



# The Social Marketing Conference University of South Florida *2022 Back to the Beach*

## Sponsorship & Exhibit Opportunities

### **Main Conference Hosts Exhibits**

Friday & Saturday, May 26-28, 2022

### **Training Academy Precedes Exhibits**

Wednesday & Thursday, May 25-26, 2022

**Sheraton Sand Key Resort | Clearwater Beach, Florida**

**[www.thesocialmarketingconference.org](http://www.thesocialmarketingconference.org)**

### **About the Social Marketing Conference**

- \* The Social Marketing Conference is routinely attended by more than 250 professionals who seek to use marketing principles in social applications.
- \* Attendees come to the conference to learn best practices, stay abreast of new developments, and collaborate with peers from diverse disciplines and geographies. Attendees represent industries including public health and wellness, academia, not-for-profit, transportation, food and beverage, and engineering.
- \* The conference is designed to ensure opportunities for sponsors to interact with attendees.
- \* Sponsorship options are available at various price points, including speaker support, break-out hosting, (global low income) attendee scholarships, promotional materials, and exhibit tables.
- \* Exhibit tables are strategically located in high traffic areas to ensure interaction during breaks and receptions.

For Additional Info:

**Please contact Sherry Colodny**

**[Sherry@ArdenSolutions.com](mailto:Sherry@ArdenSolutions.com)**

**727-940-2658 x 2006**

# About Social Marketing 2022

Set-up: Thursday, May 26, 2022, 1:00 pm

Break-down: May 28, 2022, 3:00 pm

You are cordially invited to exhibit and/or sponsor **the 26th Social Marketing Conference**. This conference is sponsored by USF Health, University of South Florida.

This event will attract an estimated 250 professionals working in fields such as environmental health, transportation, wildlife preservation, financial literacy, education, not-for-profit management, labor relations, the arts, health, and many more. In recognition of social marketing's expansive reach and increasing interest to persons in other disciplines, we shifted the scope of **The Social Marketing Conference** beyond public health to This conference attracts and welcomes all professionals who work in, or value the use of, social marketing to make the world a better place.

The goals of the conference are to:

- 1) advance social marketing practice and knowledge;
- 2) address the need for the development of a working knowledge of social marketing for practitioners new to this approach;
- 3) share program successes and challenges;
- 4) develop new professional contacts and networks that have the potential to collaborate on current or future projects
- 5) to meet the needs of people at the introductory, intermediate, and advanced levels of social marketing; and
- 6) critically comment on the current status of the application of social marketing practice nationally and internationally.

## MAIN CONFERENCE:

The Main Conference offers a blend of plenary presentations by internationally recognized social marketing experts on hot topics. Concurrent sessions, both invited and selected from responses to the 'Call for Abstracts,' will showcase a diverse application of social marketing in a variety of settings as well as new developments in the field. These sessions are balanced between introductory and more advanced audiences. The specific topics and speakers are selected to elaborate on key elements of the social marketing approach and to illustrate opportunities to apply social marketing. A poster session will also be featured.

The 2022 conference will explore a variety of topics and tools to help better understand target audiences and achieve sustainable behavior change. Practical **HatchLabs** are a featured to ensure that attendees can take a deep dive into topics of interest and think about how they can use these learnings in their own work.

## Training Academy Precedes the Conference

***Social Marketing is an effective behavior change approach. Introductory and advanced training are available and precede the two-day conference***

### Social Marketing 101

Social marketing expertise in concentrated time! May 25-26, 2022, at the Sheraton Sand Key Resort in Clearwater Beach, FL. This world-famous Training Academy uses an entertaining mixture of live case studies and interactive group exercises to help you understand how to increase the impact of behavioral change projects. *Enrollment is limited to first 100.*

### Neuromarketing Research & Lab Reading Minds

**New, new, new!** In collaboration with Muma College of Business at USF, we will take you inside a state-of-the-art consumer research lab equipped with eye tracking, galvanic skin response, heart rate, facial emotion sensors, and other tools used to assess consumer response to marketing stimuli. Day 1 will be spent at the hotel examining the "what and why" of neuromarketing research. Day 2 will be hands-on "how?" on the USF campus at the Center for Marketing and Sales Innovation Lab. Transportation is provided. *Enrollment is limited to first 20 registrants.*

