

# Federation of Business Disciplines

# FBD 2012

## Exhibits and Advertising Prospectus



**Absolute MUST for anyone who is a provider or supplier of  
academic information or materials**

**Join us in New Orleans  
for our 39th Annual Meeting  
February 29 - March 3, 2012**

Headquarters Hotel:  
Sheraton New Orleans Hotel  
500 Canal Street - New Orleans, LA 70130

**[www.fbdonline.org](http://www.fbdonline.org)**

Ready for some excitement? Join us in New Orleans for a great academic meeting, great food and music, and all the sites and activities the city and surrounding area has to offer.

***Everything you need to know about attending this blockbuster meeting***

## Dear Friend,

Join us in New Orleans for FBD's 39<sup>th</sup> annual meeting -- a jam-packed, four-day conference, February 29-March 3, 2012. The annual FBD meeting is a premier academic event with an expected attendance of up to 1,000 faculty and administrators from all business disciplines – finance, management, marketing, economics, decision sciences, business communication, international business, accounting and business information systems.

## About 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. These associations have joined together to form a federation designed to:

- Provide and coordinate an annual meeting for association members.
- Have a common general program in which all association members participate together.
- Provide a forum to discuss and exchange ideas and to present formal research papers.
- Foster professional growth and enrichment for members of each association.
- Provide information which can be used to improve the scholarship of teaching, research and academic or business development.
- Honor outstanding educators and recognize distinguished papers presented at the meeting through sponsored events.
- Provide a placement service for academic positions.

**To gain a competitive advantage**, exhibit your courseware and software at FBD's low exhibit fee, probably the lowest in the academic community, \$895 for an 8' x 10' exhibit booth.

**Can't attend, but want to boost your sales?** If for some reason you cannot attend this year's meeting, one of the best solutions to deliver your product message to one of the nation's largest segments of the academic business market is to advertise in FBD's program book.

**Place an ad in FBD's program book** to reach the nation's most active business faculty and administrators. A full (6" x 9") inside page is just \$400.

## Who Should Exhibit and Advertise...

- Publishers of educational material
- Computer software and hardware providers
- Training organizations for professional certifications
- College, universities, institutes and centers
- Suppliers of educational materials
- Video companies
- School specialty companies
- Anyone who is a provider or supplier of educational information and materials
- Financial Institutions/Mutual Fund Organizations

## Key Benefits You Receive by Exhibiting at FBD

- Reach all academic business disciplines decision-makers—more than you could on your own in several months, and the contact is personal and provides an immediate exchange of information and questions – the communication is two-way!

- Reduce cost of direct sales calls by 53% and closing costs by 70% compared to sales calls.
- Network with major decision-makers who are responsible for selecting your products and services.
- Demonstrate why your products and/or services are best suited for the classroom.
- Get plenty of ideas about classroom needs from college professors.
- Make new friends and increase your business contacts.
- And much, much more.

## Promotion of the FBD Meeting

- FBDonline.org promotes the annual meeting to thousands of academicians each year.
- Thousands receive direct mail advertising of the annual FBD meeting each year.
- FBD distributes nearly 1,000 program booklets.
- Other mailing lists of professional business organizations are also used.
- FBD seeks calendar listings in trade journals.
- During the meeting FBD hosts refreshment breaks which are specifically planned as incentives, encouraging attendees to spend time in the exhibit area.

## Available Marketing Opportunities

FBD suggests the following to help you strengthen your impact:

- Advertise in the FBD program booklet.
- Make complimentary items available at the meeting.
- Become a corporate sponsor of either an event or offer special convention items.
- Donate a door prize for one of the four coffee breaks—door prize drawings occur at each break.
- Change your existing ad to include a brief announcement or tag line about your participation in the FBD meeting.
- Send a personal invitation to your clients and prospects redeemable for a gift at your booth.
- Follow-up with every attendee, even those who didn't spend time in your booth.

**Reserve your booth space by completing and returning your exhibit reservation form by December 9, 2011, to be listed as an exhibitor in the program book.** Booth assignments are based upon the date your reservation is received and the number of booths requested. You may call Leonard Love at 210.334.6941 to confirm available space locations. The very last day to reserve an exhibit space is January 9, 2012.

