



EXECUTIVE DIRECTOR DUTIES

- Procure the hotel/location for the annual conference and manage all negotiations and communication with the host hotel at the conference location.
 - The ED should do this in the Spring for the conference hotel two years out
 - Ideal cost for members should be around \$1000 for hotel (3 nights), flight, and registration (Early-Bird)
 - Visit hotels in early Spring (two years out)
 - Finalize contract by summer (1.5 years out)
 - Contract begins to “incur” penalties only once previous year’s contract is fulfilled. Desired date is around Nov. 30th of prior year.
 - Visit with Program Chair in Spring of conference year to finalize rooms, menu, social events, etc.
- Procure and communicate with sponsors and exhibitors for the annual conference (all of conference year).
 - Begin initiating once the call for papers is shared.
 - Formal requests sent Feb/March
 - Looking for commitments and money by June.
 - All files to be shared by August 1 for program development.
- Secure reservation link to place on website around May.
- Ensure (as much as possible) that the interface between the hotel and SMA members and conference attendees goes as smoothly and seamlessly as possible. This responsibility includes food and beverage matters, rooms used for conference presentations, technology, and related issues.
- Distribution of information concerning hotel/conference matters to SMA members.
 - Regarding dissemination of conference hotel information for the year.
 - Include on website
 - In presentation at luncheon
 - On social media to build buzz
 - At the end of the program and proceedings
- The ED should communicate and pertinent information necessary to the conference attendees to ensure the conference runs as smoothly as possible.
- Works with student workers at the annual SMA conference.
 - By September select 4-6 students to work (based on number of staff rate rooms and funding needs).
 - September before conference get each students’:
 - Schedule for attendance
 - Contact information

- Picture & Bio for program
 - Create work schedule and disseminate to students and EC (beginning of Oct.)
 - Do training with students as they arrive. It is helpful to share anything possible via email prior to arrival. This includes expectations and needs.
 - The "look after" aspect of this duty occurs during the conference itself. The procuring of the graduate student workers should take place around August before the conference.
- Serve on the Board of Governors for SMA. Year around via email, attend BoG meeting at conference.

Job duties as described in the constitution:

Section 6. The Executive Director shall serve as an information clearinghouse for members and non-members. He/she shall assist the President and President-Elect in the performance of duties that are essential to sustain a learned society. The Executive Director shall work under the direction of the Executive Committee of the Association to secure hotels, sponsors, and exhibitors for the Annual Conference. The Executive Director is responsible for assuring that conference rooms are properly equipped (projectors, screens, cabling) for all conference sessions, equipment is in working order, and the return of equipment to the Treasurer at the end of the conference. The Executive Director shall serve on the Board of Governors (BoG) during his/her tenure as Executive Director.

The goal of SMA is to keep costs as low as possible for attendees while also providing a superb conference experience in a desirable city. We attempt to keep total costs for attendees to less than \$1,500 for 3 nights stay, conference registration, and flights.

Selecting Cities:

Solicit thoughts from Executive Committee and members (when needed). Try to find Tier 2 cities that have easy air travel from other major cities around USA (e.g., Detroit, Dallas, Tampa, etc.). As of now we've decided we want to do three tried and true cities and then one experimental city. Check flights to suggested cities, I check from Detroit, Dallas, Atlanta, & Tampa/Orlando. If you can get reasonable airfare to that city it is worth pursuing further.

Hotel Specification:

Once the city is narrowed down, you've got to find a great hotel. SMA wants to be at a boutique hotel, where we are the only group in house and it meets the majority of the following specifications.

- Reasonable travel between airport and hotel (has a train, hotel shuttle, or reasonable taxi/Uber costs)
- Accommodates all meeting space and room block needs
- Preference should be given to hotels that have dining and entertainment within walking distance via public transportation
- Recently renovated rooms and meeting space
- Excellent service

Soliciting Proposals:

First prepare the RFP (see Appendix A for example). It is beneficial to ask for everything you want because they will always do it if they can and it means they get your business. It is advantageous to use the city's visitor or convention center to solicit hotel bids; they often know the hotels that will accommodate the group's needs for rooms and meeting space. Otherwise, do some research and reach out to sales department at the

hotels in the desired city and submit the RFP to them. Give them a deadline. At least two hotels that meet all needs should be secured.

Site visits:

Once two or more hotels bids have been secured schedule site visits. Expenses are paid by SMA. The hotel room was covered by the hotel. As for meals, they should be compensated based on the Federal standard meal rate. Airfare and travel will also be reimbursed by SMA. Try to keep costs as low as possible, book early. All reimbursements should be submitted to the treasurer within two weeks of return.

