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## **Introduction**

Dear Apartment Complexes,

On behalf of the University of South Florida's Student Government, we would like to invite you to join our yearly Apartment & Business Expo (ABX). This year's ABX will be a Decades theme and will take place in the MLK West Lawn Plaza from 11-2pm.

We are excited to have ABX back in person as we had to hold it as a virtual event last year. Your support and partnership throughout the years has allowed us the opportunity to promote community development, entrepreneurship, and student engagement. ABX participants are provided with valuable firsthand exposure to market their goods and services to students who happen to be their number one target. It is our hope that this year, more than ever, we can continue to strengthen our partnership through your participation in ABX.

This year, ABX will be hosted in the MLK West Lawn Plaza or relocated to the MSC Ballroom in the case of rain, which sets up a perfect environment and space for our participants to set up and decorate their booths with accordance to the Decades theme.

If you have any questions or concerns, please feel free to contact any of all the individuals listed below who will gladly assist you with any inquiries!

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## **Participant Guide**

The theme for USF Student Government's Spring 2022 is Decades. Upon registration for ABX, each participant will be assigned a specific decade. We encourage all participants to decorate their space in the event in accordance with the decade you are assigned.

Please review the following information as a reference for university standards, theme tips, venue location, preparator information, and day-of details.

### **What you may bring: University Standards**

<b>Permitted</b>	<b>Prohibited</b>
<ul style="list-style-type: none"><li>• Promotional items: T-shirts, flyers, coupons, accessories, etc.</li><li>• All items necessary for your showcase: flyers, decorations, etc.</li><li>• Activity items: games, virtual tours, and other interactive items.</li></ul>	<ul style="list-style-type: none"><li>• References/presence of drugs, alcohol, weapons, and firearms.</li></ul>

## **Location**

**Location:** MLK West Lawn

**Date:** March 30<sup>th</sup>, 2022

**Setup Time:** 9:30am

**Event time:** 11:00am – 2:00pm

## **Package Information**

Package Options: Please note that one logo per package is included in the following options.

*\*Returning vendors and off campus partners of USF will receive a discount code, but this cannot be utilized if using your voucher. If you have been issued a Discount Code, and you do not apply your discount at the time of payment, you will not be refunded.*

*\* There are limited spots of package 1, first come, first served.*

### **PACKAGE 1**

Base amount: \$1100.00| \$1,193.50 with tax

The “Package 1” is our largest bundle available for Apartment & Business Expo. It offers prime spots for foot traffic and exposure. There are 7 packages available on a first come, first served basis for this package option.

Benefits:

- 3 tables for showcase and display
- 3 plastic tablecloths
- Spots near popular areas such as the DJ and the giveaway tables
- Large amount of candy to hand out at the table
- 3 guest parking passes
- 4 food vouchers
- 8 ABX t-shirts
- 2 DJ shout outs during the event
  - Will have the host stop by the table and do a live promotion
- Included in social media marketing campaign
  - Shout outs to our 10,000+ followers
- Largest size logo on t-shirts and promotional materials

\*Those who do not submit their Logo on time will not be on the shirt despite paying for the package

### **PACKAGE 2**

Base amount: \$900.00| \$976.50 with tax

The “Package 2” is the mid-range bundle available for the Apartment & Business Expo.

Benefits:

- 2 tables for showcase and display
- 2 plastic tablecloths
- Medium amount of candy to hand out at the table
  - 2 guest parking passes
- 5 ABX t-shirts
- 1 DJ shout out during the event
- Social Media marketing of event with apartment logo

- Medium size Logo on t-shirts and promotional materials

\*Those who do not submit their Logo on time will not be on the shirt despite paying for the package

-If you chose to pay by check, please wait for an official invoice before you issue payment online or by mail as your invoice number must be referenced with your payments and your check or money order must be mailed to the official USF Payment Center which will be included on your invoice.