

56th Annual Real Estate Salesmanship & Education Conference

Exhibitor/Sponsor Information

February 9-11, 2011



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Opportunities

BOTTOM-LINE VALUE

Our exhibitors and sponsors consistently tell us that the Real Estate Salesmanship & Education Conference is an excellent opportunity for them to make new contacts, promote their companies and sell their products and services. They feel it is a good advertising value because:

- **Conference attendees include 300+ real estate salespeople, brokers, managers and affiliates from all over the State.** The conference has consistently drawn some of the leading REALTORS® in the state. In addition, it attracts significant numbers of new agents who want to mingle with the best.
 - **Exhibitors get maximum exposure for a minimum of advertising dollars.** For example, the basic cost for a booth (\$450) comes to about \$0.66 per contact.
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VALUE ADDED SERVICES

We provide a variety of extras to make your conference participation more effective - and enjoyable.

- You are located in the **heart of conference activity**, not in some out-of-the-way exhibit area.
- Your company name is **prominently displayed** at the conference, both on signs and on the large-screen PowerPoint presentation in the main auditorium.
- Every participant receives an **exhibitor listing** with your company's name, address, phone/fax numbers and a contact person.
- For those who wish to have additional early advertising, we will update the website exhibitor list soon after payment is received.
- You receive a **roster of all attendees** with their contact information for conference follow-up activities.
- You have many opportunities to **meet and visit** with conference participants. In addition to booth time, you are invited to all conference functions.
- You receive **special attention** from our conference staff in meeting your exhibit needs.

SPONSORSHIP OPPORTUNITIES

There are a variety of ways your company can participate in the conference. Notice there are several options listed on the Registration Form, from simply being an exhibitor (\$450) to co-sponsoring a dinner/reception (\$800). However, you may come up with some other creative ways to market your company while contributing to the quality of the conference. For example, in the past, companies have sponsored:

- dance band for the social
- breaks and meals
- neck straps for the name badges
- tote bags for conference participants
- transportation for participants to local restaurants and activities

If there is something in particular you wish to sponsor, just give us a call and let's talk about it.

QUESTIONS ?

Contact Heather Hubbard at hhubbard@ccs.ua.edu or 205-348-4163.

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Logistics

SITE: Bryant Conference Center on The University of Alabama Campus in Tuscaloosa, Alabama

EXHIBIT AREA: Each exhibit area consists of one 30" x 72" gray skirted table, two padded chairs, a wastebasket, and a small table tent sign. Your organization is more than welcome to dress your exhibit space with your own selection of color scheme—banner, table covering, small carpet, etc. There is no limit to exhibit height, but please be considerate of neighboring exhibits by working within your 8' x 10' area. Extension cords are courtesy of the BCC, but you may wish to bring your own. Any changes or special requests (such as telephone line, electricity, packet "stuffers", etc.) must be made by January 15, 2011.

UNLOADING/LOADING: Temporary parking (15-minute limit) is available at the Loading Dock of the BCC. Please move all vehicles to the BCC's large visitor parking lot after unloading/loading as a consideration to other arrivals.

SET UP TIME: **Wednesday, February 9, 2011 from 8:30a.m. - 12:00 p.m.** Upon arriving at the Bryant Conference Center you will receive an exhibitor packet which contains a floor plan showing the location of your exhibit. Your designated exhibit area will have a table tent with your company name, and there will be an attendant present to help you find your location.

EXHIBIT TIMES: Wednesday, February 9, 2011 from 1:00 p.m. – 4:45 p.m.
Thursday, February 10, 2011 from 7:30 a.m. – 4:45 p.m.
Friday, February 11, 2011 from 7:30 a.m. – 3:00 p.m.

DISMANTLE TIME: **Friday, February 11, 2011 from 3:00 - 5:00 p.m.** All exhibits must be dismantled and removed from the Bryant Conference Center by 5:00p.m. on Friday, February 11.