Initial site visit:

This visit should be done sometime about two years out from the conference date, usually over spring or fall break two years out (e.g., if you're picking a hotel for 2030 then you would do initial visits in 2028). During this visit you should visit a minimum of two hotels and spend the night in each hotel. The hotel rooms should be complementary (hotels want our business so they invite you to come stay and experience the hotel). During site visit you should see all the meeting space and map out the space according to the conference needs (see Appendix B for example).

Final site visit:

Final site visit should occur the spring before the conference (e.g., if the conference is in November of 2030, the final site visit should occur sometime between January and May of 2030). On this visit the Program Chair and Executive Director work together to map out the space for the conference and plan out the menu if possible. This will save a lot of time the weeks leading up to the conference if this can be done. If the program chair is having an excursion/fun event of some sort this would also be the time to solidify all the plan for that. Again, this will save a lot of time in the weeks leading up to the conference.

Securing a Contract:

Once the site visits have occurred you should summarize your experience at each hotel and offer your recommendations. This should be sent to the Executive Committee for voting. Once the votes have been finalized you can notify the hotels of your decision. For the hotel that is chosen request a formal contract. Share the contract with the President and Program Chair for that year. Have them carefully review this with you. **NOTE:** Careful review is really important because this is where they can get you if you are not paying close attention. Communicate any issues/concerns with the hotel and get a finalized contract that meets all needs. Once the final contract is in hand share it with the Executive Committee and secure votes for the contract again. SMA can only be on the books for two years' worth of conferences. You will secure the contract two years out (e.g., if you're picking a hotel for 2030 then you would secure the contract in 2028, but not sign it until after SMA of 2028). Sign the contract and share the signed copy (by both the hotel and you) with the entire Executive Committee and BoG Chair.

Exhibitors:

Before conference:

- Reach out to all previous and any new exhibitors to secure attendance and payment for conference. This is done via email (see **Appendix C** as an example).
- Continue reaching out to everyone until you hear back from each person. I try to email once a month starting in February or March through September.
- Keep track of the Exhibitors who have registered and what they are paying for.

- If they chose to have an ad secure the ad before the program is completed (dates will vary but usually one month before conference).
- One week before conference secure the membership list and strip down to first name, last name and email and share with exhibitors who have paid.

Sponsors:

SMA has several different types of sponsorships and this is EVER changing. This is something that is fairly new, but seems to be trending. What we offer is really up the discretion of the Executive Committee.

- Reach out to all previous and any new sponsors to secure attendance and payment for conference. This is done via email (similar email to that of **Appendix C** but directed at sponsorship and not containing the exhibitor information).
- Continue reaching out to everyone until you hear back from each person. I try to email once a month starting in February or March through September.
- Keep track of the sponsors who have registered and what they are paying for.
 - If they chose to have an ad secure the ad before the program is completed (dates will vary but usually one month before conference).
 - Also if they wish to have someone present the award at the luncheon ensure we have the name and picture of the individual presenting.
- Create any signage that is needed to advertise the sponsorship (e.g., sponsored break signage).

Duties during Conference:

The following tasks are the responsibility of the Executive Director during the conference:

- Attend the pre-conference meeting with the president and program chair to ensure all rooms and equipment needs are anticipated by the hotel staff.
- Help manage the SMA student workers.
- Ensure the registration desk has all cords and connectors to facilitate session chair's successful connection to the projectors.
- Ensure each of the meeting spaces are set-up with the appropriate equipment and room layout (projectors, screens, extension cords, chairs, tables, etc.) for the day's events. NOTE: this does change from day to day, so make sure everyone is on board and knowledgeable will be helpful.
- Ensure the exhibitors have what they need.
- Be the point of contact for any/all event related issues (additional coffee, room changes, equipment needs, hotel staff questions, etc.)
- Arrive early to help set up
- Attend the business meeting
- Attend the Board of Governors (BoG) meeting
- Attend all Executive Committee meetings
- Stay to help break-down and pack all equipment.

