



CAPTURE YOUR MARKETING POWER!

The Collegiate Chapter Exhibit Session provides conference participants with an opportunity to share ideas and successful activities in an interactive and festive tradeshow environment. The Exhibit Session will take place Thursday, March 26, 2009 from 8:30 to 10:00 p.m. The Exhibit Session allows chapter members to gain practical marketing experience while demonstrating their successes. It's your Chapter's time to shine!

WHY SHOULD YOUR CHAPTER EXHIBIT?

Chapters can gain actual experience in the fast-growing area of event marketing, demonstrate their professional marketing and communication skills, and show creative talent by developing a booth, taking part in the competitive social event of the conference and finally gaining recognition for the chapter.

All exhibitors are eligible for the following awards:

- Best Communication of Chapter's Activities
- Best Use of Conference Theme
- Best Educational Value
- Students' Choice Award
- Best Chapter Exhibit - the Top Honor!

PROCEDURE

1. Return a completed registration form, with the \$35 exhibit fee to secure your space. Your participation is not secure until exhibit fee and registration form are received by AMA.
2. Gather a team of enthusiastic Chapter members.
3. Develop a theme that effectively represents and communicates your Chapters' activities and programs or you may use the conference theme - "Capture Your Marketing Power!"
4. Create the exhibit in a structure that can be easily shipped and that is in compliance with the AMA Guidelines. The guidelines are available online. You will receive an email confirmation upon receipt of your payment.
5. Set up your booth in New Orleans!

Cut here!

CHAPTER EXHIBIT REGISTRATION FORM

Please reserve one exhibit space for my AMA Collegiate Chapter on Thursday, March 26, 2009, at the International Collegiate Conference. Exhibit reservations are due by March 2, 2009. A check or money order payable to the American Marketing Association in the amount of \$35 is enclosed.

School/University Name (as it appears on all printed materials)

Chapter Contact Name:

Mailing Address: _____

City/State/Zip: _____

Telephone: (_____) _____ E-Mail: _____

Please mail to Naomi Walters, American Marketing Association, 311 South Wacker Drive, Suite 5800, Chicago, IL 60606-22666. Upon receipt of your registration form **with payment**, you will receive a confirmation email with details of the Rules & Guidelines and other needed information. Thank you for your participation!