

EXHIBITOR INFORMATION

Carolina Recycling Association's

28th Annual Conference & Trade Show

MARCH 19-22, 2018

Harrah's Cherokee Casino & Resort, Cherokee, NC



Join the CRA!

Become a member of the Southeast's largest recycling organization and help conserve resources by advancing waste reduction and recycling throughout the Carolinas.

This is accomplished by:

Networking:

Create ample opportunities for members to make valuable contacts with colleagues at events and through membership resources.

Educating:

Sponsor workshops, training courses and tours, host one of the largest regional recycling conferences in the country.

Advocating:

Support legislation that positively affects solid waste policies and advances states' waste reduction and recycling.

For more information, visit www.cra-recycle.org.



A Great Opportunity!

From March 19-22, 2018, the Carolina Recycling Association, your customers and potential customers will gather for the 28th Annual Carolina Recycling Association (CRA) Conference and Trade Show at Harrah's Cherokee Casino & Resort in mountains of Cherokee, NC.

As an Exhibitor you will receive the following benefits:

- Highlight your company to CRA members as a leader in the recycling industry.
- The Exhibit Hall has a soft opening at lunch on Tuesday, but kicks off full force at 4:30 with a 2-hour Grand Opening Reception. On Wednesday, we will host another reception in the Exhibit Hall along with breaks with the exhibitors and the CRA Auction.
- Exhibitors will have information about their companies published in the conference program that is available to attendees, as well as the
- CRA Treasure Hunt Mobile Game and interactive exhibit hall sessions.
- Your exhibit booth registration includes one complimentary full registration to the conference.
- Your representatives will have the opportunity to provide promotional giveaways and make sales from your booth.
- Trade Show passes can be purchased for your clients to tour the Exhibit Hall.

Make Your Hotel Reservation Today!

Nestled amid the beautiful mountains of western North Carolina, Harrah's provides luxury lodging and an upscale experience at a can't-miss price!

Harrah's has partnered with CRA to offer extremely low room rates. Per diem rates are just \$91/night, while regular rate single rooms are just \$109/night for the duration of the CRA conference. Enjoy a spacious and comfortable room with beautiful mountain views and four-star service as you learn, network, and inspire at CRA's 2018 conference.

For more information about the conference venue, visit www.caesars.com/harrahs-chokeee or call 828-497-7777. To reserve your room, visit cra-recycle.org/2018conf for our group code and custom online registration link.

The group rate ends February 28, 2018.

Questions?

Visit the CRA's website and 2018 webpage at www.cra-recycle.org/2018conf. You may also call us at 877-972-0007.

www.cra-recycle.org/2018conf • 877-972-0007

Exhibit Hours & Events

TUESDAY, MARCH 20

Exhibit Hall Set-up	8:00 a.m. – 12:00 noon
Lunch with Exhibitors	12:00 – 1:00 p.m.
Break in Exhibit Hall	2:45 – 3:00 p.m.
Exhibit Hall Grand Opening Reception	4:30 – 6:30 p.m.

NOTE: All exhibits must be set-up on Tuesday – NO EXCEPTIONS.

WEDNESDAY, MARCH 21

Exhibit Hall Opens	8:00 a.m.
Breakfast in Exhibit Hall	8:00 – 9:00 a.m.
Break in Exhibit Hall	10:30 – 10:45 a.m.
Exhibit Hall Conversation Cafe	10:45 a.m. – 12:15 p.m.
Silent Auction Opens	12:00 noon
Lunch	12:15 – 1:30 p.m.
Break in Exhibit Hall	3:00 – 3:30 p.m.
Exhibit Hall Networking Reception	4:30 – 6:30 p.m.
Silent Auction Ends	5:30 p.m.

THURSDAY, MARCH 22

Exhibit Hall Opens	8:00 a.m.
Breakfast in Exhibit Hall	8:00 – 9:00 a.m.
Break in Exhibit Hall	10:30 – 11:00 a.m.
Exhibit Hall Breakdown*	11:00 – 3:00 p.m.

*Exhibitors may begin breaking down exhibits at 11:00 a.m. on Thursday, **NO EARLIER**. Exhibits must be removed by 3:00 p.m.

Exhibit Hall Layout

CLICK HERE TO VIEW THE LIVE EXHIBIT HALL MAP

Harrah's Cherokee Casino & Resort Cherokee, NC

Enhance Your Exhibit – Advertise!

Don't miss an opportunity to promote your business by advertising in the conference program or in the CRA mobile app! Attendees have the opportunity to navigate the conference through the mobile app as well as through the printed program. Both can be used after the event to keep your company's name in front of potential customers. Advertising rates are: \$500 for an interactive banner ad in the mobile app, \$300 for full page; \$175 for one-half page; and \$125 for one-quarter page. For Ad requirements, please visit the conference website www.cra-recycle.org/2018conf or contact us at 877-972-0007.

Exhibitor Information & Guidelines

EXHIBITOR REGISTRATION

Companies and organizations interested in being part of the 2018 conference can register online on our conference webpage: www.cra-recycle.org/2018conf. Each Exhibitor registration includes one complimentary registration. Additional registrations are \$335. **Early Bird Registration ends February 1, 2018. To be included in the conference program, you must be registered by February 15, 2018.**

ENHANCED MOBILE APP LISTING

The CRA Conference Mobile App is returning for 2018. Highlight your listing, add your logo and include product literature, show brochures, press releases, and other .pdf documents.

BOOTH SELECTION

All Sponsors and Exhibitors will be offered the opportunity to select their booth space at the time of registration with the help of an interactive floor map. The earlier you register, the better the opportunity at first booth selection. Exhibitors will also be able to upgrade to a Prime Booth space in the Exhibit Hall for an additional fee.

