



# Call for Exhibitors

**Federation of Business Disciplines  
Annual Meeting  
March 7-10, 2018**

**Hyatt Regency and Albuquerque Convention Center, Albuquerque, NM**

## **Federation of Business Disciplines (FBD)**

The Federation of Business Disciplines (FBD) is a successful non-profit, volunteer-driven organization, composed of regional associations that focus on the promotion and improvement of scholarship in research and teaching activities in schools and colleges of business. At 45 years strong, FBD has been a major source of multi-discipline programs for business school educators, bringing together the brightest minds to learn from one another, build credibility for the teaching professional and provide opportunities for networking, faculty development and enrichment. FBD's mission is to bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environment.

## **Promotion of the FBD Meeting**

FBD promotes its annual meeting to thousands of academicians each year through its website ([fbdonline.org](http://fbdonline.org)), electronic mail advertising, distribution of nearly 1,000 program books, various mailing lists, calendar listings, national associations, etc. Exhibit hours correspond with registration hours and refreshment breaks in the exhibit area are specifically planned to encourage attendees to spend time in the exhibit area.

Visit us at <http://www.fbdonline.org>

## **Who Should Exhibit or Advertise?**

- Publishers/suppliers of educational material
- Computer software and hardware providers
- Training organizations for professional certifications
- College, universities, institutes and centers
- Video companies
- School specialty companies
- Financial Institutions/Mutual Fund Organizations

## **What are the Key Benefits?**

- Reach all academic business disciplines decision-makers in one location.
- The customer contact is personal and immediate
- Makes your company at the front of mind.
- Reduce cost of direct sales and closing costs.
- Network with major decision-makers who are responsible for selecting your products and services.

## **Special Value-Added Features**

Depending on your level of support, some of the value-added features of participating at FBD include:

- Dedicated presentation time slot
- Pre-conference email list of attendees
- URL link on FBD website
- Program book advertising (up to 1 full page!)
- Complimentary drink tickets to distribute at the Presidential Welcome Reception
- Booth space, draping, table, ID sign, chairs, one electrical connection, etc.
- Discounts for early payment

## Deadlines

**January 15, 2018** – Pay for your exhibit space by this date to qualify for early payment discounts.

**January 15, 2018** – To be listed as an exhibitor in the program book, your booth space reservation must be received by this date.

**January 15, 2018** – To advertise in the program book or to use your complimentary ad space if you purchase the Standard or Best Value exhibit package, your print-ready ad copy must be received by this date.

**February 15, 2018** – This is the very last day to reserve booth space but reservation at this late date does not ensure that you receive appropriate recognition or advertising space in the program book.

**February 15, 2018** – All payments for booth space and advertising must be received by this date.

**February 15, 2018** – Your one-page marketing flyer (900 copies) for distribution at registration (available with Standard and Best Value booth purchases) must be ready for shipment to the conference venue.

## Preliminary Exhibit Schedule

### Tuesday, March 6<sup>th</sup>, 2018

Pipe and drape installation; Delivery of warehouse freight to exhibit area

### Wednesday, March 7<sup>th</sup>, 2018

8:00 a.m. – 2:00 p.m. Exhibitors move in

2:00 p.m. – 5:30 p.m. Exhibits open

### Thursday, March 8<sup>th</sup>, 2018

8:00 a.m. – 5:00 p.m. Exhibits open

5:30 p.m. – 7:00 p.m. FBD Meet and Greet event

### Friday, March 9<sup>th</sup>, 2018

8:00 a.m. – 4:00 p.m. Exhibits open

4:00 p.m. – 7:00 p.m. Exhibits move out

## Hotel Accommodations

The conference hotel for FBD's 45<sup>th</sup> Meeting is the Hyatt Regency and Albuquerque Convention Center. Exhibitors may take advantage of the group rate available through the FBD room block. Hotel reservations received after February 8<sup>th</sup>, 2018, will be accepted on space and rate availability basis.

