

FRATERNITY EXECUTIVES ASSOCIATION

ENGAGE

2012 ANNUAL MEETING

JULY 7-11

HYATT GRAND CHAMPIONS RESORT

INDIAN WELLS, CALIFORNIA

2012 ANNUAL CONFERENCE

SPONSOR INFORMATION

TRADE SHOW

JULY 7-10, 2012

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Fraternity Executives Association, Inc.

2012 TRADE SHOW

July 8-9, 2012
Hyatt Grand Champions Resort
Indian Wells, California

2012 SPONSORS CHAIR

BONNIE R. WUNSCH
Alpha Epsilon Phi Sorority
11 Lake Avenue Extension, #1A
Danbury, CT 06811
(203) 748-0029
(203) 748-0039 *(fax)*
Email: Execdir@aephi.org

2012 FEA PRESIDENT

LARRY STANTON WIESE
Kappa Alpha Order
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ADMINISTRATOR

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Fraternity Executives Association
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Carmel, IN 46032-9620
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A Message from the Sponsors Chair:

Welcome to the Fraternity Executives Association's 2012 Annual Meeting! We look forward to having you join us in Indian Wells at the beautiful Hyatt Grand Champions Resort to share in the special spirit that is a part of any gathering of the Fraternity Executives Association.

The FEA Annual Meeting is an excellent way for you to spend time with those individuals who make important decisions on behalf of fraternities and sororities. You can expect most all of the 88 fraternity/sorority executive directors, approximately 120 additional staff members, and 300 exhibiting sponsors to attend the meeting.

Our sponsors who have attended previous meetings will attest that the FEA values our partnership. Our formal program, which you are welcome to attend, as well as the fraternal atmosphere of the meeting, reinforces that special relationship.

Join us in the sunny Palms Springs area and let us prove why FEA is the best tradeshow you will attend this year!

Sincerely,

Bonnie R. Wunsch
Alpha Epsilon Phi Sorority
Sponsors Chair

Overview

THE FRATERNITY EXECUTIVES ASSOCIATION (FEA) is an individual membership association consisting of the chief official (chief executive officer-chief administrative officer) of general college fraternities and sororities.

The Chief Staff Official (CSO) of the fraternity or sorority is usually the Executive Director or Executive Vice President by title.

THE PURPOSE AND FUNCTION OF FEA is to have free discussion, an interchange of ideas and procedures of mutual interest and peer support. These opportunities assist the members in fulfilling their respective responsibilities as they manage their member fraternities and sororities (and many sororities are actually called fraternities).

In addition to several workshops and member programs throughout the year, the largest and most significant event is the annual summer meeting held normally in the early part of July. In attendance will be the chief staff official, the staff members and a number of family members.

AT THIS ANNUAL SUMMER MEETING TOPICS COVERED INCLUDE: legal issues, IRS questions, auditing, risk management, computerization, personnel management, salary administration, meeting planning, real estate issues, accounting issues, fundraising, foundation development, personal development, health issues, insurance, crisis management, topics of the day affecting member fraternities, and other mutual problems, challenges and concerns.

THE FRATERNITIES MANAGED BY THE FEA MEMBERS RANGE IN SIZE FROM SEVEN CHAPTERS TO OVER THREE HUNDRED CHAPTERS: Memberships range from approximately 7,000 to 200,000. Some of the fraternities were founded in the 1820s and others up to the 1980s. The fraternity headquarters' staffs range from one to more than thirty.

Most fraternity headquarters' operations have computerized membership, financial records and websites, utilizing their own computer equipment and software. Most fraternity executives manage a significant portfolio of investments, to include those of their public foundation (to conduct their scholarship, leadership and educational activities).

All fraternities conduct annual fundraising appeals and many conduct capital campaigns or a deferred giving program. Fraternities have annual or biennial conventions and annual regional leadership workshops. Most have a chapter service staff to visit their chapters. All fraternities have a quarterly publication sent to their alumni. Fraternities are supported primarily through undergraduate initiation fees and, in some cases, dues during the undergraduate years; plus voluntary contributions from their alumni, earnings on their investments and sales of merchandise.

“The relationship between colleagues in FEA is open and helpful, they share a strong feeling of camaraderie and professionalism.”

