



TechCon 2027 Dallas

Technical Program
May 3 – May 6
Education Program
May 1 – May 6
Technology Exhibit
May 4 – May 5

70th Annual SVC Technical Conference • May 1 – May 6, 2027

Sheraton Dallas Hotel, Dallas, Texas, USA

Advance Exhibit/Booth Registration

The Advance Booth Reservation Process enables 2026 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 2027. The exhibiting company contact will be presented with a 2027 Exhibit contract when the 2027 Exhibit Hall Layout has been finalized.

2027 TechCon Sponsorships

Current exhibitors have opportunity to commit to 2027 TechCon Sponsorships now. Select from the following:

Emerald.....\$4,500 USD	Notepad (2-color).....\$3,250 USD	Online Registration Splash Page (max 3 sponsors).....\$3,250 USD
Sapphire.....\$3,500 USD	Welcome Reception (max 3 sponsors) \$3,750 USD	Online Hotel Registration Splash Page \$1,750 USD
Ruby.....\$2,500 USD	Specialty Coffee Cart.....\$4,000 USD	Exhibit Hall Floor Decals.....\$2,500 USD
Coral.....\$1,500 USD	SVC 70 th Birthday Party (max 3 sponsors).....\$3,750 USD	Contact the SVC with your ideas (we are open to any creative approach!)
ID Badges.....\$4,750 USD	Tote Bags (max 5 sponsors).....\$3,000 USD	
Logo Water Bottle.....\$4,000 USD		

2027 TechCon Advance Booth Reservation Form

10 foot x 10 foot booth \$3,695 USD

Booth fee increases to \$3,895 USD on September 12, 2026.

The Second Wave of Booth Assignments will apply to booth reservations received between July 18, 2026 and September 11, 2026.

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 email to 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 (\$3,695 USD each)\$

(booth fee increases to \$3,895 on September 12, 2026)

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 2027 TechCon Program/Exhibit Guide, 2,000-character exhibitor profile in the 2027 online exhibit floor plan, and two giftable seats to any tutorial offered at the 2027 TechCon.

**Once you fill out this form,
 print this page and either email it to:
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 2027 Technical Exhibition | May 4 – 5, 2027 | Sheraton Dallas Hotel, Dallas, TX

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.

2027 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

Hotel Reservations for all staff 3 points
at host hotel before March 1

Hotel Reservations for all staff 1 point
at host hotel after March 1

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, 2026

Exhibitors signing up between July 18, 2026 and September 11, 2026 will be in the second wave of booth assignments.

Points are accrued for the 2027 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 reserve sleeping rooms for all of their personnel in the SVC show hotel prior to March 1, 2027 will receive THREE additional points and be entered into a raffle to win a complimentary 10' x10' booth for the 2028 TechCon (only one complimentary booth will be awarded).
- Exhibiting companies who have the majority of their personnel registered in the SVC show hotel, but have not done so before March 1, 2027 will receive ONE additional point.

Assignment of Booths

1. Initial booth assignments will be made after July 18, 2026, from all contracts received with full payment by that time. The next group of booth reservations received between July 18, 2026 and September 11, 2026 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 11, 2026, 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, 2026 get first priority in booth placement. Four-booth islands purchased by September 11, 2026 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 11, 2026, 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, 2026 forfeit 10% of the total rental fee. There is no refund for cancellations after December 31, 2026. (If an exhibiting company sends a request in writing to SVC to cancel their booth registration after December 31, 2026, 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.