

Spice it up with FEA



**2009 Annual Conference
Marriott New Orleans
New Orleans, Louisiana
July 8-11, 2009**

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A Message from the Sponsors Chair:

Welcome to the Fraternity Executives Association's 2009 Annual Meeting! We look forward to having you join us in New Orleans 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 with sponsors. Our formal program, as well as the atmosphere of the meeting, reinforces that special relationship.

Join us in New Orleans and let us prove why FEA is the best tradeshow you will attend this year!

Sincerely,

Bill Martin
Phi Gamma Delta
Sponsors Chair

Welcome

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 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, 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 NEARLY 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 1920s. 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.

Fraternity Executives 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

Why should you be a sponsor?

“The Fraternity Executives Association wouldn't be seventy-eight years strong without the support and friendship of our many sponsors. The time we spend together at the FEA annual meeting is as important to our members as it is to you, our sponsors. We value your partnership and leadership in our business endeavors. We appreciate your on-going support of the fraternal movement and hope you will enjoy the opportunities presented to you during our annual meeting.”

Bonnie Wunsch, Executive Director
Alpha Epsilon Phi Sorority
2008-2009 FEA President

“We welcome our many sponsors to the FEA annual meeting. 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. It is our hope that the next few days will provide time for both interaction and inspiration. We thank you for your support.”

Melanie Schild, Executive Director
Kappa Delta Sorority
2007-2008 FEA President

“It is a pleasure to recognize our sponsors who are an integral part of the Fraternity Executives Association. The relationships that are developed between sponsors and the FEA executives help us to successfully conduct our business. We very much appreciate the long term commitment of our sponsors and look forward to their continued support. It is thru our sponsor's involvement at our annual meeting we are able to explore many business opportunities and fulfill the mission our own organizations as well as the mission of the Fraternity Executives Association.

Robert Biggs, Executive Director
Phi Delta Theta Fraternity
2006-2007 FEA President

“I welcome the interaction between our FEA members and our sponsors who share in the vision of fraternal relations. The friendships that are developed with our sponsors leads to prospects that translate into business. This partnership has developed over the past twenty-five years and is still going strong today. The opportunities to attend our educational programs and to interact socially only enhance the business relationships that are available at the annual FEA meeting.”

Cynthia Menges, Executive Director
Delta Zeta Sorority
2005-2006 FEA President

Advanced Solutions International, Inc
 Arlington Virginia Convention & Visitors Service
 Atlanta Convention & Visitors Bureau
 Atlanta Marriott NW
 Augusta Marriott Hotel & Suites
 Billhighway, Inc.
 Basys Corporation
 Baton Rouge Area CVB
 BECK & CO
 Bellevue Convention Sales Group
 Bloomington Convention Center
 Bloomington Minnesota Convention & Visitors Bureau
 Bloomington, IN Convention & Visitors Bureau
 Boca Raton Resort & Club
 Boston Marriott Copley Place
 Bourbon Vieux
 Bryan-College Station Convention & Visitors Bureau
 Buffalo Niagara Convention & Visitors Bureau
 Butler County Visitors Bureau
 Capitol Hilton Hotel
 Champaign Convention & Visitors Bureau
 Chapter Communications
 Chesapeake Conventions & Tourism
 Chicago Southland CVB
 Chicago's North Shore Convention & Visitors Bureau
 Cincinnati Marriott North
 Cleveland Marriott Downtown at Key Center
 Cobb County CVB
 Collegiate Regalia
 Courtyard by Marriott Chicago
 Crowne Plaza Colorado Springs
 Crowne Plaza Valley Forge
 Dallas Fort Worth Marriott Solano
 Dayton/Montgomery County CVB
 Daytona Beach Area Convention & Visitors Bureau
 Doral Golf Resort & Spa
 Doubletree Hotel San Jose
 Eden Roc, A Renaissance Beach Resort & Spa
 Emperor Group
 Engle Martin & Associates, Inc.
 Experient, Inc.
 Fairmont Hotels & Resorts
 Fort Worth Convention & Visitors Bureau
 Fraternity Management Group
 FraternityLive and SororityLive
 Grand Sierra Resort
 Greater Birmingham Convention & Visitors Bureau
 Greater Hartford Convention & Visitors Bureau
 Greater Raleigh Convention & Visitors Bureau
 Greater Woodfield Convention & Visitors Bureau
 Greek Housing Alliance
 GreekBill, Inc.
 GreekHousing.net
 Greensboro Area Convention & Visitors Bureau
 Hampton Virginia Convention & Visitors Bureau
 Harris Connect
 Hartford Marriott Farmington
 Herff Jones - Greek Division
 Heritage Publishers, Inc.
 Hilton Hotels Corporation
 Holiday Inn Chicago Mart Plaza
 Holiday Inn Huntsville
 Holiday Inn Select Airport
 Hotel Orrington
 HRH/Kirklin & Co., LLC
 Huntsville Convention and Visitors Bureau
 Hyatt Hotels and Resorts
 Indiana Memorial Union
 Innova Ideas and Services
 Irving Convention and Visitors Bureau