Why You Should Be a Sponsor

Fraternity Executives and their staff purchase supplies and services including:

- Architectural services
- Audiovisual equipment and services
- Computer hardware, software and list maintenance
- Conclaves and board meetings, convention services speakers
- Office furniture, supplies and equipment
- Employee benefits
- Fire protection systems and equipment
- Fund raising services
- Hotel services for conventions, conclaves and board meetings,
- Insurance: risk management, group health, and life programs
- Jewelry
- Multimedia productions
- Printing and graphic arts
- Programming consultation
- Promotional materials
- Legal, tax, auditing and accounting services
- Ritual paraphernalia (banners, flags and resale items)
- Sporting goods and informal clothing
- Travel services for alumni and staff
- Website development

What FEA Members Say...

Thank you for your interest in and previous support for the Fraternity Executives Association. The FEA tradeshow and our members' relationship with sponsors is successful because of our ability to create and foster partnerships. Much of this occurs year after year at our Annual Meeting. Through your continued support FEA is able to strengthen the fraternal movement. Our members value your support and the opportunity to enrich their partnerships and friendships at the annual meeting.

I hope that you will review the various sponsorship opportunities and that you look forward as I do to our time together in sunny Southern California.

**Larry Stanton Wiese, Executive Director
Kappa Alpha Order
2011-2012 FEA President**

Thank you for your support of the Fraternity Executives Association. Your dedication to the Greek movement and your commitment to providing exceptional products and services make you an important element in the success of each and every sorority/fraternity.

FEA members and sponsors alike value the relationships established at our annual meeting. Sponsors return year after year because of the contacts made, proposals submitted, and contracts signed at our annual tradeshow. We hope you will enjoy the opportunities presented to you during the 2011 annual meeting.

**Mark E. Timmes, CEO
Pi Kappa Phi Fraternity
2010-2011 FEA President**

FEA members and sponsors alike value the relationships established at our annual meeting. Sponsors return year after year because of the contacts made, proposals submitted, and contracts signed at our annual tradeshow.

Sponsors play an integral role in enhancing the fraternal experience. FEA members create leadership development opportunities for men and women across North America and often it is the sponsors who provide the tools to do it. Thank you for your support of the Fraternity Executives Association.

