

2011 SABEW Annual Conference
Exhibitor Space Reservation Form
Southern Methodist University
Dallas, Texas
April 7 – 9, 2011

This form confirms that _____ (company name) wants to reserve a
___ **single booth** ___ **double booth** at the 2011 Annual Conference of the Society of American Business Editors and
Writers, Inc. on April 7 – 9, 2011 at Southern Methodist University.

Name of Organization/Company _____

Type of Company _____

Your Full Name _____

Mailing Address (where bills should be sent) _____

City and Zip Code _____

Phone Number _____

Fax Number _____

E-mail _____

How many people will host your booth? (One person is included in single booth fee, which includes all meals. Additional representatives may attend, up to a total of 4, for the cost of the meal events. The additional charge for the full conference is \$500; for Friday only is \$225, for Saturday only is \$225) Booth Host: _____ Additional attendees: _____

Will you need electricity? _____

Will you need audiovisual equipment? _____ Will you need Internet access? _____ Wifi is throughout the building

If yes, please specify: _____

Exhibit Space

- Single Booth – Special Pricing – Early Bird Registration prior to January 15, 2011, \$2,550 (covers one person with one 6-foot table and all meals offered) After January 15, 2011, registration is \$3,000.**
- Double Booth – Special Pricing – Registration prior to January 15, 2011, \$4,600 (covers two persons with two 6-foot tables and all meals). After January 15, 2011, registration is \$5,000.**

An invoice for payment will be sent upon receipt of space reservation.

Please fax or e-mail form to:
Sue Davis, Marketing Coordinator
Society of American Business Editors and Writers, Inc. (SABEW)
Phone: 602-496-7862 Fax: 602-496-7041
davis@sabew.org

Federal ID # 36-3297751

2011 Exhibitor Guidelines and Information

48th Annual SABEW Conference
SMU Cox School of Business / Dallas, TX

Welcome Exhibitors:

Thank you for choosing to exhibit with SABEW. We are looking forward to you joining us at our 48th Annual Conference on April 7-9, 2011, at the Southern Methodist University/Cox School of Business.

SABEW is the nation's largest organization of business and financial journalists, with more than 3,200 members in the U.S. and several other countries. We expect as many as 250 to 300 business journalists to attend the conference. This is a wonderful opportunity to put faces with bylines, e-mails and telephone conversations and make vital future contacts.

EXHIBITOR SETUP BEGINS THURSDAY, APRIL 7 AT 1 P.M. THROUGH SATURDAY, APRIL 9 AT 5 P.M. Exhibits will be open from 8 a.m. Friday, April 8 through 5 p.m. Saturday, April 9. All exhibits must be removed by 7 p.m. on April 9. Exhibits will be set up on the 1st floor of the Collins Center central to all sessions and events. A floor plan of the area can be found on the SABEW website: www.sabew.org.

Exhibitor Fee and Additional Meal Registration: Regular registration cost for a single booth is \$3,000. This cost includes one skirted, six-foot table, one chair and a trash can, Friday and Saturday. All meal events for one person are also included with this price. If you require more space, a double booth can be reserved for \$5,000 and includes two six-foot tables, two chairs and a trash can (a limited amount of double booths are available). All meal events for two persons are included in this price. Additional representatives may attend, up to a total of 4, for the cost of the meal events. The additional charge for the full conference is \$500; for Friday only is \$225 and for Saturday only is \$225. Forms can be found on the SABEW website.

Exhibit Hall Diagram & Booth Selection: The exhibits will be set up the 1st floor of the Collins Center. Booth numbers will be assigned by SABEW staff, based upon "first come, first serve" basis. Your booth number will be sent to you by Sue Davis, marketing coordinator: davis@sabew.org or by calling her direct telephone line at 602-496-7862. A tentative booth diagram will be posted on the website: www.sabew.org.

Advertising: SABEW invites you to advertise in the annual conference program. All advertisers who exhibit automatically receive 10 percent off the advertising rates. Advertising copy must be received by March 11, 2011, to be included in the program.

Reservation Information/Room Rate: Please make your reservations on: www.sabew.org or call the Hotel Palomar Dallas, 5300 E. Mockingbird Lane, Dallas, TX 75206 at (214) 520-7969 to make your reservations. A room block will be available until March 9, 2011 at 5 p.m. Eastern Standard Time for \$155 plus tax per night. Please ask for the Society of American Business Editors and Writers group rate when making a room reservation.

Shipping Information: Your materials can be received no earlier than two days prior to the conference. **Please let us know the approximate date of arrival and the carrier.** Your materials will be held in a secure location. Please address to:

c/o Zakaria Benyacoub (SABEW Conference)
Collins Executive Education Center
Cox School of Business
3150 Binkley Avenue, Suite 110
Dallas, TX 75275
Phone: (214) 768-4462

All exhibitors will be responsible for their own return shipping after the event, and should be prepared to arrange for any necessary supplies needed to ship exhibit materials back to your organization. Banners cannot be hung on the school walls. Please provide a pop-up banner, tabletop banner and/or a banner for the front of the exhibit table.

Questions: If you have any questions or need further information, please call Sue Davis at 602-496-7862. You may also e-mail your questions to: davis@sabew.org. Thank you.