and distributor that would be subject to State Sales Tax is not allowed on the show floor.

These regulations are considered terms and conditions of the contract agreed to by the exhibitor at the time the contract is signed.



CODE OF CONDUCT FOR SPPA SPONSORED SHOWS

Purpose: Exhibitors and attendees shall observe and abide by reasonable regulations as set forth by SPPA, for efficient, safe and courteous operation of the Show.

1. Exhibitors may not congregate or do business in the aisles.
2. No exhibitor or distributor may conduct himself or herself in a manner offensive to decency or good taste.
3. Exhibitors will not solicit distributors from other booths while business is being conducted between booth supplier and distributor.
4. Exhibitors will not hand out business cards or any literature to an end user with company information that could be followed back to the company. All business, including leads and sample requests, will be conducted through a distributor.
5. Exhibitors and distributors may not do anything detrimental to the success of the show or interfere with the business goals of any of the attendees.
6. Non-exhibiting suppliers may not solicit business on the show floor.
7. At an end-user show, exhibitors may not display anything in their booth that includes net pricing information. All pricing must be coded or retail.
8. Exhibitors should be respectful of the relationship between the end-user and their distributor. Under no circumstance can exhibitors suggest an alternative distributor rep or business.

Any and all matters not specifically covered by the above shall be subject solely to the judgment of the SPPA board.

Violation of rules and regulations: If a violation is deemed significant it may be reported to the board in a written statement. Upon further review from the board at the next board session, a decision will be made as to what actions would be necessary. A member who violates any of these rules and regulations is subject to a letter from the board with full details of the infringement. A period of 10 days will be given for a written response from the violator with a full explanation of the actions reported. At this time, the board will determine the severity of the infringement and take necessary steps to ensure negative actions are not taken again. The violator will be subject to forfeiture of space for future shows, monetary fine assessments, suspension of membership, and/or suspension from future events.

When joining the association, all SPPA members agree to conduct their business in a professional manner and follow the guidelines as stated above and adhere to all of the association's bylaws, policies, and procedures.