**Mark A. Williams, Executive Director
Psi Upsilon Fraternity
2009-2010 FEA President**

2011 Sponsor List

3rd Millennium Classrooms
Affinity Consultants, Inc.
Alpha Management Group
Arizona Biltmore Resort & Spa
Arizona Grand Resort
Arnold Gallivan Levesque PC
Association of Fraternal Leadership & Values
Augusta Marriott Hotel & Suites
Billhighway, Inc.
Billings Convention & Visitors Bureau
Bloomington, IN Convention & Visitors Bureau
Blue Chip Casino, Hotel and Spa
Bryan-College Station Convention & Visitors Bureau
Buffalo Niagara Convention & Visitors Bureau
Campuspeak, Inc.
Canyon Creek Travel
Chapter Spot
Chicago Southland Convention and Visitors Bureau
Chicago's North Shore Convention & Visitors Bureau
Circle Line Sightseeing Cruises
Collegiate Regalia
Computer System Innovations
Connecticut Convention Center
Creole Cuisine Entertainment
Crowne Plaza Colorado Springs
CSL Management, LLC
Culinary Consultants
Dayton/Montgomery County Convention and Visitors Bureau
Destination DC
Discover Kalamazoo
Dunbar, Cook & Shepard, P.C.
DuPage Convention & Visitors Bureau
Fort Worth Convention & Visitors Bureau
Goose Creek Publishing Co.
Greater Raleigh Convention and Visitors Bureau
Greek Key Services
GreekBill, Inc.
GreekYearbook
Greensboro Area Convention & Visitors Bureau
Group Interactive Network (GIN)
rris Connect
Helms Briscoe
Herff Jones - Greek Division
Hilton - Kansas City Airport
Hilton Worldwide
Holiday Inn Chicago Mart Plaza
Huntsville Convention and Visitors Bureau
Hyatt Hotels & Resorts
Hyatt Regency Chicago
Irving Convention & Visitors Bureau
James R. Favor, LLC
JobBound
K.B. Parrish & Co. LLP
Kissimmee Convention & Visitors Bureau
Kyoto Grand Hotel and Gardens
Legacy Financial
Lexington Convention & Visitors Bureau
Lisle Illinois Convention & Visitors Bureau
Macomb Area Convention & Visitors Bureau
Marriott International
MemberPlanet, LLC
Miami University-Marcum Conference Center
Millennium Hotels and Resorts
MJ Insurance, Inc.
Mobile Bay Convention & Visitors Bureau
Muncie-Delaware County Visitors Bureau
Nationwide Insurance
OmegaFi
Outside The Classroom
Overland Park Convention & Visitors Bureau
Palm Beach County Convention & Visitors Bureau
Palm Springs Desert Resorts Convention & Visitors Authority
Patriot Software Solutions, Inc.
PC/Nametag
PCH Hotels & Resorts of Alabama
PCI: The Data Company
Pennington & Company
Phired Up Productions
Plano Convention & Visitors Bureau
Positively Cleveland
Printing Plus, Inc.
Providence Warwick Convention & Visitors Bureau
Pursuant Ketchum
Richard Harrison Bailey/The Agency
Richmond Metropolitan Convention & Visitors Bureau
San Mateo County Convention & Visitors Bureau
Sheraton Wild Horse Pass Resort & Spa
Signature Announcements
Spirit Recognition
St. Charles Convention & Visitors Bureau
Starwood Hotels & Resorts
Stewart Howe
SusQTech
Tampa Bay & Company
The C.F. Jones Group
The Conference Group
The Fairmont Scottsdale Princess
The Laurus Group
Tourism Toronto
Travel Portland
UBS Financial Services, Inc.
University of Memphis
University Place Conference Center and Hotel
Valley Forge Convention and Visitors Bureau
Virginia Tourism Corporation
Visit Bellevue Washington
Visit St. Petersburg/Clearwater
Warner Center Marriott
WebGreek
Willis/HRH/Kirklin
Woodfield Chicago Northwest Convention Bureau
Wyndham Orlando Resort

Exhibiting Information

Registration form and fees are due by May 1, 2012. **Booths will not be assigned until fees are received.**

Assignment of Space

Booths will be assigned as requested, **with preference given to number of booths purchased and seniority in attendance.** Booth assignments will be determined tentatively on May 10, 2012.

Exhibitor Service Kits

All decorations and furnishings will be supplied by the official service contractor for the show, **Innovative Expo, 72242 Watt Court, Thousand Palms CA 92276. Phone 760-343-2555.** A complete service kit will be available after April 15, 2012. Please note order deadlines for furnishings and services contained in the exhibitor service kit. Electrical service can be ordered using the service kit.

Booth Fee Includes

1. One FEA Sponsor registration, including spouse only (spouse cannot work in the booth unless registered as an additional representative). **There is no substitution for spouse on registration.**
2. Listing on the FEA Website as a 2012 Sponsor.
3. Booth identification sign, with company name, booth number and number of years.
4. Booths will have 8' high back and 3' high side, flame resistant drapes. **Drape will be Gold and Silver.** Booths are assigned on a first-come, first served basis.
5. 6' x 30" skirted display table.
6. Two folding chairs and waste basket.

Booth Fees

Booths are 8' x 10'. Additional representatives may be added up to a total of four persons per booth. Rates for each booth and additional representatives are as follows:

Each Booth.....\$1,300 each
Each Additional Representative up to a total of four people in a booth\$650 each

There is no discount for multiple booths.

Booth Set-up, Registration and Exhibit Hours

| | | |
|-------------------------|--|-------------------|
| Saturday, July 7 | Sponsor Registration | 2:00pm – 5:30pm |
| | Opening Event | 6:00pm – 9:30pm |
| Sunday, July 8 | Sponsor Registration | 10:00am – 12:30pm |
| | Exhibit Set Up (Indian Wells Ballroom) | 10:00am – 2:30pm |
| | Phil Josephson Sponsors Luncheon | 1:00pm – 2:30pm |
| | New Sponsor Orientation | 2:30pm – 2:45pm |
| | Trade Show (Indian Wells Ballroom) | 3:00pm – 6:00pm |
| Monday, July 9 | Trade Show (Indian Wells Ballroom) | 2:00pm – 5:00pm |
| | Exhibit Tear Down | 5:00pm – 5:30pm |
| | Sponsors Reception | 5:15pm – 6:00pm |

Exhibiting Information

Listing on the FEA Website and Fraternity/Sorority Directory

All Sponsors who purchase booth space before **June 1, 2012**, will be included in the Program Book at the Conference. Entry will include primary representative, company name, address, phone, e-mail and website, type of service.

