



Fraternity Executives Association

2017 Annual Meeting
Trade Show Information Packet
May 31-June 2, 2017



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Welcome

Welcome to the Fraternity Executives Association's 2017 Annual Meeting! We look forward to having you join us in Tampa at the beautiful Tampa Marriott Waterside to share in the special spirit that is a part of any gathering of the Fraternity Executives Association.

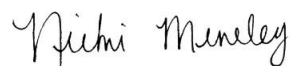
The FEA Annual Meeting is an excellent way for you to spend time with those individuals who make important decisions on behalf of fraternities and sororities. You can expect most of the 85 fraternity/sorority executive directors, approximately 120 additional staff members and 300 exhibiting sponsors to attend the meeting.

Our sponsors who have attended previous meetings will attest that the FEA values our partnership. Our formal program, which you are welcome to attend, as well as the fraternal atmosphere of the meeting, reinforces that special relationship.

Please register early! We are happy to have been in a "sold out" situation the last few years, but are not happy when we have had to turn away our friends who register late. Remember booth location is based on both longevity AND date of registration.

Plan now to join us in beautiful Scottsdale and let us prove why FEA is the best trade show you will attend this year!

Sincerely,



Nicki Meneley

Chief Executive Officer



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Why you should be a sponsor

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 June. This is a change in dates from our traditional dates in July. In attendance will be the chief staff officer and several director level staff members from most member groups.

Topics covered at the annual meeting include legal issues, IRS questions, auditing, risk management, computerization, personnel management, salary administration, meeting planning, 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 (includes women's organizations as well) managed by FEA members range in size from seven chapters to over three hundred chapters. Memberships range from approximately 7,000 to over 200,000 including alumni. Some of the fraternities were founded in the 1820s and others up to the 1980s. 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 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.

Fraternity Executives and their staff purchase supplies and services including:

- Architectural services
- Audiovisual equipment and services
- Computer hardware, software and list maintenance
- Convention Services
- Database and collection services
- 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
- Leadership Academy, board meetings, and convention services speakers
- Multimedia productions
- Office furniture, supplies and equipment
- 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



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2016 Sponsor Listing

3rd Millennium Classrooms
Affinity Consultants
BDO USA
Bidlily
Billhighway
Campus Cooks
Champaign County Convention and Visitors Bureau
ChapterSpot
Chicago Marriott Naperville
Chicago's North Shore Convention & Visitors Bureau
Choose Chicago - Holiday Inn
Chicago Mart Plaza
Choose Chicago, CVB
Cobb Travel & Tourism
College Ritual
Collegiate Regalia
Computer System Innovations, Inc.
Connecticut Convention Center
CSL Management, LLC
Dallas CVB
Dayton Convention & Visitors Bureau
Daytona Beach CVB
Destination DC
Discover The Palm Beaches
Diverse Talent Strategies
DuPage CVB
Elevate IMS
Engle Martin and Associates
Eustis Chair
EverFi
Experience Kissimmee
Explore St. Louis
FinLogic, LLC
Frisco Texas CVB
GEICO
Gill Grilling Company
GirlyGoGarter
Goose Creek Publishing Co. LLC
Grapevine CVB
Greater Birmingham CVB
Greater Miami Convention & Visitors Bureau
Greater Raleigh CVB
GreekBill, Inc
GreekYearbook
Greensboro Area Convention & Visitors Bureau
Group Interactive Networks (GIN)
GRS Properties, LLC
Hamilton County Tourism
HazingPrevention.Org
HelmsBriscoe
Herff Jones
Hilton Lisle/Naperville
Hilton Marietta Hotel and Conference Center
Hilton Worldwide
Holiday Inn - Located in the Walt Disney World Resort
Holmes Murphy
Horizon Convention Center
HPN Global
Hyatt Hotels Corporation
Innova
Iowa State University
Irving Convention & Visitors Bureau - Team Texas booth
James R. Favor & Company
K. B. Parrish & Co. LLP
LaunchPoint
Legacy Financial
Limberlost Consulting, Inc.
Louisville Convention & Visitors Bureau
Marriott International
Marriott University of Dayton
meetNKY | Northern Kentucky CVB
memberplanet
Men's Wearhouse
MGM Resorts International
Mimeo
MJ Insurance Sorority Division
MyChapterRoom
NPC, Inc. - Integrated Print and Digital Solutions
Omaha Convention and Visitors Bureau
OmegaFi
Overland Park CVB
Patriot Software Solutions, Inc.
PCI
Pennington & Company
Peoria Area Convention and Visitors Bureau
Phired Up Productions
Pixel Point, LLC
Plaid, LLC.
Prevention Culture
printing plus, inc
Psychemedics
Purdue University, Purdue Conferences
Rhyme & Reason Design
Richmond Region Tourism
Roanoke Valley CVB
S&T Fraternity Management
San Diego Tourism Authority
Sheraton Grand Phoenix
Sheraton Myrtle Beach Convention Center Hotel
Synergos, AMC
Talkspace
Team Texas Booth
TechniPhi
The Alexander
The Woodlands Convention and Visitors Bureau
Tilson
Total Leak Concepts, LLC
Upper Crust Food Service
Valley Forge Tourism & Convention Board
Visit Bloomington
Visit Champaign County
Visit Charlotte
Visit KC
Visit Lubbock
Visit Mobile
Visit Plano / Team Texas
Visit St Petersburg/Clearwater
Visit Tampa Bay
Visit Wichita
VisitNorfolk
VisitNorman
VonLehman & Company Inc.
VsitLEX
Westgate Las Vegas Resort & Casino



