

**SOUTHERN**

**ICE**

**EXCHANGE, INC.**



*Cocoa*

127<sup>th</sup> *Annual  
Convention*

March 15-18, 2017

*Beach*



*Hilton Cocoa Beach Oceanfront*



# 127th Annual Convention Schedule Hilton Cocoa Beach Oceanfront, Cocoa Beach, FL

Dress Casual For All Convention Functions

## Wednesday, March 15, 2017

- 10:00am - 5:00pm **Registration Open**
- 10:00am - 4:00pm Set-Up for Exhibitors
- 1:00pm - 4:30pm Board meeting (lunch on own)
- 6:30pm - 10:00pm **Welcome Reception/Dinner**

## Thursday, March 16, 2017

- 7:45am - 12:00pm Registration/Hospitality Desk Open
- 8:00am - 9:15am **Continental Breakfast with Suppliers**
- 9:15am - 9:30am Welcome to convention/anti-trust rules
- 9:30am - 10:30am **Roundtable discussion - Overtime laws for over 40 hours**
- 10:30am - 11:30am **Focus Session - Update on Regulations for hours of service for trucks**
- 11:30am - 11:45am Break
- 11:45am - 12:15pm **Supplier Introductions/Product Updates**
- 12:15pm - 1:00pm **Focus Session - New Regulations for food safety standards - FSMA**
- 1:00pm - Lunch on own - Free Afternoon
- 5:45pm - Supplier Meeting
- 6:00pm - 7:30pm **Supplier Cocktail Party and Silent Auction**
- 7:30pm - Dinner on Own - Open Evening

## Friday, March 17, 2017

- 8:00am - 9:30am Continental Breakfast with Suppliers
- 9:30am - 10:00am **SIE Business Meeting**
- 10:00am - 10:30am **IPIA Update**
- 10:30am - 11:00am Supplier Introductions/Product Updates
- 11:00am - 12:00pm **Roundtable Session: Hot Topics for the Iceman**
- 12:00pm - 12:30pm Supplier Breakdown
- 12:30pm - 1:00pm Optional Lunch Meet Up with Industry and Supplier Friends (on own)
- 1:00pm - 5:00pm Kennedy Space Center Tour (Optional)\*\*
- 7:00pm - 10:00pm **Cocktails/President's Closing Dinner**

## Saturday, March 18, 2017

- AM TBD - Fishing (1/2 day trip) - meet in the lobby. Optional\*\*  
Open day or you may choose to depart for home

\*\*Additional fees apply

**SOUTHERN ICE EXCHANGE, INC.**



## Education Highlights

### Focus Sessions including:

Overtime laws for over 40 hours

Update on regulations for hours of service for trucks

FSMA - New regulations for food safety standards

Hot Topics for the Iceman

## Exhibitors/suppliers

- Dedicated time with Suppliers during breakfasts and a Supplier hosted cocktail reception. This is a great opportunity to find out what the newest and most efficient products in the industry are.
- Supplier introductions - opportunity to discuss any product updates or new innovations in general Session

## Hotel Information

1-800-HILTONS (1-800-445-8667)



The Hilton Cocoa Beach Oceanfront offers a beautiful view of the pristine shores of the Atlantic Ocean. All guest rooms feature the renowned Hilton Serenity bedding to help ensure a restful stay. Plus, you'll find amenities such as WiFi, a coffee maker, a mini-refrigerator and complimentary HBO to enhance your visit. SIE members will be contacting the hotel directly to make reservations. **We have a limited room block so we recommend making reservations ASAP.**

Our special SIE rate per night is:

\$189 City View

\$209 Coastline View (Upgrade)

\$249 Oceanfront (Upgrade)

\$289 Jr. Suite

There is a no resort fee and taxes of 11.5% will apply. For more information go to [www.sietoday.com](http://www.sietoday.com) or contact Suncoast Meetings at [sie@suncoastmeetings.com](mailto:sie@suncoastmeetings.com) or (813) 852-1977

## Special And Optional Events



### Kennedy Space Center Tour

(Friday, March 17, 2017) 1:00pm - 5:00pm

\$45.00 for adults and \$37.00 for kids (reflects a \$5.00 pp discount for SIE members)

\$10.00 parking fee for automobiles (we will be carpooling so this will be per car and the responsibility of those in the car)

Join your SIE Friends as we explore Kennedy Space Center. This incredible attraction brings the best of space exploration to guests with interactive exhibits and shuttle launches. The Kennedy Space Center Visitor Complex is your door to the American Space Program and the world of NASA. Included with Daily admission:

- Apollo/Saturn V Center
- Kennedy Space Center Bus Tour
- Space Shuttle Atlantis
- IMAX
- Shuttle Launch Experience
- Astronaut Encounter
- Numerous Shows & Exhibits



### SIE Fishing Trip

Saturday, March 18, 2017 - AM TBD - 1:00pm (1/2 day)

Price varies depending on number of participants  
\$50.00 advance deposit required to hold spot.