Mailing Labels may be ordered in electronic format from **fea.inc@gmail.com** with a paid registration fee.

Basic Rules

1. A 7"x44" sign with the name of the sponsor will be provided, along with the booth number and number of years as an exhibitor.
2. The Exhibit Hall will be the Exhibition Hall at the Hyatt Regency Chicago.
3. The ceiling height is 12'. Pipe and draping are provided.
4. All exhibits, tables, accessories, equipment and paraphernalia must fit within the boundaries of your booth space within the pipe and drape area. It is your responsibility to order sufficient booth space for all objects that you will have in your booth. **This applies to corner booths as well. Nothing may be higher than the top of the drape line.**
5. Drayage, shipping, decorating and special services will be supplied under contract with **Innovative Expo, 72242 Watt Court, Thousand Palms CA 92276. Phone 760-343-2555.**
6. Electricity service is available for the booths. Please indicate your request on the Exhibitor order forms.
7. Space assignment is determined on the basis of: a) choice of the sponsor, b) longevity of sponsor with one credit for each year exhibited, and c) date reservation and payment is made. Assignment will be made approximately May 10, 2011 and each sponsor will be notified of their booth number.
8. Please do not have an exhibit that is offensive, objectionable, or noisy to other exhibitors or our members. Call in advance if you have questions.
9. Do not post any material on any wall, door, frame, ceiling or floor.
10. Please keep the noise level in your booth reasonable.
11. **Do consider a booth prize** – you'll get additional public visibility when they are posted.
12. If you are planning to have a giveaway, we share the comment of some members that a lasting value retains their interest much more than something which is only cute for a day (e.g., free discount, free freight, etc., available only during the exhibit time).
13. **Refund/cancellation: 1) full refund with notification in writing 30 days prior to the first day of the FEA meeting, June 7, 2012, 2) \$250 refund charge with notification in writing 10 days prior to the first day of the meeting, and 3) no refund within 9 days prior to the meeting.**
14. ***Please do not have hospitality functions that conflict with any scheduled FEA event.***
15. Please do not provide alcoholic beverages at your exhibit. However, use of alcoholic beverages as part of a display is acceptable if not served.
16. Sponsors are responsible for obtaining license for copyrighted music used in their booths.
17. Sponsors shall not assign, move, sublet or share a booth without the knowledge and consent of the FEA Sponsors Chair Bonnie Wunsch.
18. If you have a concern, problem, suggestion, etc., please contact the Sponsors Chair only, not individual members, office, hotel, etc.
19. FEA expects all sponsors to abide by state and federal intellectual property laws and that exhibitors interested in using Greek trademarks will recognize the property rights of each organization and abide by their policies regarding intellectual property licensing.
20. **Hotel registration information will be sent upon receipt of a paid exhibitor registration.**

The block room rate is \$128.00 per night plus applicable taxes and fees.

Sponsor Schedule

July 7th, Saturday

| | |
|-----------------|-----------------------------|
| 2:00pm – 5:30pm | Sponsor Registration |
| 4:00pm – 5:30pm | General Session and Keynote |
| 6:00pm – 9:30pm | Opening Reception |

July 8th, Sunday

| | |
|-------------------|---|
| 10:00am – 12:30pm | Sponsor Registration |
| 10:00am – 2:30pm | Exhibit Set Up |
| 1:00pm – 2:30pm | Philip Josephson Sponsors Luncheon |
| 2:30pm – 2:45pm | New Sponsor Orientation |
| 3:00pm – 6:00pm | Networking with Sponsors/Trade Show |
| 6:30pm – 9:30pm | Special Event Dinner with Entertainment |

July 9th, Monday

| | |
|-----------------|-------------------------------------|
| 7:00am – 1:00pm | Golf/Tennis Tournaments |
| 2:00pm – 5:00pm | Networking with Sponsors/Trade Show |
| 5:15pm – 6:00pm | Sponsors Reception and Feedback |

