

ACBSP

connecting business & b-schools PARTNERING FOR SUCCESS

Schedule of Events with Exhibit Hours

Thursday, June 28
3:00 – 6:00 pmRegistration

Friday, June 29
7:30 am – 6:00 pmRegistration
8:00 – 9:30 amACBSP Committees
10:00 – 11:30 amAnnual Business Meeting
10:00 – 11:30 amExhibitor Set-up (see note)
11:30 am – 5:00 pmExhibits Open
12:00 – 2:00 pmOpening Luncheon
12:30 – 2:00 pmExhibitor Set-up (see note)
2:00 – 2:30 pmBreak in Exhibit Area
2:30 – 3:30 pmCommission Meetings
3:30 – 4:00 pmBreak in Exhibit Area
4:00 – 6:00 pmRegional Meetings
8:30 – 10:00 pmWelcome Reception

Saturday, June 30
7:00 am – 12:00 pmRegistration
7:00 – 8:00 amBreak in Exhibit Area
7:30 – 9:00 amConcurrent Sessions
9:00 – 9:30 amBreak in Exhibit Area
9:30 – 11:00 amConcurrent Sessions
11:00 – 11:30 amBreak in Exhibit Area
11:30 am – 1:00 pmGeneral Session
1:00 – 1:30 pmBox Lunch in Exhibit Area
Exhibits Close

Sunday, July 1
8:00 am – 4:00 pmRegistration
7:00 – 8:00 amBreak in Exhibit Area
8:00 – 9:30 amAccreditation Breakfast
8:00 – 9:30 amConcurrent Sessions
9:00 am – 4:00 pmExhibits Open
9:30 – 10:00 amBreak in Exhibit Area
10:00 – 11:30 amConcurrent Sessions
11:30 am – 12:00 pmBreak in Exhibit Area
12:00 – 2:00 pmRegions Luncheon
2:00 – 2:30 pmBreak in Exhibit Area
2:30 – 4:00 pmConcurrent Sessions
2:30 – 5:00 pmExhibit Booth Removal
6:30 – 10:00 pmAccreditation Banquet

Monday, July 2
7:30 – 8:30 amBreakfast Session - Awards
8:30 – 10:00 amClosing Session

Participating in the Educational Presentations – Value Package

Time slots for educational presentations will be made based on the content to pair with another forty-five minute presentation with a similar subject theme. This may be with another exhibitor or it may be with a presentation from an educational institution.

Participating as a Session Moderator

Each of our educational sessions includes a moderator. The moderator welcomes those attending the session, introduces the speaker(s), contacts ACBSP staff in case of a problem, and concludes the session by thanking the speaker and all in attendance. This is your opportunity to be a part of the conference program including introduction of yourself, your product and mention of your participation as an exhibitor.

Donating a Prize for the Closing Session

Exhibitors may collect business cards at their booth or may donate any item which will be given as a door prize during the closing session. The exhibitor will be provided the opportunity to draw the name and award the prize. The value of the item donated must exceed \$100.

Questions?

It is not possible to introduce our program and anticipate all your questions in this format. We welcome your additional questions and comments. Please contact Douglas Viehland at dviehland@acbsp.org or Diana Hallerud at dianahallerud@acbsp.org.



7007 College Boulevard, Suite 420
Overland Park, KS 66211
PH: (913) 339-9356 • FAX: (913) 339-6226

A Special Note About Exhibitor Set-up

Multiple opportunities are offered for exhibitor set-up. In contrast to previous years when the exhibit area opened at 2:00 p.m., this year the exhibit hall will open at 11:30 a.m.. However, since this is arrival date for many exhibitors, we offer a second opportunity for those requesting. This will be between 12:30 and 2:00 p.m. while the luncheon is being served.

Exhibitor and Sponsor Opportunities

The Association of Collegiate Business Schools and Programs invites companies, universities, and individuals with an interest in collegiate business education to participate in the 2007 Annual Conference. The 2007 Conference builds on the success of the 2006 Conference which had the largest attendance in the history of ACBSP and the largest number of exhibitors.

The 2006 Conference in Chicago, Illinois enjoyed the largest attendance in our history with 510 educators in attendance. This is the third consecutive year as attendance records were set in 2004, 2005, and 2006. With a growing membership, an increasing number of institutions seeking and obtaining accreditation, and the attractiveness of our destination, we anticipate attendance will continue to increase.

Each Refreshment Break in the Exhibit Area will be sponsored by an exhibitor. This sponsorship will be noted with signage and in the program book.

Exhibitor Package – Some companies find a greater value in their presence as an exhibitor and other benefits offered and with limited budgets the exhibitor package may offer greater value. The Exhibitor Package is described on page three.



