



**February 3-4, 2012**

At  
**The University of Georgia  
Center for Continuing Education  
Conference Center and Hotel  
Athens, Georgia**

Dear Prospective Exhibitor:

You are invited to exhibit at the **49th Southeastern Business and Marketing Education Conference** to be held **February 3-4, 2012** at the University of Georgia Center for Continuing Education Conference Center and Hotel in Athens. The Southeastern Business and Marketing Education Conference (SBMEC) is a venue for sharing ideas and expertise in business and marketing education. The goal of the SBMEC is to provide attendees an opportunity for professional growth through timely and innovative presentations that will effect change and influence practice on the middle, high, and postsecondary school levels. The theme for the upcoming 49th conference is ***"Let's Do It Again: Best Practices for a highly Engaged Classroom."*** For more information on the conference please visit <http://www.coe.uga.edu/sbmec/index.html>

For your reference, additional exhibit information and a registration form are included with this invitation.

Following are items of note to assist you in your planning:

- Complete and send your **application and payment** to the address listed on the registration form.
- Postmark deadline for registration is **Friday, January 20, 2012**.
- **Prepayment is required for space to be held.** You will receive confirmation, along with directions to the Georgia Center, upon receipt of payment.
- Exhibits may be set up between **Noon - 4:00 p.m. on Friday, February 3, 2012**.
- Representatives may pick up their name tag(s) at the Conference Registration Desk between the hours of **4:00 p.m. - 6:00 p.m. on Friday**.
- **Sessions on Friday are from 6:00 p.m. - 6:55 p.m. with dinner following. Please plan to exhibit until at least 7:00 p.m.**
- Please plan to dismantle your exhibit by **3:00 p.m. on Saturday, February 4, 2012**. Conference sessions end at **1:00 p.m.**...
- If you require housing, call 706.542.2134 or 1.800.884.1381 to make a reservation at the Georgia Center Hotel. If rooms are not available at the Georgia Center, see the following page for alternate hotel information.
- Questions? Please visit: <http://www.georgiacenter.uga.edu/conferences/conferences.phtml>

We hope you will join us for this event. For more information, please call me at 706.542.1740

Cordially,

*Pam McNair*

Pam McNair  
Exhibit Coordinator  
Phone: 706.542.1740  
FAX: 706.542.3452  
E-mail: [Pam.Mcnair@georgiacenter.uga.edu](mailto:Pam.Mcnair@georgiacenter.uga.edu)



The University of Georgia  
Center for Continuing Education  
Conference Center and Hotel

**Exhibitor Information**

**Display Table Amenities:**

**5' x 8' display space - \$275**

Display table includes the following amenities:

- one 3' x 6' draped and skirted table - Note: display tables are two 18" x 6' tables set side by side to make a 3' x 6' table surface
- 2 chairs
- 1 tent sign on the top of the table
- one nametag per representative
- Friday night dinner for one representative only. For each additional representative there will be a \$40 charge. Meals are not included in the \$40 charge. The Friday night dinner is \$32 for each additional representative.

**Guidelines:**

All exhibits and displays must be directly related to and supportive of the conference and appropriate to the overall mission of the Georgia Center. The Georgia Center reserves the right to refuse space to any organization or activity deemed inappropriate for the conference or the Georgia Center.

***Any activity involving an open flame or heat is prohibited. The Georgia Center follows the State of Georgia statutes (GA Code Section 16-11-127.1) which prohibits the possession of weapons (including: firearms whether operable or inoperable, swords, knives with blades over 2 inches in length, etc...) on University property."***

Organizations may advertise and sell products or services in the exhibit/display area to participants attending the host event.

**Unloading your exhibit:**

Please unload your exhibit at the Georgia Center's Lumpkin Street entrance which faces the South Campus Parking Deck. Use of the Hotel Guest Services entrance circle for exhibit loading/unloading is not allowed.

**Refunds:**

A full rate refund will be given if cancellation is received more than 5 business days before the conference. A 15% administrative fee will be assessed for cancellations within 5 business days of the conference.

**Payment by credit card:**

Credit card payments are preferred and will expedite the official registration process to reserve your space and requested resources.

**Payment by check:**

The check must be received before your registration and reservation for these services can be accepted.



### **Receiving, Storage & Shipping:**

The Georgia Center does not have permanent reserved, secure space for storing exhibits and displays. Representatives should plan to bring all items with them. If it is necessary to ship items to the Georgia Center, please ship at such a date that items arrive no earlier than one business day (Monday – Friday) prior to the event. If Return Shipping is necessary, representatives must sufficiently arrange these details so that items can be picked up from the Georgia Center as soon as feasible upon conclusion of the event. The Georgia Center assumes no liability for items and materials that are lost or damaged while at the Georgia Center.

### **Directions:**

Directions for the Georgia Center for Continuing Education are available online at <http://www.georgiacenter.uga.edu/sections/directions.phtml>.

### **Parking:**

The University of Georgia Parking Services coordinates all parking on campus. You may be ticketed or towed if you park illegally. The Georgia Center is not responsible for any ticketing or towing charges assessed. For more information, contact UGA Parking Services at 706.542.7275 or the Georgia Center Hotel Desk at 706.548.1311.

### **Lodging:**

While visiting, there's no better place to stay than at the Georgia Center Hotel. Hotel amenities include:

- 200 newly renovated rooms and suites
- Free wireless Internet access
- 32" flat-screen TVs
- In-room microwaves and refrigerators
- On-site fitness center
- Four on-site dining options:
  - Savannah Room Restaurant
  - Courtyard Cafe
  - Georgia Java - Proudly brewing Starbucks® Coffee
  - Dawg House Lounge
- Free shuttle service around campus and to and from Downtown Athens and Athens Ben Epps Airport
- Hotel is a *100% smoke-free facility*

If you require housing, call 706.542.2134 or 1.800.884.1381 to make a reservation.



**Exhibitor Registration Form**  
**49th Southeastern Business and Marketing Education Conference**  
 February 3-4, 2012

*The University of Georgia Center for Continuing Education  
 Conference Center and Hotel*

**CONTACT INFORMATION** (Please print or type)

Name of Attending Representative: \_\_\_\_\_

Date of Birth (for record keeping purposes only): \_\_\_\_\_

Name of Organization \_\_\_\_\_

Representative's Mailing Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail Address \_\_\_\_\_

1. Additional Representative's Name & Mailing Address: \_\_\_\_\_

2. Additional Representative's Name & Mailing Address: \_\_\_\_\_

**EXHIBITOR FEE:**

Item	Quantity	Registration	Total
Display Table—5' x 8'		\$275	
110V/60Hz Electricity		\$60	
Extra Chair (Limit 1)		\$15	
Additional Representative(s)		\$40 each	
Additional Rep. Dinner(s)		\$32 each	
<b>Total Due:</b>			

**Method of Payment to reserve your exhibit/display space (checks are payable to UGA):**

\_\_\_ Check \_\_\_ MasterCard \_\_\_ Visa \_\_\_ American Express \_\_\_ Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on card \_\_\_\_\_

**The FEI number for the Georgia Center is 58-6001998.**

The undersigned agrees to the guidelines and rates outlined above.

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Return form to:

**Southeastern Business and Marketing Education Conference (#72612)**  
**Exhibitor/Display Registration**  
**Georgia Center for Continuing Education**  
**1197 S. Lumpkin Street**  
**Athens GA 30602-3603**  
**Fax: 706.542.6596 or 1.800.884.1419**