## Conference & Exhibit Hall Location

Sheraton Sand Key Resort  
1160 Gulf Blvd.  
Clearwater Beach, FL 33767  
Phone: (727) 595-1611



### Hotel Accommodations

We have arranged for specially priced rooms for all conference and exhibition participants. The single or double room rate is \$189 (plus applicable taxes, currently 13%). Please make your hotel reservations prior to **May 2, 2022**, to receive the special conference rates: after that date, rooms will be on a space available basis only and the price will increase. To receive the group rate of \$189 + tax:

**Best way to secure reservations is via online at this link:**

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1620911108832&key=GRP&app=resvlink>

If you wish to call to make your reservation, you must call the Sheraton Sand Key directly at (727) 595-1611 and identify yourself as part of the USF Social Marketing Conference, or email:

[group.reservations@sheratonsandkey.com](mailto:group.reservations@sheratonsandkey.com)

If you call and they are busy, the call will transfer to the national reservation line which will not have the special rates. So, if making reservations by phone, be sure to speak with the local hotel staff.

### Travel

There are many airlines serving the Tampa Bay Region. The nearest airports are Tampa International (TPA) and St. Petersburg/Clearwater (PIE).

### Ground Transportation

We strongly recommend taxi, Lyft, or Uber for the most direct service to the hotel. **SuperShuttle** is available, but since it is group service, it often takes quite a bit longer. Please contact Super Shuttle directly at (727) 572-1111, toll free (800) 258-3826, or online at [www.supershuttle.com](http://www.supershuttle.com).

### **Schedule allowing maximum exposure to Sponsors and Exhibitors (subject to change)**

	<b>Thursday, May 26</b>	<b>Saturday, May 28, 2022</b>	
Reception	5:00-7:00	Light Breakfast	8:00-8:45 AM
		AM Break	10:30-10:55 AM
		Lunch (provided)	11:40-1:00 PM
		Break	2:35-2:50 PM
	<b>Friday, May 27, 2022</b>		
Light Breakfast	7:30-8:30 AM		
AM break	10:00-10:20 AM		
Lunch (provided)	12:55 -2:00		
PM Break	4:00-4:15 PM		
Reception	5:00 -7:00 PM		

# Special Opportunities

*All supporters will be recognized in the program Agenda App and with signage as appropriate.*

All of the following for each sponsor:

- Recognition of support on signage, agenda App, and scrolling announcements
- Ability to put promotional materials in conference bags
- A draped 6' table, 2 chairs, one waste basket, 2 exhibitor representatives may attend, but only one complimentary conference registration (main conference)

Package	Price	Additional Benefits
Poster Session & Reception (Friday) *One Available	\$4,500	<ul style="list-style-type: none"> <li>• Give a welcome address at the start of a general session.</li> <li>• Logo on drink tickets</li> <li>• Two complimentary conference registrations (main conference)</li> </ul>
Breakout session *4 available	\$4,000	<ul style="list-style-type: none"> <li>• Facilitate a concurrent breakout session featuring your organization's social marketing, CSR, or ESG programs or experience.</li> <li>• There are three sets of breakout sessions and no more than three concurrent sessions taking place in one time slot.</li> </ul>
Lunch or Refreshment break *Multiple Available	\$2,000	<ul style="list-style-type: none"> <li>• Recognition of support on signage, agenda App, and scrolling announcements</li> <li>• Ability to put promotional materials in conference bags</li> <li>• One complimentary conference registration (main conference)</li> </ul>
<del>Conference Bags</del> *One Available	\$2,000	<ul style="list-style-type: none"> <li>• Logo on back of bag, Conference logo on front</li> <li>• One complimentary conference registration (main conference)</li> </ul> <p style="text-align: center;"><b>SOLD!</b></p>
Speaker Support *Multiple Available	\$2,000	<ul style="list-style-type: none"> <li>• Supports lodging and airfare for a speaker.</li> <li>• One complimentary conference registration (main conference)</li> </ul>
Exhibit Table *Multiple Available	\$1,000	<ul style="list-style-type: none"> <li>• A draped 6' table, 2 chairs, one waste basket, 2 exhibitor representatives.</li> <li>• Recognition of support on signage, agenda App, and scrolling announcements</li> <li>• Ability to promotional materials in conference bags</li> <li>• One complimentary conference registration (main conference)</li> </ul>
<b>SPECIAL OPPORTUNITY</b>		
Fostering Equity Scholarship *Multiple Available	\$3,500	<p>The conference operates on a not-for-profit basis. This support allows professionals from developing countries, who would normally not be able to afford attendance, to join us. These funds pay for registration fees for the full event (main conference and Training Academy), and the remaining funds offset lodging, and airfare. Applications are screened by the conference planners at USF</p> <ul style="list-style-type: none"> <li>• One complimentary conference registration (main conference)</li> </ul>