**Reserve your advertising space in the program book by completing and returning your advertising reservation form by January 9, 2012.**

The paperwork is easy, and the forms can be found on page four of this prospectus. Call me at 210.334.6941 for more information or to reserve your exhibit booth(s) and/or ad pages. Your competitive edge and marketing success begin with the FBD meeting, so don't let yourself be crowded out of one of the nation's largest segments of the business academic market.

Sincerely,

Leonard Love  
FBD Director of Marketing

## Preliminary Exhibit Schedule

### TUESDAY, FEBRUARY 28, 2012

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

### WEDNESDAY, FEBRUARY 29, 2012

- 8 a.m. – 2 p.m. – Exhibitors move in
- 2:00 p.m. – Exhibits area open
- 2:00 p.m. – 5:30 p.m. Exhibits open

### THURSDAY, MARCH 1, 2012

- 8 a.m. – 5 p.m. Exhibits open
- 5:30 p.m. – 7:00 p.m. FBD Meet and Greet event in exhibits area

### FRIDAY, MARCH 2, 2012

- 8 a.m. – 4 p.m. Exhibits open
- 4 p.m. – 7 p.m. Exhibits move-out

## Exhibit Hall

In special consideration of the importance of interacting with attendees, FBD has scheduled exhibit hours to correspond with registration hours. Refreshment breaks are scheduled for Thursday and Friday, morning and afternoon, in the exhibit area.

## All the Details You Need to Know

- Exhibitor-** FBD's Director of Marketing, Leonard Love, will contact you prior to the meeting to obtain a listing of your booth personnel. Name badges will be prepared on site for name changes or for additional booth personnel.
- Booth rates and description-** all booths, including corner booths and end-cap booths (8' x 10'), are \$895. 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. In corner exhibit space, the side divider at the end of the row may be removed.
- Advertising space-** in the FBD program booklet, inside pages (6" x 9"), is \$400 per page. Display ads should be sent in a PDF file. Telephone Leonard Love at 210.334.6941 for other details. Advertisers may select the position of their ad in the program booklet on a first-come basis.
- Payment Policy-** When your booth(s) reservation and/or display advertising order form is received, FBD will invoice you for the appropriate charges. All payments for both booth and advertising space are due when you receive your invoice. Make check or purchase order payable to FBD. To expedite processing, please submit booth reservation form and/or display insertion form with your payment or purchase order.
- Payment for exhibit space and/or program book advertising is due no later than January 9, 2012.

## Past Exhibitors Include

AACSB International, Audimation, Becker Professional Review/Stalla Review for CFA Exam, Beta Gamma Sigma, Bisk Education, Inc., Blackwell Publishing, CERA Credential, Efficient Learning Systems, Glem Publications, Grade Slayer, Houghton Mifflin Company, IDEA Data Analysis Software, Interpretive Simulations, Ivey Publishing, John Wiley & Sons, Inc., Kaplan CPA Review (Schweser), LINKS-Simulations, McGraw-Hill/Irwin, Micro Business Publications, Inc., Pearson, Prentice Hall Publishing, Routledge Publishers, SAS, Sage Publications, Schweser Study Program, Software Secure, South-Western,

a part of Cengage Learning, Standard & Poor's Institutional Market Services, Stocktrak, University Readers, U.S. Department of Commerce/STATUSA, WCOB Enterprise Systems, Wall Street Journal/Dow Jones, and Wiley-Blackwell.

## Special Value-Added Features

- Free conference registration for all booth personnel
- Additional opportunity for 1½ hours of scheduled presentation time in a structured presentation space (time to be arranged with general program chair)
- Conference registration at the rear of the exhibit area
- Placement services in exhibit hall
- Promotion on the FBD website
- Exhibitors' lounge
- Electronic file mailing list of conference attendees
- Standard 8' back drape and 36" high side rail in the show colors
- Four refreshment breaks provide additional opportunities to interact with attendees
- Standard 7" x 44" company identification sign
- Company listing in the FBD program booklet
- Opportunities for event sponsorship
- Security service in the exhibit area
- Aisle cleaning

If your organization is interested in any type of special advertising or program, our marketing director is always available to assist you in getting maximum advertising impact through FBD. Let us know what you would like and we will do our best to make it happen.

## Hotel Accommodations

The Sheraton New Orleans is the headquarters for FBD's 39th annual meeting. Exhibitors may take advantage of the group rate available through the FBD room block. Hotel reservations received after February 15, 2012, will be accepted on space and rate availability basis.