Appendix A



SOCIETY FOR MARKETING ADVANCES

REQUEST FOR
PROPOSAL

Name of Event: 2021 Annual SMA Conference

Purpose: Conference hosting (attendees: marketing academicians, doctoral students, and marketing professionals)

Official Program Dates: Tuesday, November 2, 2021 - Saturday, November 6, 2021

Anticipated Attendees: 350

Contact: [Name], SMA Executive Director

Address

email

Mobile: 859-797-2001

www.marketingadvances.org

Guest Rooms Block: 630 Room Nights

Monday Nov 1, 2020	Tuesday Nov 2, 2020	Wednesday Nov 3, 2020	Thursday Nov 4, 2020	Friday Nov 5, 2020	Saturday Nov 6, 2020
5	42	172	187	172	52

Meeting Rooms:

Date	Time	Event	Count	Set-Up
Tuesday Nov 2	8:30 AM - 5:30 PM	Executive Committee / Storage	15	Conference Table; 12 chairs; 4-6' rectangle work tables

Wednesday Nov 3	8:30 AM - 5:30 PM	Executive Committee / Storage	15	Conference Table; 12 chairs; 4-6' rectangle work tables
	7:30 AM - 5:30 PM	Doctoral Consortium	36	U-Shaped for 36; head table, podium, small table for projector; tables for food/beverage
	7:30 AM - 5:30 PM	Online Teaching and Simulation Workshops	30	Classroom for 30; head table, podium, small table for projector
	7:30 AM - 5:30 PM	PLS Workshop	30	Classroom for 30; head table, podium, small table for projector
	7:30 AM - 5:30 PM	SEM Workshop	30	Classroom for 30; head table, podium, small table for projector
Wednesday Nov 3	7:30 AM - 4:00 PM	Food service for meeting rooms	60	Food and beverage service tables
	1:00 PM - 5:30 PM	Registration and Exhibitors	75-100	4 tables for registration (1 on wall; 3 in front and seating in between); 4-8 tables for Exhibitors along wall NOTE: Usually a Ballroom or high traffic hallway
	12:00 PM - 5:30 PM	Academic Placement Services		2 tables for Director at entrance; 8-10 small tables with 3 chairs/table for interviewers spread throughout the room
	6:00 PM - 7:30 PM	Welcome Reception	150	Private divider (separate from public area and pool); some seating; tall cocktail tables for standing; 2 bar areas

Thursday Nov 4	8:30 AM - 5:30 PM	Executive Committee / Storage	15	Conference Table; 12 chairs; 4-6' rectangle work tables
	7:30 AM - 5:30 PM	Doctoral Consortium	36	U-Shaped for 36; head table, podium, small table for projector; tables for food/beverage
	12:00 PM – 2:00 PM	Doctoral Consortium Luncheon	45	Rounds for 45
	8:00 AM - 5:30 PM	Registration and Exhibitors	75-100	4 tables for registration (1 on wall; 3 in front and seating in between); 6-8 tables for Exhibitors along walls
	8:00 AM - 5:30 PM	Academic Placement Services		2 tables for Director at entrance; 8-10 small tables with 3 chairs/table for interviewers spread throughout the room
	8:00 AM - 5:30 PM	Session Breakout <i>(Teaching Competitions)</i>	40	Theater for 40; head table; small table for projector
	12:00 PM – 2:00 PM	Session Breakout <i>(MER Editorial Board Meeting Luncheon)</i>	30	U-Shaped or conference for 30; head table, small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM -	Session Breakout	35	Theatre for 35; head table; small table for projector

	5:30 PM			
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:30 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:30 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
Friday Nov 5	8:30 AM - 5:30 PM	Executive Committee / Storage	15	Conference Table; 12 chairs; 4-6' rectangle work tables
	8:00 AM - 5:30 PM	Registration and Exhibitors	75-100	4 tables for registration (1 on wall; 3 in front and seating in between); 6-8 tables for Exhibitors along wall
	8:00 AM - 5:30 PM	Academic Placement Services		2 tables for Director at entrance; 8-10 small tables with 3 chairs/table for interviewers spread throughout the room
	8:00 AM - 5:30 PM	Sessions <i>(Distinguished Scholar, BoG; SMA Business Meeting)</i>	115	Theater for 115; head table; podium; small table for projector NOTE: Potentially AV depending on room size
	7:30 AM – 10:30 PM	Session Breakout <i>(2 break outs; JMTP Editorial Board Meeting)</i>	35	U-shaped or conference; head table; small table for projector NOTE: Breakfast served from 7:30 AM - 8:30 AM
	8:00 AM - 5:30 PM	Session Breakout <i>(Meet the Editor)</i>	50-100	Theatre for 50-100; head table; small table for projector