## Ad Specs for the FBD Program

- Method of binding: Perfect binding
- Publication trim size (full page ad): 6" wide x 9" high. Image area: non-bleed ads is 5 ½" x 8 ½" with ¼" white space around ad layout. Image area: layouts that bleed, allow 1/8" for bleed. For ½ page ad, the maximum image area for non-bleed ads is 5 ½" x 4", with ¼ white space around ad layout. For ad layouts that bleed, allow 1/8".
- High-resolution, print-ready PDF file.

## Details You Need to Know

- **Registration and Payment** - You may register and pay online at [www.fbdonline.org](http://www.fbdonline.org). If you prefer you can mail your reservation form (also available on the FBD website) with payment to the Director of Marketing at the address indicated below. All payments should be made payable to FBD. If you need an invoice, please send the invoice request with appropriate individual/ mailing information to the FBD Director of Marketing. Payment is due at the time you reserve your booth but no later than February 15, 2018. Discounts are available for early registration and payment by January 15, 2018.
- **Booth description and rates** - Each individual booth space is 8' deep by 10' wide. Individual exhibit space is outlined with an 8' high back drape and 36" side dividers in flameproof drapery material and aluminum framing. If an exhibitor selects more than one exhibit space, side dividers between connecting booths may be removed. Each booth will include an identification sign and manned booths will also include a table, two chairs and a wastebasket. Booth assignments are based upon the date your reservation is received and the number of booths requested.
- **Advertising space**- FBD program booklet advertising is available at \$400/page (6" x 9" inside page). Prominent ad space is awarded on first-come basis. Ads should be sent as a \*.pdf file in high-resolution and ready to publish format. See the Ad Specs section of this document for more information.
- **Exhibitor Representatives** – FBD Director of Marketing, Sandy Edwards, will contact you prior to the meeting to obtain a listing of your booth personnel. Name badges can be changed on-site if needed.
- **Exhibit Area Security** – FBD provides for security service in the exhibit area from 5:00 p.m. until 8:00 a.m., Wednesday and Thursday nights during the conference.
- **Exhibit Area Events** – FBD hosts a number of special exhibit area events. These activities include four coffee breaks on Thursday and Friday of the conference as well as a Presidential Welcome Reception on Thursday evening. Some exhibitor packages include a number of drink tickets for your distribution to participants at the Meet and Greet Reception. Additional tickets may be purchased if desired.
- **Conference Site Information** – FBD has selected an exciting location for this year's meeting. Check convention center and local area information at: <http://www.albuquerquecc.com/>

**For the full fee structure and exhibit values, see the Exhibitor and Sponsorship Opportunities table.**

For more information, please contact:  
**Sandy Edwards - FBD Director of Marketing**

Northeastern State University  
College of Business and Technology  
3100 E. New Orleans, Room BABT 118  
Broken Arrow, OK 74014  
Office: 918.449.6542  
Email: [edwar001@nsuok.edu](mailto:edwar001@nsuok.edu)

**2018 Exhibitor and Sponsorship Opportunities – Federation of Business Disciplines**  
*(Reservations and Payments can be made online at <http://www.fbdonline.org>)*

Exhibitor opportunities are listed below which are Best Value Exhibitor, Standard Exhibitor, and Basic Exhibitor. See the opposite page for Sponsorship opportunities which provide naming privileges and other rewards for your sponsorship.

	<b>Best Value Exhibitor</b>	<b>Standard Exhibitor</b>	<b>Basic Exhibitor</b>
Payment Due – February 15, 2018	<b>\$1,350</b>	<b>\$1,150</b>	<b>\$950</b>
<i>(If payment received prior to January 15, 2018)</i>	<b>\$1,200</b>	<b>\$1,000</b>	<b>\$800</b>
One Booth Space	2 ½ days	2 ½ days	2 ½ days
Full Back and Half Side Draping	YES	YES	YES
One Table	YES	YES	YES
Booth Exhibit Identification Sign	YES	YES	YES
Two Chairs	YES	YES	YES
One Wastebasket	YES	YES	YES
Recognition in Program Book	YES	YES	NO
URL Link on FBD Website Conference Page	YES	YES	NO
Pre-conference Participant List of Email Addresses (approx. 2 weeks prior to conference)	YES	YES	NO
Post-conference Participant List of Email Addresses (upon request approx. 8 weeks after conference)	YES	YES	NO
One Electrical Connection	YES	YES	NO
One Page Flyer Advertisement Distributed at Registration (Exhibitor prepares and ships Flyer)	YES	YES	NO
Inside Page Ad in Conference Book	Whole Page	½ Page	NO
Drink Tickets for the Meet and Greet Reception	YES – 20 Tickets	YES – 10 Tickets	NO
One Presentation Time Slot (1 and 1/2 hours, includes screen and LCD projector. Exhibitor must provide laptop)	YES	NO	NO
Recognition for one FBD Giveaway	YES	NO	NO