## To confirm your Participation:

- Please complete the following form and email to Social Marketing Conference Management to [Sherry@ArdenSolutions.com](mailto:Sherry@ArdenSolutions.com). Please use the subject line SocMkt Conference Sponsor. The conference office will contact you to answer any questions you might have, to collect the name and contact details of your complimentary registrant(s), and USF will generate an invoice for you to pay.

# Sponsor / Exhibitor Registration Form

Company Name:	Website:
Contact Person:	Title:
Address, city, state, zip:	
Phone / Mobile:	Email:
Products or services to be displayed:	

Please print company name & address, *if different from that above*:

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**Support:**

- Poster Session and Reception \$4,500
- Breakout Session \$4,000
- Lunch or Refreshment break \$2,000
- ~~Conference Bags \$2,000~~ SOLD
- Speaker Support \$2,000
- Exhibit Table \$1,000
- Fostering Equity Scholarship \$3,500
- Other = \$ \_\_\_\_\_

**Any Special Notes or Requests**

<div data-bbox="99 682 609 1058" data-label="List-Group"> <ul style="list-style-type: none"> <li><input type="checkbox"/> Poster Session and Reception \$4,500</li> <li><input type="checkbox"/> Breakout Session \$4,000</li> <li><input type="checkbox"/> Lunch or Refreshment break \$2,000</li> <li><input type="checkbox"/> <del>Conference Bags \$2,000</del> SOLD</li> <li><input type="checkbox"/> Speaker Support \$2,000</li> <li><input type="checkbox"/> Exhibit Table \$1,000</li> <li><input type="checkbox"/> Fostering Equity Scholarship \$3,500</li> <li>Other = \$ _____</li> </ul> </div>	<div data-bbox="836 644 1242 678" data-label="Section-Header"> <p><b>Any Special Notes or Requests</b></p> </div>
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1. Rep Name, Email, Direct Phone Number (complimentary registrant)

2. Second Rep Name, Email, Direct Phone Number (if participating must register.  
if only at table and not participating in food and conference events, no registration required)

Comments:

I have read and understood the exhibitor terms and conditions, guidelines, and responsibilities. My company will abide by them.

\*\*Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **Exhibitor/Sponsor Terms and Conditions**

- Exhibitors are considered registered upon receipt of a signed contract and valid payment. Registered exhibitors are entitled to the following: Standard display / exhibit space as purchased for use during the stated exhibit period. Floor displays are invited as long as they do not extend beyond the table space.
- Double wide tables are possible at double the table fee.
- One set of conference materials per table.
- A copy of the conference registration list with the names and affiliations of the pre-registered guests. This would include email addresses IF the participant opted to have it included.

## **Table Assignments**

Tables will be set up in the Hotel Lobby. Unless otherwise noted, assignment is on a first come, first serve basis. Conference management will assign spaces, but requests will be entertained.