James R. Favor, LLC
 JobBound
 Marriott Hotels of Houston
 K.B. Parrish & Co. LLP
 Kalamazoo County Convention and Visitors Bureau
 Lexington Convention & Visitors Bureau
 Loews Lake Las Vegas Resort
 Marriott & Renaissance Hotels Worldwide
 mediasauce.com
 Medieval Times Dinner & Tournament
 Miami University-Marcum Conference Center
 Millenium and Resorts
 MJ Insurance, Inc.
 Mobile Bay Convention & Visitors Bureau
 Monterey County Convention & Visitors Bureau
 Muncie-Delaware County Visitors Bureau
 Nashville Convention & Visitors Bureau
 Norfolk Convention & Visitors Bureau
 Omega Financial, Inc.
 Omni Richmond Hotel
 Orlando/Orange County Convention & Visitors Bureau
 Outside The Classroom
 Overland Park Convention & Visitors Bureau
 Oxford Visitor & Convention Bureau
 Palm Beach County Convention & Visitors Bureau
 Park Vista Hotel
 Patriot Software Solutions, Inc.
 Pennington & Company
 Phired Up Productions
 Plano Convention & Visitors Bureau
 Purdue University Conferences
 Quantum Leap
 Radisson Hotel at Star Plaza-Merrillville
 Reno-Sparks Convention & Visitors Authority
 Richard Harrison Bailey/The Agency
 Richmond Metropolitan Convention & Visitors Bureau
 Roanoke Valley Convention and Visitors Bureau
 Sacramento Convention and Visitors Bureau
 San Jose Convention & Visitors Bureau
 San Mateo County Convention & Visitors Bureau
 Scottsdale Convention and Visitors Bureau
 Solutions INK, LLC
 Sossin Financial Group
 Spirit Recognition
 Starwood Hotels & Resorts
 Tampa Bay Convention and Visitors Bureau
 Tempe Convention & Visitors Bureau
 The Conference Group
 The GIN System
 The Laurus Group
 The Peabody Orlando
 The Pursuant Group, Inc.
 The Waldorf=Astoria Collection
 Tom DeLuca Enterprises, Inc.
 UBS Financial Services, Inc.
 University of Memphis
 Vallejo Convention & Visitors Bureau
 Valley Forge Convention and Visitors Bureau
 Virginia Tourism Corporation
 Visit Jacksonville
 Von Braun Center
 Warren County Convention & Visitors Bureau
 Washington DC Convention and Tourism Corp.
 Wyndham Orlando Resort
 YourMembership.com, Inc.

2008 Sponsor List

How to apply for Space

Return registration form and fees are due by May 1, 2009. **Booths will not be assigned until fees are received.**

Assignment of Space

Booths will be assigned as requested on a first-come, first-served basis, **with preference given to seniority in attendance.** Booth assignments will be determined tentatively on May 10, 2009.