## Specifications for Ads in the FBD Program Booklet

- Method of binding: Perfect binding
- Publication trim size: 6" wide x 9" high. Maximum image area for non-bleed ads is 5-1/2" x 8-1/2" with ¼" white space around ad layout. For ad layouts that bleed, allow 1/8" for bleed.
- PDF file.

## For More Information

Contact FBD's Director of Marketing, Leonard Love:

Leonard Love, Department of Business  
Texas A & M University – San Antonio  
One University Way  
San Antonio, TX 78224  
Office Phone: 210.334.6941  
Cell Phone: 281.384.8983  
Email: llove@tamusa.tamus.edu

## Deadlines

To be listed as exhibitor in program book: December 9, 2011  
To reserve advertising in the program book: January 9, 2012  
Last day to reserve exhibit booth space: January 9, 2012  
All payments due by: January 9, 2012

**FBD 2012 • February 29 - March 3, 2012 • EXHIBIT BOOTH FORM • RESERVE YOUR SPACE NOW**

**GENERAL**

Number of booths requested

- 1     2  
 3     4     other \_\_\_\_\_

Company \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Individual to receive all correspondence \_\_\_\_\_

Telephone & Fax No. (if different from above) \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

Exhibit Booth Payment: (\$895 per booth) \_\_\_\_\_

Credit Card (circle one):



Card Number:

Expiration Date:

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

Special Instructions: \_\_\_\_\_

**Make check payable to FBD and mail to:**  
 Leonard Love  
 Texas A & M University – San Antonio  
 Department of Business  
 One University Way  
 San Antonio, TX 78224  
 Office Phone: 210.334.6941  
 Cell Phone: 281.384.8983  
 Email: llove@tamusa.tamus.edu

**Exhibit Terms and Conditions**

- An Exhibitor agrees to pay FBD \$895 per 8' x 10' exhibit space to the FBD Director of Marketing.
- An Exhibitor agrees to have the exhibit booth open by 2:00 p.m. the first day of the convention and will continue it until 4:00 p.m. of the last full day of the convention.
- All exhibits shall be removed from the exhibit area before 7:00 p.m. on the last full day of the convention.
- An Exhibitor will forfeit all payments made on canceled exhibit space. FBD is NOT obligated to refund re-rent the exhibit space for the exhibitor.
- 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.
- An Exhibitor agrees NOT TO SERVE ALCOHOLIC BEVERAGES in the exhibit area.
- An Exhibitor agrees not to serve beverages/food that will result in littering exhibit area.
- An Exhibitor is responsible for all damage to property caused by its representative.
- 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.
- An Exhibitor may not erect materials which will substantially offset the view of and/or operation of any other Exhibitor.
- All materials must be kept within the confines of the exhibit space. The aisles cannot be used in any way for display or storage.
- 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.
- FBD agrees to provide security personnel in the exhibit area one hour prior to closing until 8:00 a.m. the following morning while exhibit area is not accessible to the public.
- 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.
- Each Exhibitor agrees to procure, pay for, and maintain insurance with respect to the exhibit space(s) for the duration of the agreement.
- 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.
- 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 Federation of Business Disciplines, FBD shall not be held liable and shall determine the amount of exhibit fees, if any, to be refunded.
- The Exhibitor is responsible for contacting the convention site or the decorating service to make arrangements for receipt and storage of exhibit materials.
- 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.

**Please sign and return the following with your exhibit reservation form:**

I have read and understand the foregoing terms and condition for exhibiting at FBD 2012.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FBD 2012 • February 29 - March 3, 2012 • ADVERTISING ORDER FORM • RESERVE YOUR SPACE NOW**

Number of Ad Pages

- 1     2     3     other \_\_\_\_\_

Location Preferences

1st \_\_\_\_\_

2nd \_\_\_\_\_

3rd \_\_\_\_\_

Company \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Individual to receive all correspondence \_\_\_\_\_

Telephone & Fax No. (if different from above) \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

Ad Payment: (\$400 per inside page) \_\_\_\_\_

Credit Card (circle one):



Card Number:

Expiration Date:

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

Special Instructions: \_\_\_\_\_

**Make check payable to FBD and mail to:**  
 Leonard Love  
 Texas A & M University – San Antonio  
 Department of Business  
 One University Way  
 San Antonio, TX 78224  
 Office Phone: 210.334.6941  
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