



953 Harmony Road, Suite 106
Eatonton, GA 31024
P: 706-923-0580 F: 706-923-0520

Southeastern Shoe Travelers Association **Membership and Point Guidelines**

Southeastern Shoe Travelers (SEST) is a member's only association, in which each sales representative is registered individually as a member, not the company as a whole. Each sales rep (member) is eligible to earn a total of **4 points** per year with our association. **These points are used for determining your booth location at The Atlanta Shoe Market held at the Cobb Galleria Centre in Atlanta, Georgia.**

The points remain with the individual member and cannot be combined, refunded nor transferred between sales reps. Your membership must be current in order to utilize your points for your booth placement. Points are NOT awarded to the company, but rather the individual.

How to Earn 4 Points Per Year with SEST:

- 1. Pay your \$55 SEST Annual Membership Dues (1 point)**
- 2. Register and pay the February \$150 Market Fee (1 point)**
- 3. Register and pay the August \$150 Market Fee (1 point)**
- 4. Attend the SEST Annual Membership Luncheon on setup day in August (1 point)**

How Does it Work?

After you submit your contract for exhibit space, your total number of points, category selection and date the contract was received are noted on the top of your contract. Prior to the rooming process, each contract is placed in point order, and by the date it was received (this helps when multiple members have the same number of points in the same category). Space will be assigned during the rooming committee meeting and released to the member.

What if a member misses a year, or multiple years?

Your points must be concurrent in order to continue to build upon those points and utilize all points for booth placement. If a member should miss a year or multiple years, they have the option to purchase back the missed year(s) and receive 1 point per year.

Example:

2018- Paid Dues / February Market Fee (2 points)

2019- **Missed Year (missed 1 point)**

2020- Paid Dues / February Market Fee (2 points)

*If you missed 2019, you would need to purchase the annual dues for \$55. This would allow the member to keep all 5 points earned, instead of starting over with 2 points in the year 2020.