We are offering an SIE Fishing trip again this year. The prices will vary depending on how much interest there is and how many people are on the boat. The boats take up to (6) people and are \$700 per boat for a half day plus 15-20% gratuity for the captain. All Food & Beverage will be on own.

We are currently looking at a fishing company out of Cape Canaveral that comes highly recommended and is only 10-15 minutes from the hotel. This will be a port saltwater fishing charter.

Those going on the fishing trip will be responsible for an advance deposit of \$50.00 per person which is refundable up to (7) days prior or due to inclement weather. For more information please contact [sie@suncoastmeetings.com](mailto:sie@suncoastmeetings.com)



### Shopping at nearby Historic Cocoa Village;

(no specific date - option for ladies that want to explore local shopping)

Historic Cocoa Village is a riverfront community on Florida's Space Coast that is rich with old-fashioned Southern charm and hospitality. This picturesque town offers unique shopping opportunities and great entertainment. The shopping array is made up of bookstores, gift shops, clothing boutiques, art galleries, antiques shops and craft stores.



# SIE Convention Registration Information

(Registration is being handled by Suncoast Meetings and Events)

Please Register Online at [www.sietoday.com](http://www.sietoday.com)

Fax Registration: Fax this form to 813-354-3691 by January 31st for Early Bird Pricing.

Company Name \_\_\_\_\_

Attendee Name \_\_\_\_\_ Attendee Spouse \_\_\_\_\_  
from same company

Company Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_ Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Registration Fee	Early Bird Registration (on or before January 31)	Regular Registration (February 1 or after)
	Industry Member (or industry spouse)	\$350
Supplier Member (includes cocktail party sponsorship)	\$450	\$480
Supplier Member Spouse or additional attendees (Must be from same company)	\$350	\$380
Non-Member (industry only)	\$395	\$425

\_\_ Industry registration \$350/\$380

\_\_ Non Member (Industry only) \$395/\$425

\_\_ Supplier registration \$450/\$480

\_\_ Supplier registration spouse or additional attendees \$350/\$380

## Optional Activities (transportation on own - we will carpool where needed)

\_\_ **Kennedy Space Center Tour (Friday, March 17)** \_\_\$45.00 per adult \_\_\$37.00 per child

\_\_ **Fishing Trip 1/2 day (Saturday, March 18)** SIE Fishing trip (price will vary based on # of participants) - \$50.00 deposit per person required (Deposit is refundable up to (7) days prior)

**Golf:** We are not scheduling a Golf outing this year but certainly will connect members that show an interest in golfing with other SIE members.

## Hotel Information

**SIE members** should contact the hotel directly to make reservations and ask for the SIE special rate. We have a limited room block so we recommend making reservations ASAP.

Our special SIE rate per night is

\$189 Run of House \$209 Coastline View (Upgrade)

\$249 Oceanfront (Upgrade) \$289 Jr. Suite

Room Rates do not include state and local taxes currently 11.5%

To make online hotel reservations please go to the link [www.sietoday.com](http://www.sietoday.com)

To call the hotel directly for reservations: Call 1-800-HILTONS (1-800-445-8667) and reference SIE17 (Southern Ice Exchange)

**Hotel Cancellation Policy:** The hotel has a strict cancellation policy. Any cancellations must be made (3) days prior in order to avoid a penalty.

## Payment for Registration Fee/optional Activities

**We prefer that registrations are paid by check but do accept credit cards (Visa/Mastercard and AMX).**

**IMPORTANT - All payments must be received in full by (2) weeks prior to the convention (March 1, 2017).**

**Please mail any checks for convention registration: 11404 Cerca del Rio Place, Temple Terrace FL 33617**

### Credit Card Payment for Registration

Credit Card # (Visa, MC, AMX) \_\_\_\_\_ Exp Date \_\_\_\_ / \_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (if different than company address above) \_\_\_\_\_

\*\*There will be a \$5.00 convenience charge added to all credit card charges to offset credit card transaction fees.

**SIE Convention Cancellation Policy:** First day of the Convention is defined as Wednesday, March 15, 2017. A refund of registration fees will be granted if the request is made 30 days prior to the opening registration day of the convention minus a \$50 process fee. There is no charge for substitutions or name changes. For a cancellation within 14 - 29 days, there will be a \$100 processing fee deducted from the refund. No refunds within 14 days of the beginning of the convention (3/15/2017).

For any Convention questions please contact Suncoast Meetings at [sie@suncoastmeetings.com](mailto:sie@suncoastmeetings.com) or (813) 852-1977

**Optional Activities:** No refunds for optional activities cancelled after March 1, 2017

*For any Convention questions, please contact Suncoast Meetings at [sie@suncoastmeetings.com](mailto:sie@suncoastmeetings.com) or (813) 852-1977.*

*We look forward to seeing you at the Hilton Cocoa Beach Oceanfront!*