Exhibitor Service Kits

All decorations and furnishings will be supplied by the official service contractor for the show, **GES Exposition Services, Inc., 2 Poydras Street New Orleans, LA 70140.** A complete service kit will be mailed after April 15, 2009. 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 booth unless registered as an additional representative). **No substitution for spouse on registration.**
2. Listing on the FEA Website as a 2009 Sponsor.
3. Booth identification sign, with company name, booth number and number of years.
4. **8' x 10' booth** with 8' high back and 3' high matching side, flame resistant drapes. Drape will be Tabasco Red and Green. 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 four persons total per booth. Rates for each booth and additional representatives are as follows:

	<u>Primary Representative</u>	<u>Additional Representatives</u>
One 8' x 10' Booth	\$1,200 each	\$600 each

There is no discount for multiple booths.

Booth Set-up, Registration and Exhibit Hours

Wednesday, July 8	Sponsor Registration	2:00 pm – 5:00 pm
	Spouse/Guest Reception	4:00 pm – 5:00 pm
	Opening Celebration and Dinner	6:15 pm – 10:00 pm
Thursday, July 9	Sponsor Registration (Grand Ballroom Foyer)	9:00 am – 12:30 pm
	Exhibit Set Up (Grand Ballroom)	10:00 am – 4:00 pm
	Phil Josephson Sponsors Luncheon	1:00 pm – 2:30 pm
	New Sponsor Orientation	2:30 pm – 2:45 pm
	Sponsor Registration (Grand Ballroom Foyer)	2:30 pm – 4:00 pm
	Trade Show	4:00 pm – 7:00 pm
Friday, July 10	Trade Show Reception	7:00 pm – 8:00 pm
	Trade Show (Grand Ballroom)	2:00 pm – 5:00 pm
	Exhibit Tear Down	5:00 pm – 5:30 pm
	Sponsors Reception	5:15 pm – 6:00 pm

Listing on the FEA Website and Fraternity/Sorority Directory

All Sponsors who purchase booth space before June 1, 2009, 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 only from fea.inc@gmail.com once the registration fee has been paid.

Basic Rules

1. A 7"x44" sign indicating the name of the firm will be provided, along with the booth number and number of years as an exhibitor.
2. The Exhibit Hall will be the Grand Ballroom at the Marriott New Orleans.
3. A draped table, waste basket and two chairs is provided per booth (any of which may be removed).
4. The ceiling height is 22". Pipe and draping are provided.
5. The dimensions of the booths are **8' x 10' (80 sq. ft)**, unless otherwise indicated.
6. 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.**
7. Drayage, shipping, decorating and special services will be supplied under contract with GES Exposition Services, Inc.
8. Electricity service is available for the booths. Please indicate your request on the Exhibitor order forms.
9. 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, 2009 and each sponsor will be notified of their booth number.
10. 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.
11. Do not post any material on any wall, door, frame, ceiling or floor.
12. Please keep the noise level in your booth reasonable.
13. **Do consider a booth prize** – you'll get additional public visibility when they are posted.
14. 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).
15. **Refund/cancellation: 1) full refund with notification in writing 30 days prior to the first day of the FEA meeting, June 8, 2009, 2) \$100 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.**
16. Please **do not** have hospitality functions that conflict with any scheduled FEA event.
17. Please do not provide alcoholic beverages at your exhibit. However, use of alcoholic beverages as part of a display is acceptable if not served.
18. Sponsors are responsible for obtaining license for copyrighted music used in their booths.
19. Sponsors shall not assign, move, sublet or share a booth without the knowledge and consent of the FEA Sponsors Chair Bill Martin.
20. If you have a concern, problem, suggestion, etc., please contact the Sponsors Chair only, not individual members, office, hotel, etc.
21. 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.
22. **Hotel registration information will be sent upon receipt of a paid exhibitor registration. The block room rate is \$140.00 per night.**

FEA 2009

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Schedule

July 8th, Wednesday

12:00-6:30pm	Registration (Grand Ballroom Foyer)
2:00-5:00pm	Sponsor Registration (Grand Ballroom Foyer)
4:00-5:00pm	Spouse/Guest Reception
4:15-5:15pm	General Session and Keynote
6:15-10:00pm	Opening Celebration and Dinner