2007 Annual Conference
Association of Collegiate Business Schools and Programs
June 29 – July 2, 2007
Buena Vista Palace
Orlando, Florida

Introducing ACBSP

The Association of Collegiate Business Schools and Programs is a specialized accrediting and membership organization for business schools and programs in two-year, small to medium size four-year, and graduate institutions of higher education.

ACBSP has 492 members in the United States and fifteen other countries. ACBSP members have their emphasis on teaching excellence – what occurs in the classroom.

Introducing a New ACBSP

ACBSP was created in 1988 to serve as an accrediting body for business schools that have a focus on teaching excellence. ACBSP underwent major changes in 2003-2004 with a new focus on member benefits. New member benefits were introduced and the existing benefits of membership were enhanced. The changes include enhancement in our accreditation product which remains the major benefit of membership. This work continues with the introduction of ACBSP Gateway Web site in 2005 and new standards for accounting accreditation in 2005.

ACBSP changed the structure of membership. While the business school or program remains the member, categories of membership were created for **President, Academic Officer, Head of Business Unit, and Faculty**. Our outreach to our member institutions has increased from nearly 900 persons in 2003 to over 4,600 persons in 2006.

Two Options for Your Participation

The Value Package – As a result of the limited space a special package was created in 2005 which combined an exhibit booth, sponsorship of a refreshment break, and participation in a concurrent session. The response was very positive from all that participated and in consultation with exhibitors, a decision was made to continue this practice. We will again offer the Value Package at the same pricing as the two previous years. This package is limited to nine companies due to the limited number of concurrent sessions and refreshment breaks. Each sponsor is automatically offered a Value Package

This is what is offered:

- All that is offered through the exhibitor package as described on page three.
- Booth size expanded from 8' x 8' (64 square feet) to 10' x 10' (100 square feet).
- Preferred preference of booth placement.
- An opportunity to present information at a concurrent educational session of forty-five minutes.

The Annual Conference has been a big part of this change. Top keynote speakers such as Jim Collins, author of the book, *Good to Great*, and Sir Harold Evans, author of the book and subject of the PBS series, *They Made America* are now part of our conference. Format changes shortened the conference while adding valued programs. Marketing to exhibitors and creating value for our exhibitors and sponsors is a key component of this activity.

Consider These Reasons for Exhibiting



ACBSP is different from other business accrediting associations. This offers a different set of reasons for your participation at ACBSP.

Faculty at ACBSP schools frequently enter the classroom from the world of business rather than academe. They are looking for tools offered by exhibitors.

Small to medium size four-year institutions or community colleges are often missing in a marketing plan. The ACBSP Conference is a cost effective method to reach this market.



Your presence extends beyond the Conference with listing on the ACBSP Gateway and in various publications as described in the Exhibitor Package.

Who Will Attend

The 2006 Annual Conference in Chicago was attended by 510 educators. The majority were deans and program directors of the business unit on their respective campus. The remaining were faculty members that teach in the business program. Approximately one-half were from community colleges and one-half from four-year institutions. Overall attendance was 584 if spouses, exhibitors, staff, and speakers are included for overall attendance.

Exhibitor Package for 2007

The Exhibitor Package will include the following benefits:

- Exhibit space featuring an 8' x 8' area with 6' or 8' draped table, two chairs and electrical hookup. If requested an additional table can be provided.
- Exhibit space is in the North Great Hall on the same level as conference registration, all general sessions,

and all business meetings. All meal functions will be conducted in the South Great Hall and no one can enter or leave the South Great Hall without passing through the North Great Hall. It is the location of all breaks.

- Registration for two persons to attend all sessions of the conference excluding all meal functions. The exceptions are the Welcome Reception and Saturday box lunch.
- Contact information for all attendees one month prior to the conference.
- Opportunity to serve as a moderator of a concurrent session creating visibility in front of persons attending sessions that may be somewhat related to your product.
- The spring issue of *ACBSP Update* will list the name and/or logo of each of our exhibitors.
- The home page of the Conference will feature a prominent listing of all exhibitors with a link beginning January 1, 2007 and continuing through July 30, 2007.
- After July 30, 2007 the listing of exhibitors is available in the archive of the conference for up to two years. Members use this site to download presentations and view photos.
- Excel spreadsheet of all attendees will be provided in mid-July.
- Prize drawings during the closing session feature your donated items. The value of the product must exceed \$100.

Pricing for All Packages

The cost for ACBSP corporate or institutional members utilizing the Exhibitor Package is \$1,000. The cost for non-members is \$1,500. The cost for ACBSP corporate or institutional members utilizing the Value Package is \$2,500 per exhibit booth. The cost for non-members is \$3,000. For information on ACBSP membership, please contact ACBSP offices.