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Exhibiting Information

Registration form and fees are due by March 31, 2017. **Booths will not be assigned until fees are received.**

Assignment of Space

Booths will be assigned as requested, **with preference given to number of booths purchased and seniority in attendance.** Booth assignments will be determined tentatively on April 14, 2017.

Exhibitor Service Kits

All decorations and furnishings will be supplied by the official service contractor for the show, FERN Exposition Services. A complete service kit is available on the FEA website and [here](#). Please note order deadlines for furnishings and services contained in the exhibitor service kit. Electrical service can be ordered using the service kit.

Booth Fees

Booths are 8' x 10'. Additional representatives may be added up to a total of four persons per booth. Rates for each booth and additional representatives are as follows:

Each Booth..... \$1,400 each

Each Additional Representative up to a total of four people in a booth\$700 each

There is no discount for multiple booths.

Booth Set-up, Registration and Exhibit Hours

Wednesday, May 31	Sponsor Registration	10:00am – 4:00pm
	Opening Event	6:30pm – 9:30pm
Thursday, June 1	Sponsor Registration	8:00am – 11:30pm
	Exhibit Set Up	10:00am – 2:00pm
	Phil Josephson Sponsors Luncheon	12:00pm – 1:15pm
	New Partners Orientation	1:15pm – 1:30pm
Friday, June 2	Trade Show	2:30pm – 5:30pm
	Trade Show	9:45am – 11:45am
	Sponsors Reception	11:45am – 12:30pm
	Exhibit Tear Down	12:30pm – 2:30pm

Booth Fee Includes

1. One FEA Sponsor registration. **There is an additional charge for spouse on registration form** (Spouse cannot work in the booth unless registered as an additional representative).
2. Listing on the FEA Website as a 2017 Sponsor.
3. Booth identification sign, with company name, booth number and number of years.
4. Booths will have 8' high back and 3' high side, flame resistant drapes.
5. 6' x 30" skirted display table.
6. Two folding chairs and waste basket.
7. Booths are assigned on a first-come, first served basis but booth preference requests will be taken into consideration. Order of preference based on number of booths, seniority and earliest registration



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Listing on the FEA Website and Fraternity/Sorority Directory

All Sponsors who purchase booth space before **March 31, 2017**, will be included in the Program Book at the meeting and be listed for one year on the FEA website following the conclusion of the Trade Show. Entry will include primary representative, company name, address, phone, e-mail and website, type of service.

Email List or Mailing Labels may be ordered in electronic format from nicki@fea-inc.org with a paid registration fee.