## **Cancellation:**

If an exhibitor cancels a confirmed exhibit space in writing prior to May 4, 2022, a refund will be issued minus a 25% processing fee. If an exhibitor cancels a confirmed exhibit space in writing on/after May 4, 2022, no refunds will be given. Cancellation requests must be made in writing.

## **Responsibilities**

**Liability:** The exhibitor shall be fully responsible to pay any and all damages to property owned by Seaway Corporation (d/b/a Sheraton Sand Key) and its owners or managers which results from any act or omission of exhibitor. The exhibitor agrees to defend, indemnify and hold harmless the University of South Florida, Arden Solutions, and Seaway Corporation (d/b/a Sheraton Sand Key) and its owners, managers, officers of directors, agents, employees, subsidiaries, and affiliates, the exposition service, and all agents and employees thereof (hereafter collectively called 'Indemnities') from any damages or Seaway Corporation (d/b/a Sheraton Sand Key) and Arden Solutions, and its owners, managers, officers of directors, agents, employees, subsidiaries, and affiliates, the exposition service, and all agents and employees thereof (hereafter collectively called 'Indemnities') from any damages or charges resulting from exhibitor's use of property, imposed for violations of any law or ordinance, where occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel, or any part thereof.

**Insurance:** It is the exhibitor's sole responsibility to obtain business interruption insurance coverage on all exhibit material, equipment or apparatus introduced into the conference location premises; to have comprehensive general liability and property damage insurance protecting against any liability which may accrue by reason of alleged wrongful or negligent conduct of the exhibitor in the amount of not less than \$1,000,000 per occurrence; to have Workman's Compensation insurance meeting statutory limits or insurance required by similar employee benefit acts as well as insurance having a minimum per occurrence limit of at least \$100,000 against all claims, which may be brought for personal injury or death of exhibitor's employees. The hotel, USF, and Arden Solutions can accept no responsibility for the loss of, or damage to, any of the said materials or displays, and the risk of all such loss shall be on the exhibitors.

**Security:** It is the individual exhibitor's responsibility to safeguard equipment and material from the time it is brought into the facility until it has been removed. It is also the exhibitor's responsibility to remove any dangerous materials from their displays when their staff is not there to supervise its use and to provide and use their own proper hazardous waste disposal system.

**Cancellation of Conference:** USF may cancel the conference or exhibition for any reason. USF, Arden Solutions, the conference facility, and official service contractors (hereafter all referred to as 'Conference Management') shall not be liable for any expenses incurred by the exhibitor except for an exhibit fee refund issued in an amount deemed consistent with the expenditures and commitments already made.

**Failure to Occupy:** Any space not occupied by 5:00 pm on May 26, 2022, will be forfeited by the exhibitor, and may

be resold, reassigned, or used by Conference Management without refund of rental price, *unless arrangements for delayed occupancy have received prior written approval by Conference Management*

**Special Restrictions:**

(1) Circulars, advertising matter, etc. may be distributed and patronage solicited only within the space assigned to the exhibitor presenting the materials. (2) Exhibitors are prohibited from using amplifying equipment of any nature without permission from Conference Management, and, if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the exhibit hall. (3) Nothing will be used within the exhibit hall that will injure, mar, or in any manner deface any surface of the hall or any equipment contained herein. (4) it is the exhibitor's sole responsibility to pay any royalties or license fees due to, but not limited to BMI, ASCAP, or to the host city or state. No music may be played at an exhibitor's table without prior notice to and approval by Conference Management.

**Nonflammable Materials:** All materials including muslin, velvet, silken, or other cloth or banner used in the exhibit hall MUST be nonflammable. The exhibitor agrees to accept full responsibility for the compliance with city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment under city codes. It is the exhibitor's responsibility to check with the official exhibit service contractor to be certain their exhibit and accompanying equipment can be moved into the designated exhibit area and conforms to safety and fire regulations. Any and all services needed from the service contractor or facility over and above those provided as standard are the responsibility of the exhibitor.