Your Action Steps

An exhibit contract is included as part of this packet. While contracting for exhibit space will continue as long as it is available, submission of the contract by March 30 will assure full benefits including listing in the April issue of *ACBSP Update*.

Placement of booth space will occur on site. Space assignments will be made in this order: level of sponsorship support, membership in ACBSP, serving previously as an exhibitor and, date of receipt of signed Exhibit Application/Contract by ACBSP.

connecting business and b-schools: partnering for success

Sponsorship Opportunities

ACBSP offers a variety of sponsorship opportunities as described. All sponsorships include the Value Package for exhibiting at the Conference. ACBSP is flexible to receive payments over a two-year budgeting period for certain sponsorship opportunities.

Sponsor – \$6,000

The sponsor package offers special opportunities for logo recognition. Some examples of this package include logo recognition on items given to persons attending the conference such as bottled water, lanyards, beach bags given to all attendees, or conference program books. The package includes:

- All the benefits of an exhibitor including the Value Package.
- Tickets to all meal functions held during the Conference.
- Two additional tickets to the Sunday evening Accreditation Banquet for special quests in the Orlando area or spouses of other guests.
- A reserved table on second tier at the Accreditation Banquet for invited guests attending the Conference with table signage.
- Listing as a Sponsor in the program book distributed at the Conference.
- Listing as a Sponsor on special signage at the ACBSP booth in the exhibit hall area.
- Logo display with link to your web site on the ACBSP Conference home page from January 1 through July 31, 2007 and in the archives of the 2007 Conference for two additional years.

Silver Sponsor – \$10,000

The Silver Sponsor includes sponsorship of 1) the three business meetings conducted on Friday or 2) the Welcome Reception or 3) the Awards Breakfast. This sponsorship provides your visibility to the select audience including introduction at the event.

The benefits include all the benefits of a Sponsor with the following upgrades and additions:

- Preferred exhibit booth placement after selection by Platinum and Gold Sponsors.
- Four additional tickets to the Sunday evening Accreditation Banquet for your special quests in the Orlando area or spouses of your other guests.
- Reserved table at Accreditation Banquet on first tier for your invited guests attending the Conference or invited using your tickets included in this package.

- Half-page ad in the program book distributed at the Conference.
- Logo display as a Silver Sponsor in the program book distributed at the Conference.
- Logo display on special signage at the ACBSP booth in the exhibit hall area.
- Listing on signage outside each meeting room at the Conference.

Gold Sponsor – \$15,000

The Gold Sponsor is the named sponsor of a luncheon. Three luncheon sponsorships are being offered. The benefits include all the benefits of a Silver Sponsor with the following upgrades:

- Preferred placement after selection by the Platinum Sponsor.
- The sponsor will play a role in determining who is invited to speak.
- The sponsor introduces the luncheon speaker, invites others to join them at a reserved table with the speaker, and may be provided other benefits such as photo opportunities.
- Logo display as a Gold Sponsor in the program book distributed at the Conference.
- Logo display on special signage at the ACBSP booth in the exhibit hall area with opportunity to add text of approximately 30 words.
- Full-page ad in the program book distributed at the Conference.
- Prominent logo display on signage outside each meeting room at the Conference.

Platinum Sponsor – \$25,000

The Platinum Sponsorship is offered exclusively to sponsors of an education track or the opening Keynote session. In 2005 The Kauffman Foundation was sponsor of the Keynote Session and The Coleman Foundation was sponsor of an educational track on entrepreneurship. In 2006 The Kauffman Foundation was sponsor of Keynote Session. The benefits include all that is offered as part of a Gold Sponsor plus a custom designed package for your participation.

Exhibit Application/Contract • ACBSP 2007 Annual Conference

The undersigned has agreed to participate as an exhibitor in the ACBSP 2007 Annual Conference, June 29 – July 2, 2007 at the Buena Vista Palace in Orlando, Florida. The applicant agrees to pay the designated space fee as indicated below. The exhibit fee includes display space, 8' draped table, two chairs, electrical hook-up, attendance at all sessions excluding ticketed meal functions, presentation during an educational session during the conference, and the opportunity to participate in other activities listed below.

The person named on the as official contact person is considered the official contact of the participating organization to receive all information with regard to confirmation of events and activities, shipping, security arrangements, and rental of equipment for use in the booth. This person is responsible for assuring information is properly distributed to all participating representatives. A participating representative is the person(s) in actual attendance at the Conference.

This application shall become binding upon acceptance by ACBSP and will constitute a binding contract upon the applicant, subject to the terms, rules and regulations set forth in this contract.

IN WITNESS WHEREOF, the applicant has caused this application to be executed individually or by an officer, agent, or representative duly authorized to execute the same.