	8:00 AM - 5:30 PM	Session Breakout	30	Theatre for 30; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout <i>(Teaching Moments)</i>	40	Theater for 40; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:30 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	12:00 PM - 2:00 PM	Awards Luncheon	225	Rounds for 250; stage; podium; 6 tables for awards; AV Equipment (projectors, screens, etc.)
	6:00 PM - 7:30 PM	President's Reception	175	some seating; tall cocktail tables for standing; 2 bar areas; carving station
Saturday NOV 6	8:30 AM - 5:30 PM	Executive Committee / Storage	15	Conference Table; 12 chairs; 4-6' rectangle work tables
	8:00 AM - 5:30 PM	Registration and Exhibitors	75-100	4 tables for registration (1 on wall; 3 in front and seating in between); 6-8 tables for Exhibitors along all with

	8:00 AM - 12:00 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 12:00 PM	Session Breakout	30	Theatre for 30; head table; small table for projector
	8:00 AM - 12:00 PM	Session Breakout	30	Theatre for 30; head table; small table for projector
	8:00 AM - 12:00 PM	Session Breakout	30	Theatre for 30; head table; small table for projector
	8:00 AM - 12:00 PM	Session Breakout	45	Theater for 45; head table; small table for projector
	8:00 AM - 12:00 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
Saturday NOV 6	8:00 AM - 12:00 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 12:00 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 12:00 PM	Session Breakout	35	Theatre for 35; head table; small table for projector
	8:00 AM - 5:00 PM	Session Breakout <i>(Post Conference Workshop/Symposium)</i>	35	Classroom for 35; head table; small table for projector

Food and Beverage

Date	Time	Event	Room	Count	Description
Wednesday Nov 4	7:30 AM - 9:00 AM	Doctoral Consortium	60-80		Continental Breakfast
		Structural Equation Modeling Workshop			
		PLS Workshop			
		Online Teaching Workshop			
	12:00 PM - 2:00 PM	Doctoral Consortium & Workshops Lunch	45		Platted/buffet lunch
3:00 PM - 4:00 PM	Doctoral Consortium	60-80		Afternoon snacks and beverages	
	PLS Workshop				
	Structural Equation Modeling Workshop				
	Simulation Workshop				
6:00 PM - 7:30 PM	Welcome Reception	150		Display stations; carving stations; served hors-d'oeuvre; 2 open bar areas	
Thursday NOV 5	7:30 AM - 9:00 AM	MER Editorial Board Meeting	30		Continental Breakfast
	7:30 AM - 9:00 AM	Registration and Exhibitors	50		Morning coffee and small snacks
	9:30 AM - 11:00 AM	Registration and Exhibitors	75		Morning break - pastries/bread and beverages
	12:00 PM - 2:00 PM	Doctoral Consortium Lunch	40		Platted/buffet lunch
	3:00 PM - 4:30 PM	Registration and Exhibitors	75		Afternoon break - snacks and beverages
Friday NOV 6	7:30 AM - 9:00 AM	JMTP Editorial Board Meeting	30		Continental Breakfast

	7:30 AM - 9:00 AM	Registration and Exhibitors	50	Morning coffee and small snacks
	9:30 AM - 11:00 AM	Registration and Exhibitors	75	Morning break - pastries/bread and beverages
	12:00 PM - 2:00 PM	Awards Luncheon	225	Platted lunch
	3:00 PM - 4:30 PM	Registration and Exhibitors	75	Afternoon break - snacks and beverages
	6:00 PM - 7:30 PM	President's Reception	150-200	Display stations; carving stations; served hors- d'oeuvre; 2 open bar areas
Saturday NOV 7				
	7:30 AM - 9:00 AM	Registration and Exhibitors	50	Morning coffee and small snacks
	9:30 AM - 11:00 AM	Registration and Exhibitors	50-75	Morning break - pastries/bread and beverages

Additional Services Required

1. Service representative on-site and available for entire event
2. Keying of EC committee meeting room, so equipment may be secured overnight.
3. 5 complimentary Parking passes for 5 days
4. Delivery of shipments to the Wednesday, October 28, (conference year) waive fees if F&B minimum met.
5. Special room rate available 3-days before and 3-days after conference dates
6. Pick-up service (FEDEX) for shipping out
7. Master account with direct billing