## ***SPONSORSHIP OPPORTUNITIES***

***Another great way to get your name mentioned and recognized!!***

***Here are some ideas:***

***Award Reception and Banquet***

***Coffee Breaks***

***Tote bags or other swag for registration area***

***Meet and Greet Reception***

***Audio Visual Equipment Sponsorship***

***Poster Session Presentations***

***What are the choices?***

***Platinum Level - \$3,500 –***

Naming Privileges for the event + Highlighted Program Book Recognition

***Gold Level - \$2,500 –***

Sole Sponsorship Recognition + Highlighted Program Book Recognition

***Silver Level - \$1,500 –***

Recognition at the sponsored event + Program Book Recognition

***Bronze Level - \$750 –***

Recognition at the sponsored event + Program Book Recognition

Federation of Business Disciplines (FBD) – Annual Meeting

http://www.fbdonline.org

Albuquerque, NM \* March 7 – 10, 2018

Exhibitor/Advertiser/Sponsor Reservation Form

Company Information

Primary Contact Representative Information

Name \_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City, State, and Zip \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_

\_\_\_\_\_

Fax \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_

Reservation Information

Advertising Opportunities *(Full Page Inside Page of FBD Program Book)*

Qty \_\_\_\_\_ \* \$400 = \$ \_\_\_\_\_

Sponsorship Opportunities

*(Communicate directly with FBD Director of Marketing regarding event sponsorship preferences)*

Platinum (includes Naming Privileges)

Qty \_\_\_\_\_ \* \$3,500 = \$ \_\_\_\_\_

Gold (includes Sole Sponsorship Recognition)

Qty \_\_\_\_\_ \* \$2,500 = \$ \_\_\_\_\_

Silver (includes additional special recognitions)

Qty \_\_\_\_\_ \* \$1,500 = \$ \_\_\_\_\_

Bronze

Qty \_\_\_\_\_ \* \$750 = \$ \_\_\_\_\_

Exhibitor Opportunities: *(See the 2018 Exhibitor and Sponsorship Opportunities Table for items included in Exhibit Fee)*

Best Value Exhibitor

# of Booths \_\_\_\_\_ \* \$1,350 = \$ \_\_\_\_\_

*(Fee can be reduced to \$1,200/booth if payment rec'd by 01/15/18)*

Standard Exhibitor

# of Booths \_\_\_\_\_ \* \$1,150 = \$ \_\_\_\_\_

*(Fee can be reduced to \$1,000/booth if payment rec'd by 01/15/18)*

Basic Exhibitor

# of Booths \_\_\_\_\_ \* \$950 = \$ \_\_\_\_\_

*(Fee can be reduced to \$800/booth if payment rec'd by 01/15/18)*

Additional Requested Services *(Must be approved and arranged through FBD Director of Marketing)*

\$ \_\_\_\_\_

**Total and Payment Amount Due**

\$ \_\_\_\_\_

Please indicate below EXACTLY as your firm's name should appear on identification signs, recognitions, etc.

\_\_\_\_\_

Please provide below the URL web address to be used as a link on the website (if appropriate package is purchased)

\_\_\_\_\_

**Payment Information (Check appropriate payment method and complete the required information)**

\_\_\_ Payment will be made by check made payable to FBD and is attached.

\_\_\_ Payment will be made by check. Please invoice my firm at the following address:

Address to: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_

\_\_\_ Payment will be made through the FBD website payment system.