**Sales:** Direct over-the-counter cash sales will be permitted. All goods, advertised items, and services must be those provided during the exhibitor's regular course of business and listed in the appropriate place on the application for space. Florida Dept. of Revenue requires the collection of sales tax for all direct sales by both in-state and out-of-state companies. Filing the proper forms and complying with the regulation are the direct responsibilities of the exhibitor. Applicable sales tax is the responsibility of the exhibitor directly.

**Amendment:** Any point requiring a decision relative to the exhibits, if not specifically covered in writing, is subject to determination by Conference Management. Conference Management will have sole authority to interpret and enforce all rules and regulations, contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the conference. All such amendments and future rules and regulations will be made available to exhibitor.

**Compliance:** Exhibitors will comply with these terms and conditions; rules and regulations of the Conference Management; city, state, or federal regulations governing this exhibition, hazardous waste, labor unions, HCEA and the exposition Service Contractors Association guidelines and regulations.

**Exhibitor Guidelines:**

1. Exhibitors are responsible for reading and adhering to these guidelines, those of Seaway Corporation and Exhibitor Terms and Conditions and Responsibilities.
2. Table assignments are on a first-come, first-served basis.
3. A deposit of 50% of the table fee is due with your exhibitor.
4. Registration, with the balance due by May 26, 2020. A faxed registration will hold your table space for 2 weeks and table assignments will be confirmed only upon receipt of deposit. No exhibitor will be permitted to erect a display until space rent-al is paid in full.
5. Exhibitors shall not assign, share, or sublet any space without writ-ten consent of Conference Management nor may any portion of the display extend be-yond the boundaries of their table or block the view of other exhibitors.
6. Exhibitors may take orders and complete sales only for products or categories of products they have previously listed on the Exhibitor Registration Form.
7. There is no smoking in the Exhibit Hall or in any meeting room.
8. Exhibitor badges must be worn for admittance to the Exhibit Hall.
1. All supporters will be recognized in the program syllabus. Additionally, support for a reception or food event will be recognized with signage. Please review the enclosed information regarding both support and exhibit opportunities and return the appropriate forms to confirm your participation.

Sherry Colodny, 727-940-2658 x 2006 or [Sherry@ArdenSolutions.com](mailto:Sherry@ArdenSolutions.com) within ten working days of the event.

### **Deliveries (Shipping of Materials)**

#### **The Sheraton Sand Key Resort Conference Shipping and Receiving Procedures:**

Our shipping and receiving department is pleased to assist in the receiving, securing and delivery of group material and products, as well as, the shipping of such items. We will accept packages 3 working days prior to event date.

The following handling fees for these services will be as follows:

**EACH PACKAGE RECEIVED:**

0 to 5 pounds -	\$5.00
6 to 20 pounds -	\$10.00
21 to 50 pounds -	\$15.00
Over 50 pounds -	\$25.00
Pallets -	\$100.00

All outbound packages will be subject to a \$5.00 per box handling fee, plus shipping charges if using the hotel account. Guest may use own personal account.

**NOTE: The hotel will NOT Accept any C.O.D. deliveries.**

Please label your packages as follows:

**TO:** Sheraton Sand Key  
1160 Gulf Blvd  
Clearwater Beach, FL 33767

**FROM:** (Shipper's company name & address)

**HOLD FOR:** (Name of the person who will be claiming the package)

**CONFERENCE NAME:** USF-Social Marketing 2022

**CONFERENCE DATE:** May 25-28, 2022

Hours of operation are 7 days a week: 7:30 AM – 8:00 PM

Please notify your convention service manager in advance, of any large or unusual shipments.

Handling charges for packages sent to the HOTEL directly from outside speakers or exhibitors will be the responsibility of the speaker or exhibitor

#### **Exhibit Location & Shipping Information:**

Sheraton Sand Key Resort  
1160 Gulf Blvd  
Clearwater Beach, FL 33767  
Phone: (727) 545-1611

Packages should not arrive prior to May 22, 2022.  
Items must be pre-paid, packed, and labeled as follows:

**From:** \_\_\_\_\_  
**Hold for:** \_\_\_\_\_

**Conference Name: USF - Social Marketing**  
**Exhibit Dates: May 26-28, 2022**