



# TechCon 2026

## Long Beach

Technical Program  
April 27 – April 30  
Education Program  
April 25 – April 30  
Technology Exhibit  
April 28 – April 29

69<sup>th</sup> Annual SVC Technical Conference • April 25 – 30, 2026

Long Beach Convention Center, Long Beach, California, USA

## Advance Exhibit/Booth Registration

The Advance Booth Reservation Process enables 2025 exhibitors to reserve the best available booth (or booths) for the next SVC Exhibit, using any of the exhibitor points that they have accumulated. The current Point System will still apply for 2026. The exhibiting company contact will be presented with a 2026 Exhibit contract when the 2026 Exhibit Hall Layout has been finalized.

### 2026 TechCon Sponsorships

Current exhibitors have opportunity to commit to 2026 TechCon Sponsorships now. Select from the following:

Emerald.....\$4,250 USD  
Sapphire.....\$3,250 USD  
Ruby.....\$2,250 USD  
Coral.....\$1,250 USD  
Cellular-5G Data .....\$6,500 USD  
ID Badges.....\$4,500 USD  
Logo Bottle Water.....\$3,750 USD  
Notepad (2-color) .....\$3,000 USD

Welcome Reception (max 3 sponsors) \$3,500 USD  
Specialty Coffee Cart.....\$3,750 USD  
Young Members Recognition &  
Farewell Social (max 3 sponsors) .....\$3,500 USD  
Tote Bags (max 5 sponsors) .....\$2,750 USD  
Online Registration Splash Page  
(max 3 sponsors).....\$3,000 USD  
Online Hotel Registration Splash Page \$1,500 USD

Exhibit Hall Floor Decals .....\$2,250 USD  
Promenade Carpet Decal (10x10).....\$6,000 USD  
Exhibit Hall Aisle "Dangler" Banner ....\$1,850 USD  
Escalator Branding .....\$5,900 USD  
Exhibit Hall Entrance Column Wrap ...\$3,750 USD  
Contact the SVC with your ideas (we are open to  
any creative approach!)

### 2026 TechCon Advance Booth Reservation Form

10 foot x 10 foot booth \$3,445 USD

*Booth fee increases to \$3,695 USD on September 13, 2025.*

*The Second Wave of Booth Assignments will apply to booth reservations received between July 18, 2025 and September 12, 2025.*

**Full payment by credit card or company check is required for a complete booth application.**

Booth registration form can be sent by fax to 866-577-2407 or by E-mail to [jacque.matanis@svc.org](mailto:jacque.matanis@svc.org).

Mail checks to SVC, PO Box 10628, Albuquerque, NM 87184-0628 USA

Company Name

Exhibit Contact Name

Address

City State Zip Country

Work Phone Mobile Phone

Fax

Email Website

# of Booths 10 foot x 10 foot space (\$3,445 USD each)\$

*(booth fee increases to \$3,695 on September 13, 2025)*

**Method of Payment:**

Check Visa Mastercard AmEx Discover

*All credit card charges will  
incur a 3% service fee*

Card # Expiration Date Security Code

Billing Zip/Postal Code Cardholder's Signature

**Booth Fee Includes:** 8 foot high backwall,  
3 foot high dividers, booth ID sign, 500-character  
listing in the 2026 TechCon Program/Exhibit  
Guide, 2,000-character exhibitor profile in the  
2026 online exhibit floor plan.

**Once you fill out this form,  
print this page and either Email it to:  
[jacque.matanis@svc.org](mailto:jacque.matanis@svc.org)  
or FAX to: +1 (866) 577-2407**

**SVC USE ONLY**

RECEIPT DATE \_\_\_\_\_  
RECEIPT TIME \_\_\_\_\_

# SVC Exhibit Point System and Policies

SVC 2026 Technical Exhibition | April 28/29, 2026 | Long Beach Convention Center, Long Beach, CA USA

## More Points – Better Booth Location

The SVC Exhibit Point System provides all exhibiting companies with a priority in selecting booth locations. The more points a company has, the higher its priority when assigning its booth location.

## 2026 Point System

(1) 10x10 booth.....	1 point
(2) 10x10 booths.....	4 points
(3) 10x10 booths.....	6 points
(4) 10x10 booths.....	8 points

Silver Sustaining .....	3 points
Silver + (Plus) .....	5 points
Gold .....	8 points
Platinum .....	12 points

Every \$1000 spent on SVC Advertising.....	1 point
Every \$1000 spent on TechCon Sponsorship.....	1 point
Exhibitor Meeting .....	3 points

## IMPORTANT Register Now to Get the Best Booth Position(s) Before the First Deadline July 18, 2025

Exhibitors signing up between July 18, 2025 and September 12, 2025 will be in the second wave of booth assignments.

Points are accrued for the 2026 Exhibit based upon the Table on the left. Assignments will be made based upon the number of points a company has at the time of the assignment. Visit the SVC TechCon Portal to see the Exhibit Point list.

Notes:

- If Company A has 'x' points and is purchased by Company B which has 'y' points, then Company B will have either 'x' or 'y' points, whichever is the greater. The SVC Administrative Office must be notified in writing of the purchase, prior to the date of the first assignment of booths.
- Exhibiting companies who have the majority of their personnel registered in the SVC contracted hotels, but have not done so before March 1, 2026 will receive ONE additional point.

## Assignment of Booths

1. Initial booth assignments will be made after July 18, 2025, from all contracts received with full payment by that time. The next group of booth reservations received between July 18, 2025 and September 12, 2025 will be made in the Second Wave of Booth Assignments. Each company will be asked to provide four (4) choices for their booth location and statements as to which companies they do not wish to be near. For companies that have the same number of points, booth location priority is based upon the date that full payment has been received by SVC. With the advance registration process, a random drawing for priority will be made from companies that have the same number of points and that register for a booth during the TechCon. After September 12, 2025, booths will be assigned strictly according to the date that the paid registration is received (payment by credit card is acceptable). In the case that all booth choices have already been assigned, it will not be practical for the company to be recontacted. The next best booth space will be allocated.
2. Companies that wish to be located next to each other must send in their registrations together and state their request on the registration form. Exhibit Management will make every effort to accommodate the request.
3. Companies purchasing four (4) booths in an island by July 18, 2025 get first priority in booth placement. Four-booth islands purchased by September 12, 2025 will get first priority in booth placement within the second wave of booth assignments from the confirmed floor plan that exists at that time. After September 12, 2025, all booths, including islands, are assigned on a first-come, space-available basis.
4. Exhibit space shall be assigned by the SVC Exhibit Committee in the best interests of the Exhibit as a whole. Exhibitors must agree to accept relocation if it becomes necessary or advisable in the sole judgment of Exhibit Management.
5. Exhibit Management reserves the right to add or remove booths on the published floor plan if it is in the best interests of the Exhibit.
6. After final assignment, space location may not be changed.

### SVC Cancellation Policy

Exhibitors canceling their booth space before December 31, 2025 forfeit 10% of the total rental fee. There is no refund for cancellations after December 31, 2025. (If an exhibiting company sends a request in writing to SVC to cancel their booth registration after December 31, 2025, and if SVC is able to resell the booth, then the exhibiting company will receive a refund of 50% of its booth fee.)

NOTE: Under no circumstances are exhibiting companies allowed to sublet all, or part of, their contracted booth space. This policy will be strictly enforced.