NAME BADGES: Please have your booth personnel wear their name badges at all times, including social functions.

PRE-CONFERENCE SHIPPING OF EXHIBITS: All incoming packages must be marked showing the exhibitor name and displaying the date and name of the conference (February 2011 Real Estate Conference). The BCC will store exhibit pre-shipment boxes without charge for a maximum of four working days prior to exhibit set up. The exhibitor/vendor is responsible for all shipping of exhibits to and from the program destination.

Federal Express and UPS deliver to the Bryant Conference Center. There are no freight companies in Tuscaloosa, and the closest freight companies that deliver to Tuscaloosa are located in Birmingham: AAA Cooper (205) 553-2920, Roadway (205) 841-6401; and Yellow Freight (800) 610-6500. **Please make sure to address package(s) as indicated below.** The Bryant Conference Center does not assume any liability for damages to or loss of exhibitor materials or equipment.

UNITED STATES POSTAL SERVICE

February 2011 Real Estate Conference
Bryant Conference Center
The University of Alabama
Box 870388
Tuscaloosa, AL 35487-0388

UPS/FEDERAL EXPRESS

February 2011 Real Estate Conference
Bryant Conference Center
The University of Alabama
240 Bryant Drive
Tuscaloosa, AL 35487

WEIGHT CONSIDERATIONS: Special arrangements must be made through the Bryant Conference Center for packages or exhibit components weighing in excess of 200 lbs (requiring the use of a forklift). Call the Bryant conference Center at (205) 348-8600 to discuss arrangements for delivery of the exhibit.

QUESTIONS ?

Contact Heather Hubbard at h Hubbard@ccs.ua.edu or 205-348-4163.

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Exhibit/Sponsor Registration Form*

Prime exhibit space will be awarded based on level of sponsorship and then date registration is received.

COMPANY INFORMATION:

Contact Person: _____ Title: _____

Organization: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Business PHONE: _____ FAX: _____ Email Address: _____

OPTIONS: (Choose as many as you wish!)

____ 1) Exhibit space (Adjacent to Conference Area) - \$450 (Includes 1 conference registration package)

____ 2) Electricity - \$15

____ 3) Phone Line - \$100

____ 4) Exhibit Personnel: \$75 per extra person. You receive one conference registration packet at no extra charge.

Additional packets are \$75 each. *Include the names of all exhibit personnel below:*

1) Name _____ (No charge) 5) Name _____

2) Name _____ 6) Name _____

3) Name _____ 7) Name _____

4) Name _____ 8) Name _____

____ 5) Co-Sponsor of Refreshment Break - \$200

____ 6) Co-Sponsor of Continental Breakfast - \$400

____ 7) Co-Sponsor of Luncheon - \$600

____ 8) Co-Sponsor of dinner/reception - \$800

____ 9) "Stuffer": \$150 - This fee is for including your company's flyer or information sheet in each participant's conference packet.

Material must be received no less than 10 days prior to conference date.

____ 10) Other Sponsor—describe: _____

Amount of Sponsorship: \$ _____

TOTAL COST of All Options Chosen _____

DISPLAY UNIT: table-top free-standing Dimensions are: _____

DO YOU WISH TO GIVE A DOOR PRIZE? Yes No

METHOD OF PAYMENT: (Choose one)

I am enclosing a check for \$ _____ made payable to **The University of Alabama.**

Charge \$ _____ to my personal business credit card

Amer. Express VISA MasterCard Discover

Credit Card Acct # _____ Expiration Date: _____

Authorizing Signature _____

WHERE TO SEND:

Attn: Heather Hubbard **Mail To:** The University of Alabama, CCS/PDCS, Box 870388, Tuscaloosa, AL 35487-0388 **Fax To:** (205) 348-9276

*Please note, exhibitor and sponsor registration does not include CE Credit. To obtain CE Credit, all persons must register as participants.