Concessions

1. Aggregated room block guarantee of 80% with no penalty
2. Rebate on rooms booked in block (\$5-\$10)
3. 15 lines of Wifi complimentary in meeting space if F&B minimum is met.
4. No rental fee for meeting areas.
5. Room rate be under \$200/night. Preferably around \$170/\$190.
6. 1 room night credit for every 40 paid room nights, credited to the Master Account
7. 7 room upgrades for VIPs
8. 3 staff rooms at \$100 per night for 5 nights.
9. 10% food and beverage discount with room block met.
10. 10% off A/V pricing with room block met.
11. Complimentary BOGO with room block met.
12. Complimentary nights for 1-2 night(s) for initial site visits

13. Complimentary nights for 2 nights for 2 rooms for planned site visit in spring of conference year
14. Complimentary water (hot and cold) for entirety of event.
15. Change of menu and guarantee count 3 days prior to event

Master Account

1. Room plus applicable taxes for 4 nights (arriving on Tuesday and departing on Saturday) for 10 attendees.
2. Food and beverages under the contract
3. Officers with authority to charge to the Master Account (Treasurer, Program Chair, Executive Director, President)

Appendix B

DATE	TIME		ROOM	EVENT	SET-UP
	Start	End			
TUE Oct 30	8:30 AM	5:30 PM	Clematis & Boardroom	Executive Committee Room	Conference Table and Seating for 12; 6 work tables with 6 chairs
WED Oct 31	7:30 AM	5:30 PM	Ballroom Foyer	Registration, Exhibitors, Website, Excursions	See attached diagram
WED Oct 31	7:30 AM	5:30 PM	Clematis & Boardroom	Executive Committee Room	Conference Table and Seating for 12; 6 work tables with 6 chairs
WED Oct 31	7:30 AM	5:30 PM	Gallery A, B, C	DC	U-Shaped for 30, 2 head tables, 4 work tables, projector table;
WED Oct 31	7:30 AM	5:30 PM	Salon C	APS	4 tables for Director (front of room); 10 small tables with 3-4 chairs for interviewers
WED Oct 31	7:30 AM	5:30 PM	Sanibel 1	Online Teaching / Simulation	Theater seating for 25; 1 head table; projector table
WED Oct 31	7:30 AM	5:30 PM	Sanibel 2	SEM Workshop	Theater seating for 25; 1 head table; projector table
WED Oct 31	7:30 AM	4:30 PM	Foyer Sanibel	Workshop & DC Food/Beverage	Serving Tables
WED Oct 31	6:00 PM	7:30 PM	Pavilion or Ballroom D if raining	Welcome Reception	Tables with seating; seating around; standing tables (refer to Food/Beverage or additional details)
WED Oct 31	7:30 PM	9:30 PM	Private Dining	DC Dinner	(refer to Food/Beverage for details)

THU Nov 1	7:30 AM	5:30 PM	Ballroom Foyer	Registration, Exhibitors, Website, Excursions	See diagram below
THU Nov 1	7:30 AM	5:30 PM	Clematis & Boardroom	Executive Committee Room	Conference Table and Seating for 12; 6 work tables with 6 chairs
THU Nov 1	7:30 AM	5:30 PM	Gallery A & B	DC	U-Shaped for 30, 2 head tables, 4 work tables, projector table;
THU Nov 1	7:30 AM	5:30 PM	Gallery C	APS	4 tables for Director (front of room); 10 small tables with 3-4 chairs for interviewers
THU Nov 1	8:30 AM	5:30 PM	Banyon	Distinguished Fellow Luncheon / McGraw- Hill	Rounds for 20, head table, podium, projector table
THU Nov 1	7:30 AM	10:30 AM	Banyon	MER Editorial Board Meeting	Rounds for 24; 1 head table; projector table
THU Nov 1	2:00 PM	5:30 PM	Salon A	Sessions 6-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Salon B	Session 4-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Salon C	Session 4-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Polo D	Session 4-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Polo E	Session 4-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Polo F	Session 4-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Salon E	Session 4-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Sanibel 1	Session 4-7	Theater for 30; head table; projector table
THU Nov 1	8:30 AM	5:30 PM	Sanibel 2	Session 4-7	Theater for 30; head table; projector table