EXHIBIT HALL SPECIAL EVENTS - LIVE AUCTION - SILENT AUCTION - DOOR PRIZE DRAWINGS AND MOBILE TREASURE HUNT

This year's conference features even more activities in the Exhibit Hall. A Live Auction as well as our Silent Auction will be held in the Exhibit Hall. If you bring an item to donate for the auction, you may keep this item and the bidding sheet at your booth, inviting conference attendees to prolong their stay at your booth! We're also offering door prize drawings throughout the conference. If you choose to bring an item for the door prize drawing, we will select the winner of your prize from business cards dropped at your booth. Looking for another super-fun way to encourage attendees to linger longer at your booth? Make your booth a clue in the Trash to Recycled Treasure Mobile App Game!

STANDARD BOOTH EQUIPMENT

CRA will furnish each booth with back and side drapes, a single-line booth sign, a six-foot draped and skirted table with two chairs. PRX Exposition Services will provide additional electrical, furniture and freight services and will distribute exhibitor packets with needed information. Visit PRX Exposition Services at prexposition.com.

INSTALLATION AND DISMANTLING

Exhibits must be installed on March 20 between 8:00 a.m. and 12:00 noon. Exhibits must be dismantled between 11:00 a.m. and 3:00 p.m. on March 22. Exhibitors may begin tearing down **NO EARLIER** than 11:00 a.m. on March 22.

RESTRICTIONS

CRA reserves the right to revoke the license for space of any exhibiting company or prohibit any exhibit or part of any exhibit, or prohibit or restrict any activity or conduct within the Exhibit Hall, which in CRA's exclusive judgment, is not appropriate.

SECURITY / LIABILITY

The Exhibit Hall will be secured when exhibits are not open. CRA shall not be responsible for the safety of exhibits from theft, fire or other causes.

INABILITY TO PERFORM

If the CRA should be prevented from conducting the annual conference, or if it cannot permit the Exhibitor to occupy the space for any cause beyond its control, the CRA will refund to the Exhibitor the amount of rental fee paid, less a proportionate share of the exhibition expenses, and shall have no further liability to the Exhibitor.

BOOTH RATES

Booth Size	CRA Member	Non-Member
Early Bird Prices (on or BEFORE February 1, 2018)		
Single	\$1,075	\$1,300
Double	\$1,900	\$2,575
Regular Prices (paid AFTER February 1, 2018)		
Single	\$1,175	\$1,405
Double	\$2,000	\$2,775

CANCELLATION POLICY

Please visit www.cra-recycle.org/2018conf to view our cancellation policy.

Mobile Conference App Packages

Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

App Sponsorship Features	Gold	Silver	Rotating Banner Ad
Ad Placement Featured Screen Shots	✓		
Secondary Launch Page	✓		
Schedule Page Watermark	✓		
Weighted Banner Ad	✓	✓	
Rotating Banner Ad			✓
Full Screen App Landing Page	✓	✓	✓
Exhibitor Directory Row Highlighting	✓	✓	
Exhibit Floor Map Booth Space Background Color	✓	✓	
Video Clip	✓	✓	
Post-Show User Metrics	✓	✓	✓

GOLD: (\$5,000)

Gold Overall App Sponsorship Features

- Sponsor's ad placements will be included as featured screen shots on the iTunes, Apple App Store and Android Play download sites / pages.
- Secondary Launch Page
- Schedule Page Watermark
- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Exhibitor Directory Row Highlighting
- Exhibit Floor Map Booth Space Background Color
- Video Clip
- Post-Show User Metrics

SILVER: (\$2,500)

Silver (Mid-Tier) App Sponsorship Features

- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Exhibitor Directory Row Highlighting
- Exhibit Floor Map Booth Space Background Color
- Video Clip
- Post-Show User Metrics

ROTATING BANNER AD PACKAGES: (\$500)

Banner Ad & Landing Page Package Features

- Rotating Banner Ad
- Full Screen App Landing Page
- Post-Show User Metrics

ENHANCED EXHIBITOR LISTING: (\$50)

Enhanced Exhibitor Listing "Green Package"

Upload your company's logo to the app. Attendees see it on your mobile app exhibitor listing and on the mobile app's interactive tradeshow floor plan.

PLUS... Upload product literature, brochures, press releases, and other .pdf documents to the mobile app. Save money on printing. Attendees download your information to their smart phones, or email them.



Secondary Launch Page

Company profile displays every time the app is opened or refreshed



App Store Screenshots

Screenshots of the ads that show within the App Store Screenshots detail page



Schedule Page Watermark

Logo displays in background on the app schedule



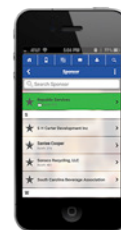
Weighted Banner Ad

Banner ads rotate at the top of the app Dashboard page, and click through to the Landing Page



Full Screen App Landing Page

Features products and services or show specials. Leads users to exhibitor listing or webpage



Exhibitor Directory Row Highlighting

Row highlight draws attention to the sponsor's listing in the exhibitor directory



Video Clip

Includes a downloadable video message on the Exhibitor Listing



Exhibit Floor Map Booth Space Background Color

Sponsor's booth space background is highlighted on the interactive exhibit floor map

Trash to Recycled Treasure Hunt



Sponsor a clue, get more traffic at your booth! Our exhibit hall treasure hunt game gives you a special code that players collect throughout the conference to be entered to win great prizes! Most of our conference attendees have the app & game right in their hands on their smart phones. To buy a clue, or sponsor the game itself with great logo placement, contact Jenn Cooper at jenn@cra-recycle.org or 877-972-0007.