



A central graphic with a teal and blue color scheme. It features a circular logo with the text "SOUTHERN ICE EXCHANGE, INC." and "128TH ANNUAL CONVENTION". Above the logo, it says "COME JOIN US IN ST. PETE BEACH, FL". Below the logo, it says "MARCH 4TH-7TH 2018". The graphic is surrounded by images of a hammock, a tropical bar, and a dining table.





128TH ANNUAL CONVENTION SCHEDULE

TRADEWINDS RESORT, ST. PETERSBURG BEACH, FL

DRESS CASUAL FOR ALL CONVENTION FUNCTIONS

SATURDAY, MARCH 3, 2018

8:00am – 12:00pm SIE Fishing Trip** (depart hotel at 7:30am)

SUNDAY, MARCH 4, 2018

9:30am -1:00pm Board meeting
11:00am - 5:00pm Registration Open
1:00pm - 4:00pm Set-up for exhibitors
6:30pm - 10:00pm Welcome Reception/Dinner

MONDAY, MARCH 5, 2018

7:45am - 12:00pm Registration/Hospitality Desk Open
8:00am - 9:00am Continental Breakfast with Suppliers
9:00am - 9:15am **Welcome to convention/anti-trust rules**
David Bryant
9:15am - 10:00am **Roundtable discussion - HR Topics for Small Business**
Howard Mackie
10:00am - 10:45am **Focus Session- Stress Management in the Workplace**
Dr. Richard Brown
10:45am - 11:15am **Meditation for the Workplace**
11:15am - 11:45am Supplier Introductions/Product updates
Charlotte Maginnis
11:45am - 11:55pm Break
11:55pm - 1:00pm **Roundtable Session – Disaster Preparedness**
What You Need to Know
David Bryant
1:00pm Lunch on own - free afternoon
5:30pm Supplier Meeting
6:00pm - 7:30pm Supplier Cocktail Party and Silent Auction
7:30pm Dinner on Own – Open Evening

TUESDAY, MARCH 6, 2018

8:00am - 9:30am Continental Breakfast with Suppliers
9:30am - 10:00am SIE Business Meeting
10:00am - 11:00am **Focus Session: Financial Technology for Today**
John Sullivan, LPL
11:00am - 11:30am **Supplier Introductions/ Product updates**
Charlotte Maginnis
11:30am - 12:00pm **IPIA Update**
12:00pm - 12:30pm Supplier Breakdown
12:30pm - 1:30pm Lunch Meet-up with industry and supplier friends (on own)
1:00pm - 4:30pm Afternoon free or Dolphin Watch Sail **
2:00pm - 4:15pm Dolphin Watch Sail** (depart hotel at 1:30pm)
7:00pm - 10:00pm Cocktails/President's Closing Dinner

WEDNESDAY, MARCH 7, 2018

Open day or you may choose to depart for home

**Additional fees apply for SIE Fishing trip and Dolphin watch sail

EDUCATION HIGHLIGHTS

Focus Sessions including

- HR topics for Small businesses
- Stress management in the workplace
- Disaster Preparedness
- Financial Technology for today

EXHIBITORS/SUPPLIERS

The SIE convention has dedicated time set aside networking with industry members and suppliers during Breakfasts and the Supplier Cocktail party.

This is a great opportunity to find out what the most current, reliable and efficient products in the marketplace are.

We will also feature our "Supplier introductions". This is dedicated time to share any new technology, products or innovations during the convention sessions.

HOTEL INFORMATION

Tradewinds
ISLAND RESORTS ON ST. PETE BEACH

The Tradewinds resort is located on St. Pete Beach on Florida's Gulf of Mexico. This hotel's mantra is to "Just Let Go!" which is what we plan to do March 4-7, 2018 at the SIE 128th Annual Convention. This hotel has it all....

- Beachfront property
- (7) heated swimming pools
- (14) dining options including beach bars, full service restaurants and everything in between!!!
- Upscale hotel rooms including mini fridge's, microwave's, wireless internet, beach cabanas, self-parking for (1) car and (2) bottles of water every day as part of the resort fee.

RATE: Our special SIE rate is \$200 per room, per night plus stand and local taxes (currently 13%). This INCLUDES the daily resort fee which is typically \$45 per night

Upgrades are available for an additional cost based on your view and location in the resort.

For more information go to www.sietoday.com or contact Suncoast Meetings at sie@suncoastmeetings.com or (813) 852-1977.

OPTIONAL EVENTS



SIE Fishing Trip

Saturday, March 3rd, 2018

8:00am – 12:00pm (depart hotel at 7:30am)

COST: The cost will vary depending on number of participants on each boat ranging from \$110 - \$150. (This does not include a 15-20% gratuity for captain) \$50 advance deposit required to hold spot and the balance will be charged (7) days out.

The fishing boats take up to (6) people per boat per coast guard guidelines. A cooler and ice is provided – all food & beverage is on your own. **IMPORTANT – Spots are 1st come first serve – we will confirm boats as we have interested attendees confirmed.** Please contact Suncoast Meetings for more information.



Dolphin Watch Sail

Tuesday, March 6, 2018

2:00pm – 4:15pm (depart hotel at 1:30 pm)

COST: \$68.00 per person
(INCLUDES 13% tax gratuity for captain)

Trip will include a leisurely sail in Boca Ciega Bay and the Gulf of Mexico. The captain will take us in the direction of "known" Dolphin sighting spots while you enjoy a relaxing afternoon and "mental massage". A cooler & ice is provided – you are welcome to bring any beverages that you would like.

SIE CONVENTION REGISTRATION INFORMATION

(Registration is being handled by Suncoast Meetings and Events)

Please Register Online at www.sietoday.com

Fax Registration: Fax this form to 813-354-3691 by January 19th 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 19) | Regular Registration (January 19 or after) |
|---|--|---|
| Industry Member (or industry spouse) | \$350 | \$390 |
| Supplier Member (includes cocktail party sponsorship) | \$450 | \$490 |
| Supplier Member Spouse or additional attendees (Must be from same company) | \$350 | \$390 |
| Non-Member (industry only) | \$395 | \$440 |

___ Industry registration \$350/\$390

___ Non Member (Industry only) \$395/\$440

___ Supplier registration \$450/\$490

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

OPTIONAL ACTIVITIES (transportation on own – we will carpool where needed)

IMPORTANT: Optional activities are confirmed when registration is confirmed and are not refundable. There is no cancellation for optional activities due to the fact that St. Pete Beach is in high season in March and vendors are requiring a full commitment from SIE (with no cancellation)

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COST: The cost will vary depending on number of participants on each boat ranging from \$110 - \$150. (This does not include a 15-20% gratuity for captain) \$50 advance deposit required to hold spot and the balance will be charged (7) days out.

Dolphin Watch Sail: Tuesday, March 6, 2018 2:00pm – 4:15pm (depart hotel at 1:30 pm)

COST: \$68.00 per person (INCLUDES 13% tax gratuity for captain)

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 \$200 - Run of House. Additional upgrades are available based on view or suite ranging from \$220 - \$290 per night based on Availability. 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

To call the hotel directly for reservations : Call 1-800-808-9833 and ask for the SIE group

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 AMEX).

IMPORTANT – All payments must be received in full by (4) weeks prior to the convention (February 5th, 2018).

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 3% 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 Sunday, March 4th, 2018. 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 or (813) 852-1977

Optional Activities: No refunds for optional activities due to the fact that St. Pete Beach is in high season and vendors are requiring a full commitment from SIE (with no cancellation).

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

We look forward to seeing you at the Tradewinds Island Resort on St. Pete Beach!