July 9th, Thursday -

9:00am-12:30pm	Sponsor Registration (Grand Ballroom Foyer)
10:00am-4:00pm	Exhibit Set Up (Grand Ballroom)
1:00-2:30pm	Philip Josephson Sponsors Luncheon -
2:30-4:00pm	Sponsor Registration (Grand Ballroom Foyer)
4:00-7:00pm	Networking with Sponsors/Trade Show (Grand Ballroom)
7:00-8:00pm	Trade Show Reception (Grand Ballroom)

July 10th, Friday

6:45-1:00pm	Golf Tournament
2:00-5:00pm	Networking with Sponsors/Trade Show (Grand Ballroom)
5:15-6:00pm	Sponsors Reception and Feedback
6:30-9:30pm	Executive Directors Dinner

July 11th, Saturday

9:00-noon	Educational Sessions
Noon-1:00p	Lunch
1:00-4:00p	Educational sessions and business meeting
6:30-7:30p	Reception
7:30-10:30p	Closing Banquet

Note: All times are subject to change

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.

Tuesday, July 7

FEA Board of Directors DinnerSOLD - Hyatt Hotels and Resorts

Wednesday, July 8

FEA New Member BreakfastSOLD - Chapter Communications
 FEA Board of Directors Breakfast SOLD - K.B. Parrish & Co.
 Registration Refreshments SOLD - Hilton Hotels and Resorts
 Name Badge LanyardsSOLD - Baton Rouge CVB
 Meeting T-Shirts SOLD -SusQTech
 Mini-Pocket Program SOLD - Irving Texas CVB
 FEA Board and New Member Luncheon.....SOLD - Chapter Communications
 Spouse/Guest Reception SOLD - Hilton Hotels and Resorts
 General Session.....SOLD - MJ Insurance
 Opening Celebration and Dinner SOLD - Marriott/Renaissance Hotels & Resorts
 Executives Turn-down Service with AmenitySOLD - Chapter Communications

Thursday, July 9

Morning Refreshments.....\$ 1,500
 Philip Josephson Sponsors Luncheon..... \$10,000
 Trade Show Beverage Stations SOLD - Hilton Hotels and Resorts
 Trade Show Hors D'oeuvre Stations (3)..... \$1,000 each
 Past President' Dinner SOLD - Marriott/Renaissance Hotels & Resorts
 Executives Turn-down Service with Amenity SOLD - Richmond, VA, Convention Bureau

Friday, July 10

Golf Hole Sponsors (14 remaining) [See Golf Sponsorship Form] \$ 400 each
 Golf Hole-In-One Sponsor (1) [See Golf Sponsorship Form]..... \$ 400 each
 Golf Breakfast Sponsor SOLD - Hilton Hotels and Resorts
 Golf Beverage Cart SponsorSOLD - Omega Financial
 Golf Tournament Box Lunch Sponsor SOLD - Hilton Hotels and Resorts
 Golf Prizes [[See Golf Sponsorship Form].....Golf Product or Other
 Tennis Tournament Morning Refreshments..... \$ 500
 Tennis Tournament Box Lunches \$ 500
 Trade Show Refreshments\$ 1,500
 FEA Executives and Families Dinner..... SOLD - Herff-Jones, Inc.
 Executives Turn-down Service with AmenitySOLD - Birmingham AL Convention Bureau

Saturday, July 11

Morning Refreshments.....\$ 1,500
 Buffet Lunch.....\$ 5,000
 Afternoon Refreshments\$ 1,500
 Closing Reception Beverage Stations..... SOLD - Bellevue WA Conventions
 Closing Banquet SOLD - New Orleans Marriott Hotel

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

Sponsor an entire Section

- ExecutiveSOLD - MJ Insurance
- Chapter Services/ExpansionSOLD - Chapter Communications
- Meeting Planners\$ 1,000

Print out pages 11 and 12, check the box for the events on either page that you would like to sponsor and 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 \$ _____



FEA Tradeshow

Registration Form • Exhibiting Information • Sponsorship Opportunities

Fraternity Executives Association

**1750 Royalton Drive
Carmel, IN 46032-9620**

317-595-9613

317-594-9299 (fax)

fea.inc@gmail.com

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