Talking Points

Safari Club International Booth Application and Contract Process Using The a2z System/Portal

SCI will be using a new booth placement program called a2z that is replacing the existing CAD program. SCI's goal with the new a2z program is to automate the booth placement process for all exhibiting partners. This web-based software program eliminates the hard copy version of the annual booth application and contractual documents.

The transition to this improved way of doing business is already on the way as the Top 250 companies have completed their 2020 booth placement process. As with any change the process will take time, but the exhibit team will continue to assist you.

The basic process of placement will not change (rank/points, placement date/time, etc.), but there are some prominent changes that you should be aware of that impact booth placement for all.

1. SCI is refocusing its exhibit and convention business efforts to better reflect the importance of our joined business partnership. The 2020 show floor plan has been revised to provide a dynamic plan that places the onus on you, the SCI exhibiting business partner, in order to place a premium on your business endeavors. There are sharp increases in island booth spaces to support the larger booth displays (specifically within the Top 250 companies), north to south directional travel has been broken up to include east to west attendee flow, major aisles have been widened to allow for an impactful floor plan and booth rows have been shortened to provide a

higher degree of visibility to all. The total number of booths has also been reduced to bring heightened focus to you.

2. The booth application and contract process are entirely electronic; this eliminates hard copy paper documents entirely. You, the client, no longer have to submit a hard copy booth application. As a matter of fact, you can submit your booth application electronically at any time.

3. The a2z system calculates final booth cost by square footage based on the type/size of booth i.e. 10'x20', 10'x20', 20'x20', 20'x30' etc. Only the primary booth number will be provided.

4. The booth fee pricing structure has changed; Prime booths are $3,200, Standard booths are $2,900, and corner booth spaces will incur an additional $100 charge. However, the more important change is a 5% discount on the total booth fee, applied if the total booth fee is paid for in full upon completion of booth placement. The 5% discount can positively reduce the overall impact of the booth fee increase and we encourage everyone to take advantage of the 5% discount program.

5. An initial 50% booth deposit payment will have to be submitted. If electing to send a check or wire transfer SCI grants a 10-day grace period for payment to arrive and be processed. If booth placement was confirmed the booth will be released after the grace period due to non-payment and contract cancelled for due cause. Booth space is then available for immediate resale.

6. Once logged in you have access to your company information and have the ability to confirm the booth selection, submit your payment option and the application/contract pages. Once the booth placement, payment, and company verification details are complete you will receive further notification emails confirming all your transaction details. Please note that these are the details that will comprise your exhibit documentation. You will be able to download and /or print all the documents for your business records.

7. You have the opportunity to purchase a digital booth upgrade to enhance your company marketing goals to the SCI membership. The digital upgrade platform is handled by a2z and any digital upgrade payment will be made to a2z, Not SCI.

Login instruction have been provided to all returning companies. New companies will simply create a new account using the exhibit portal. Regardless, both returning and new companies may simply click on this link to begin the application process:
https://s23.a2zinc.net/clients/sci/sci20/Public/MainHall.aspx?ID=36&sortMenu=101000
Under *Exhibitor Login* select *My Account*. Returning companies will simply log in, while new companies will look for *New Exhibitor* instruction.

We ask of your patience and cooperation during this new business process, and bear in mind SCI staff is learning along the way as well. A2z is a powerful tool that is beneficial to you and SCI; as more is learned about a2z capabilities we will push information out to you.