\_\_\_ Use the following credit card information as payment:

Type of Card: (Circle appropriate card)    Visa        MasterCard        American Express

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date on Card: \_\_\_\_\_    Security Code: \_\_\_\_\_    Card Billing Zip Code \_\_\_\_\_

Exhibit Terms and Conditions: With this purchase, you agree:

1. An Exhibitor agrees to pay the required fees for the package selected.
2. An Exhibitor agrees to have the exhibit booth open at the scheduled exhibit time opening and remain open until the scheduled exhibit time closure.
3. All exhibits will be removed from the exhibit area before 7:00 p.m. on the last full day of the convention.
4. An Exhibitor will forfeit all payments made on canceled exhibit space. FBD is NOT obligated to refund or re-rent the exhibit space for the exhibitor.
5. Exhibit space shall be used for the purpose of displaying educational materials and programs and for no other purposes without the written consent of FBD's Executive Director or Director of Marketing.
6. An Exhibitor agrees NOT to serve alcoholic beverages in the exhibit area.
7. An Exhibitor agrees NOT to serve beverages/food that will result in littering exhibit area.
8. An Exhibitor is responsible for all damage to property caused by its representative.
9. An Exhibitor desiring to display signs or materials in the exhibit area is requested to contact FBD's Executive Director or Director of Marketing for specific standards.
10. An Exhibitor may not erect materials which will substantially offset the view of and/or operation of any other Exhibitor.
11. All materials must be kept within the confines of the exhibit space. The aisles cannot be used in any way for display or storage.
12. FBD assumes no responsibility for destruction, loss or damage to the property of the Exhibitor from any causes. Each Exhibitor assumes all risk relating to such property.

13. FBD agrees to provide security in the exhibit area from the closing of the exhibit area until the opening of the exhibit area to the conference participants.
14. Each Exhibitor agrees to indemnify and hold harmless FBD from and against any and all liability and expenses for personal injury and property damage or loss arising from or out of the use by the Exhibitor of its activities in connection therewith.
15. Each Exhibitor agrees to procure, pay for, and maintain insurance with respect to the exhibit space(s) for the duration of the agreement.
16. It is understood that the exhibit space or exhibit area is under the control of FBD, and that any discrimination by an Exhibitor or its employees in the admission to the exhibit space and exhibit area is prohibited.
17. In the event that use of the exhibit space is prevented by an act of God, fire, strike, lockout, civil disturbance, government regulations or any other cause beyond the control of the Federation of Business Disciplines, FBD shall not be held liable and shall determine the amount of exhibit fees, if any, to be refunded.
18. The Exhibitor is responsible for contacting the convention site or the decorating service to make arrangements for receipt and storage of exhibit materials.
19. FBD shall have sole discretion in the interpretation and enforcement of all terms and conditions contained herein, and the power to make such amendment or further terms and conditions as deemed necessary for the proper conduct of the meeting. FBD further reserves the right, in its sole discretion, to dismiss, prohibit, or evict any exhibit which does not conform to the dignity and general business character of the exhibits.
20. FBD is not responsible for omission or exclusion of some exhibitor benefits if the Exhibitor fails to submit promotional materials, recognition information, session titles and descriptions, website addresses, and other needed information by the stipulated deadlines.

For more information, please contact:

**Sandy Edwards**  
**FBD Director of Marketing**  
Northeastern State University  
College of Business & Technology  
3100 E. New Orleans, BAPT 118  
Broken Arrow, OK 74014  
Office: 918.449.6542  
Email: edwar001@nsuok.edu

or visit our website at  
<http://www.fbdonline.org>

**Deadlines:**

For Best Value Exhibitors, the presentation title and a short blurb must be received by January 15, 2018.

For Best Value and Standard Exhibitors, 900 advertisement flyers for distribution at the conference must be ready for shipment to the conference venue no later than February 15, 2018.

For Advertisers and Best Value/Standard Exhibitors, high-resolution and print-ready black and white ad copy must be received by January 15, 2018. All reservations and payments for exhibit space must be received no later than February 15, 2018. To ensure program listing, booth reservations must be made no later than January 15, 2018. \*Both can be made at <http://www.fbdonline.org>.