July 10th, Tuesday

| | |
|------------------|---|
| 9:00am – 12:00pm | Educational Sessions |
| 12:00pm – 1:00pm | Lunch with Speaker |
| 1:00pm – 4:45pm | Educational sessions and business meeting |
| 6:00pm – 7:00pm | Reception |
| 7:00pm – 9:30pm | Closing Banquet |

Note: All times are subject to change

Sponsorship Opportunities

Sponsorship Opportunities: Depending on the amount of the sponsorship, sponsors will be recognized with identification in the annual meeting program, signage at the activity and announcement at the function. Sponsorships are available on a first-come, first-served basis.

Friday, July 6

FEA Board of Directors DinnerHyatt Hotels and Resorts

Saturday, July 7

FEA Board/New Member BreakfastBloomington Indiana CVB

Name Badge LanyardsOmegaFi

Meeting T-Shirt..... Hilton Worldwide

Mini-Pocket ProgramIrving Texas CVB

FEA Board and New Member Luncheon Nationwide Insurance

General Session/Keynote \$10,000

Spouse/Guest Reception..... \$ 500

“Opening Event – Lead Sponsor” Palm Springs Convention and Visitors Bureau

Beverage Station Tourism Toronto

Food Station Geico Insurance

Beverage Stations (2 available)\$1,000 each

Food Stations (4 available)\$1,500 each

Past President’s DinnerMarriott/Renaissance Hotels & Resorts

Executives Turn-down Service with amenity..... Nationwide Insurance

Sunday, July 8

Morning Refreshments.....\$ 1,500

Philip Josephson Sponsor LuncheonMarriott/Renaissance Hotels & Resorts

Special Event Dinner \$10,000

Beverage Station Hilton Worldwide

Beverage Stations (1 available).....\$1,000 each

Food Stations (5 available)\$2,000 each

Executives Turn-down Service with amenity.....Richmond Virginia CVB

Monday, July 9

Golf Hole Sponsors (18 remaining) [See Golf Sponsorship Form] \$ 400 each

Golf Hole–In-One Sponsor (1) [See Golf Sponsorship Form] \$ 400 each

Golf Breakfast Sponsor Hilton Worldwide

Golf Beverage Cart Sponsor OmegaFi

Golf Tournament Box Lunches Geico Insurance

Golf Prizes [[See Golf Sponsorship Form]..... Golf Product or Other

Tennis Tournament Morning Refreshments..... \$ 500

Trade Show Refreshments Hilton Worldwide

Awards Reception-Beverage Stations (2 available)\$ 1,500 each

Awards Banquet..... \$15,000

Executives Turn-down Service with amenity\$1,000 plus amenity

Sponsorship Opportunities

Tuesday, July 10

- Morning Refreshments.....\$ 1,500
 Luncheon with Speaker..... MJ Insurance
- Afternoon Refreshments\$ 1,500
 FEA Executives Dinner.....Herff-Jones

Educational Programming - Sponsors will receive recognition at the Opening Luncheon and at the respective Program. For questions about specific program contact Bonnie Wunsch, Sponsors Chair.

Sponsor an entire Section

- Executive Willis of Nebraska**
- Chapter Services/Expansion\$1,000
 CommunicationsRichard Harrison Bailey/The Agency
- Foundation/Business Managers (*to be announced*)\$1,000

Print out pages 11 and 12, check the box for the events on either page that you would like to sponsor. Return this form with your check in the appropriate amount made payable to: **Fraternity Executives Association**

**Mail to: Fraternity Executives Association
 1750 Royalton Drive
 Carmel, IN 46032-9620**

Company Name _____

Contact _____

Phone _____ **E-Mail** _____

Amount Paid \$ _____

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ENGAGE

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INDIAN WELLS, CALIFORNIA

FEA TRADESHOW

- EXHIBITING INFORMATION
- SPONSORSHIP OPPORTUNITIES

FRATERNITY EXECUTIVES ASSOCIATION
1750 ROYALTON DRIVE
CARMEL, IN 46032-9620
317.496.2411
317-581-9299 (FAX)
FEA.INC@GMAIL.COM
WWW.FEA-INC.ORG