

Southern Association of Wholesale Distributors (SAWD)

Planning for House of Deals

June 15, 2018 8:30 AM – 11:00 AM

Thank you for participating in our upcoming meeting in Myrtle Beach! We have a great turnout for our meeting from both buyers and sellers and we look forward to seeing you in person. Here are some answers to the questions we have received from participating vendors:

- **Location** - The House of Deals will be located in the ABCD Ballroom at the Sheraton Myrtle Beach Hotel and Convention Center.
- **Setup** - You are stationary for this event and the buyers circulate. We are providing each vendor with one high-top cocktail table. Chairs are not provided. The event is three hours long and there is adequate seating if you need to get off your feet for a few minutes.
- **Banner** - We are providing each vendor with a complimentary banner that will be set at your table, ready and waiting for you the morning of the event. The banners are the property of the Southern. Please do not take them with you. Our intent is to reuse them from year to year.
- **Samples** - Shipping / dealing with samples is a hassle...we realize it is also a significant tool in a salesperson's toolbox. Limited on-site sampling of *new* items will work best. As to quantities of samples to bring, we have a total of 42 buyer companies committed to attend. Each company will bring between 1 and 3 representatives to this event. If you intend to bring samples they need to be limited to what you can transport in on carry-on sized suitcase as you will have the footprint of one high-top cocktail table to display your samples on. If samples are important to understanding or appreciating your product, you might want to consider shipping samples before or after the meeting directly to the buyers you made contact with. Keep in mind, there simply is no space for display racks and shipping containers or cases of product. Call us if you have any questions.
- **Shipping** - If you do have to ship, ship to the Sheraton Myrtle Beach Convention Center Hotel c/o "Your Name - Guest"/ 2101 North Oak St./ Myrtle Beach, SC, 29577.
- **Orders** - All vendors will be given access to the Virtual Show Deal Portal prior to the meeting, so you can review, download and print all orders before you arrive at the meeting and throughout the month of June. Because the Virtual Show Deal Portal will be open to buyer companies for the entire month, we expect very little order taking during the House of Deals. That said, we will make available to all Vendors a pre-filled order form in their onsite registration packets. These forms will need to be turned in at the end of the appointments to ensure that they all get entered into the portal.
- **Show Deals** - We are working with the hotel to try to assure that they have adequate bandwidth to handle the Wifi needs for this event. The idea behind the virtual show being open two weeks prior and two weeks post event is to allow buyers to fully consider deal offerings while not under the pressure of the few hours of the physical show. That said, the virtual show is internet based and may be accessed during the House of Deals. For those

vendors who opted out of the virtual show, you will need to come prepared with your own deal sheets and paperwork necessary to write deals onsite.

- **Electricity** - Whatever electronics you plan to use to augment your conversations need to be battery powered for this event. Backup batteries are a good idea. If you **MUST** have access to an electrical outlet, email betsy@ramamc.com by Tuesday, June 4, 2018, and we will do our best to accommodate your request.
- **WiFi** - In the event the demand for Wifi exceeds the supply, please consider an alternative. Laptops / tablets with cellular capability are a great "Plan B". Printed copies of whatever you want to display online is a good "Plan C". There is only one opportunity to get this right...building redundancy into your planning is a good idea.
- **Refreshments** - We will have coffee, soft drinks and water during the House of Deals.
- **Schedule**

7:00 AM	Vendor Set Up at the House of Deals
8:30 AM	House of Deals opens
11:00 AM	House of Deals closes

- **Packing Up** - At the conclusion of the event, simply pack up what you brought with you. If there are samples that you would like to donate to a local charity, you can leave them at your station. Please be sure to mark them as donations. SAWD staff will come by to collect them and break down the banners and stands for use at next year's event.