FRI Nov 2	7:30 AM	5:30 PM	Ballroom Foyer	Registration, Exhibitors, Website, Excursions	See diagram below
FRI Nov 2	8:30 AM	5:30 PM	Clematis & Boardroom	Executive Committee Room	Conference Table and Seating for 12; 6 work tables with 6 chairs
FRI Nov 2	7:30 AM	5:30 PM	Gallery C	APS	4 tables for Director (front of room); 10 small tables with 3-4 chairs for interviewers
FRI Nov 2	10:00 AM	12:00 PM	Sanibel	Distinguished Speaker	theater 110, projector table, head table, Mic & 8 x 8 screen
FRI Nov 2	12:00 PM	2:00 PM	Salon D & E	Awards Luncheon	Rounds for 225
FRI Nov 2	7:30 AM	10:00 AM	Clematis	JMTP Editorial Board Meeting	Rounds for 30; head table; projector table
FRI Nov 2	2:00 PM	5:30 PM	Gallery A	Teaching Moments	Theater for 30; head table; projector table
FRI Nov 2	8:30 AM	5:30 PM	Gallery B	Sessions 8-12	Theater for 100; head table; podium; projector table
FRI Nov 2	8:30 AM	5:30 PM	Banyon	Sessions 8-12	Theater for 30; head table; projector table
FRI Nov 2	8:30 AM	5:30 PM	Salon A	Sessions 8-12	Theater for 30; head table; projector table
FRI Nov 2	8:30 AM	5:30 PM	Salon B	Sessions 8-12	Theater for 30; head table; projector table
FRI Nov 2	8:30 AM	5:30 PM	Salon C	Sessions 8-12	Theater for 30; head table; projector table
FRI Nov 2	8:30 AM	5:30 PM	Polo D	Sessions 8-12	Theater for 30; head table; projector table
FRI Nov 2	8:30 AM	5:30 PM	Polo E	Sessions 8-12	Theater for 30; head table; projector table

FRI Nov 2	8:30 AM	5:30 PM	Polo F	Sessions 8-12	Theater for 30; head table; projector table
FRI Nov 2	2:00 PM	5:30 PM	Sanibel	Business Meeting & BoG	Conference Table and Seating for 20
FRI Nov 2	6:00 PM	7:30 PM	Pavilion or Ballroom D & E if raining	President's Reception	Tables with seating; seating around; standing tables (refer to Food/Beverage or additional details)
SAT Nov 3	8:30 AM	5:30 PM	Clematis & Boardroom	Executive Committee Room	Conference Table and Seating for 12; 6 work tables with 6 chairs
SAT Nov 3	8:30 AM	12:00 PM	Ballroom Foyer	Registration, Exhibitors, Website, Excursions	See diagram below
SAT Nov 3	8:30 AM	5:00 PM	Gallery C	Special Issue	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Gallery A	Teaching Moments	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Gallery B	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Salon A	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Salon B	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Salon C	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Salon E	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Polo D	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Polo E	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Polo F	Sessions 12-13	Theater for 30; head table; projector table

SAT Nov 3	8:30 AM	12:00 PM	Sanibel 1	Sessions 12-13	Theater for 30; head table; projector table
SAT Nov 3	8:30 AM	12:00 PM	Sanibel 2	Sessions 12-13	Theater for 30; head table; projector table

Appendix C

Morning Mr. Smith,

The spring is kicking off and we are gearing up for this year's Society for Marketing Advances conference in West Palm Beach, Florida. Will *COMPANY* be joining us this year in West Palm Beach?

We will be hosting SMA at the Marriott West Palm Beach in beautiful Florida October 31 to November 3. All the details for the conference and hotel are available on our website <http://www.marketingadvances.org/>. Conference room rate is \$175 a night and available until October 16th or on a first-come, first-serve bases to get the conference rate, whichever is first, so please reserve your rooms soon. We are expecting a great turn out, who wouldn't want to go to WPB in the November?

Exhibitors are provided with (1) 6 foot Exhibit Table w/ (2) Chair (more available if needed), Wastebasket, Water and Glasses. Please note that you do have to pay for Wi-Fi on your own. This year we have all the exhibitors set up {describe where they will be and how the location is beneficial to them} in the hallway leading to registration (also in the hallway), most session rooms are off this hallway, and all refreshments that we provide throughout the day are in the same area, so you will have the maximum foot traffic possible. A contact list will be provided one weeks prior to the conference should you wish to contact the members who will be attending to tell them to stop by and see you and/or your material. Additionally, you have the opportunity to display your company's information on the app in the program, and on SMA's website this year. We will be using the Guidebook app for the program again this year as well as a program. The program will be emailed out to every registered member prior to the conference, as well as, posted on our website. Please see the attached for information regarding pricing and benefits included. (BE SURE TO ATTACH). We will be processing all payments this year via our online system, please log on to secure your exhibitor's booth (LINK).

I am the person you will be working with again this year. I look forward to seeing you at SMA. Please let me know if you have any questions.

Sincerely,
Rebecca