Exhibit Application: We wish to apply for exhibit space at the ACBSP 2007 Annual Conference June 29 – July 2, 2007, at the Buena Vista Palace in Orlando, Florida. The number of spaces we would like to apply for is:

- Valued Package for one space at \$2,500 per 10' x 10' space for ACBSP members.
- Valued Package for one space at \$3,000 per 10' x 10' space for ACBSP nonmembers.
- Exhibitor Package for one space at \$1,000 per 8' x 8' space for ACBSP members.
- Exhibitor Package for one space at \$1,500 per 8' x 8' space for ACBSP nonmembers.

Please provide information as it should be listed in all Conference materials. If participating representatives are not known at the time of application, please leave blank and notify ACBSP when this information is available.

Organization Name

Address

City

State

Zip/Postal Code

Participating Representative:

Name

Nickname for badge

Title

Phone

E-mail

Participating Representative:

Name

Nickname for badge

Title

Phone

E-mail

Participating Representative:

Name

Nickname for badge

Title

Phone

E-mail

Please designate the person for all contact. If information is included above, please note as "same as above."

Official Contact Person

Title

Phone

E-mail

Address

City

State

Zip/Postal Code

Please note your desire to participate in optional activities. Follow-up will be made by ACBSP office staff.

- Moderator of Education Session
- Attendance Prize at Closing Session

(continue to reverse side)

ACBSP Conference Exhibit Program

Terms and Conditions

1. ACBSP reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
2. The participant agrees that ACBSP shall have the right to make such rules and regulations or changes in arrangements, as it shall deem necessary, and to amend it from time to time. ACBSP shall have the final determination and enforcement of all rules, regulations, terms, and conditions.
3. Participants may not assign or sublet any space allotted to them, and may not advertise or display goods, other than those manufactured, distributed or sold by them in the regular course of business, without authorization by ACBSP.
4. Cancellation of space for a full refund must be directed in writing to ACBSP prior to June 1, 2007. Refunds will be made at the discretion of the Association, but in no case will a refund be made for a cancellation made after June 1, 2007. In case of fire, the elements, Acts of God, or any other causes beyond control of ACBSP which prevent the holding of the show; the contract is not binding.
5. Exhibit booth size is 8' x 8' or 10' x 10'. In order to allow an unobstructed view of neighboring exhibits, backdrops may not exceed eight feet (8') in height, nor can they protrude more than forty-eight inches (48"). The reverse side of any wing panel extending from the backwall of the display must be finished or draped in order to avoid a raw exposure to a neighboring exhibit. These instructions will be enforced by ACBSP. ACBSP shall supply at no charge to the participant over the regular space rental fee, the following for each participant's space: a six-foot or eight-foot draped table, two chairs, standard electrical hook-up.
6. ACBSP, the hotel management, or any officers or staff members or exhibit management company will not be responsible for the safety or the property of the participants from theft, damage by fire, accident or other causes. Participants are advised to consult their insurance broker for proper coverage on display material from the time it leaves their company's premises until its return. In most cases, a rider can be added to a current policy for a very nominal cost. Neither ACBSP nor the hotel management nor any of the officers, agents, employees or representatives, shall be held accountable or liable for, and the same are hereby released from accountability of liability for any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, resulting from theft, fire, employees or other cause. Neither ACBSP nor the hotel management will obtain insurance against any such damage, loss, harm or injury.
7. Participants hereby agree to indemnify, defend and protect ACBSP and the hotel management from any and all claims, demands, suits, liability for, any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, including but not limited to claims of damage in loss to property, or from or out of any damage, loss, harm or injury to the person or any property of the participant of any of its officers, agents, employees or other representatives.
8. All decorative material must be flame-proofed. Every effort will be made to maintain a business like atmosphere. Extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted. Use of audio-visual equipment must be played in a moderate volume.
9. Participants or their agents may not allow any articles to be brought into the hotel or any act done on the premises which will invalidate the insurance or increase the premium on the policies held by the management of the hotel, nor permit anything to be done by their employees through which act the premises, property or equipment of the other participants will be damaged. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to damage them. All space is leased subject to these restrictions. Violations of these rules will annul the participant's contract, and he will be held liable for any damage resulting from such violations.

Payment Information:

- Check made payable to ACBSP is enclosed.
- Please contact the Official Representative to secure credit card information.
- Please send an invoice to the Official Representative. Our purchase order information is: _____. We understand payment is required by June 1, 2007 unless special arrangements are made.

Signature

Date

Return signed application to:



Association of Collegiate Business Schools and Programs

ATTN: Diana Hallerud

7007 College Boulevard, Suite 420

Overland Park, Kansas 66211

Phone: (913) 339-9356 • Fax: (913) 339-6226