Basic Rules

1. A 7"x44" sign with the name of the sponsor will be provided, along with the booth number and number of years as an exhibitor.
2. The Exhibit Hall will be in the Grand Ballroom.
3. The ceiling height is 15'. Pipe and draping are provided.
4. 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.**
5. Drayage, shipping and decorating services will be supplied under contract with **Suncoast Convention Services, Inc., 4800 N. US Hwy 301, Tampa, FL 33610**
6. Electricity service is available for the booths. Please indicate your request on the Exhibitor order forms.
7. Space assignment is determined on the basis of: a) choice of the sponsor chair, b) longevity of sponsor with one credit for each year exhibited, and c) date reservation and payment is made. Assignment will be made approximately April 14, 2017 and each sponsor will be notified of their booth number.
8. 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.
9. Do not post any material on any wall, door, frame, ceiling or floor.
10. Please keep the noise level in your booth reasonable.
11. **Do consider a booth prize** – you'll get additional public visibility when they are posted.
12. 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).
13. **Refund/cancellation: 1) full refund with notification in writing 30 days prior to the first day of the FEA meeting, May 1, 2017, 2) \$500 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.**
14. **Please do not have hospitality functions that conflict with any scheduled FEA event.**
15. Please do not provide alcoholic beverages at your exhibit. However, use of alcoholic beverages as part of a display is acceptable if not served.
16. Sponsors are responsible for obtaining license for copyrighted music used in their booths.
17. Sponsors shall not assign, move, sublet or share a booth without the knowledge and consent of the FEA CEO, Nicki Meneley.
18. If you have a concern, problem, suggestion, etc., please contact the CEO only, not individual members, office, hotel, etc.



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19. FEA expects all sponsors to abide by state and federal intellectual property laws and that exhibitors interested in using fraternity/sorority trademarks will recognize the property rights of each organization and abide by their policies regarding intellectual property licensing.
20. **Hotel registration will be available by the link on our website. The block room rate is \$149.00 per night plus applicable taxes and fees.**



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Tentative Schedule

Wednesday, March 31

7:00am – 1:00pm	Golf Tournament
10:00am – 4:00pm	Sponsor Registration
3:00pm – 5:30pm	Opening Business Session/Keynote
6:30pm – 9:30pm	Special Event Dinner with Entertainment

Thursday, June 1

8:00am – 11:30am	Sponsor Registration
10:00am – 2:00pm	Exhibit Set Up
12:00pm – 1:15pm	Philip Josephson Sponsors Luncheon
1:15pm – 1:30pm	New Sponsor Orientation
2:30pm – 5:30pm	Networking with Sponsors/Trade Show
6:15pm – 7:15pm	Reception
7:30pm – 9:30pm	Awards Banquet

Friday, June 2

9:45am – 11:45am	Networking with Sponsors/Trade Show
11:45am – 12:30pm	Sponsors Reception and Feedback
12:30pm – 2:00pm	Exhibit Teardown

Note: All times are subject to change



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Annual Meeting Sponsorship Opportunities

2017 sponsorship opportunities include:

- Past Presidents dinner.....SOLD Marriott

First Day

- Co-branded room key cards.....\$500
- FEA Board/New Member Breakfast..... \$750
- Golf Hole Sponsors.....\$400 each
- Golf Hole-In-One Sponsor \$400
- Golf Beverage Cart Sponsor..... \$1,500
- Golf Tournament Box Lunches \$ 1,500
- Name Badge Lanyards \$500 plus product
- FEA Board and New Executives Luncheon \$1,000
- Opening General Session.....\$10,000
- Spouse/Guest Reception \$500
- Opening Event.....\$10,000
 - Beverage Stations (3 available)\$1,000 each
 - Food Stations (4 available).....\$1,500 each
 - Entertainment \$2,000
- Executives Turn-down Service (amenity and hotel delivery charge extra)..... \$1,000

Second Day

- Morning Refreshments..... \$1,500
- Phil Josephson Luncheon.....SOLD Marriott
- Trade Show Refreshments (3 available).....\$1,500 each
- Recognition Banquet Reception-Beverage Stations (2 available).....\$1,500 each
- Recognition Banquet\$15,000
- Executives Turn-down Service (amenity and hotel delivery charge extra)..... \$1,000

Third Day

- Morning Refreshments..... \$1,500
- Buffet Lunch.....\$5,000
- Afternoon Refreshments\$1,500
- Executives Turn-down Service (amenity and hotel delivery charge extra) \$1,000

Sponsor an entire Section

- Executive \$4,000
- Chief Operating Officers \$2,000
- Chapter Services/Expansion..... \$1,000
- Alumni/Alumnae.....\$1,000
- Housing \$1,000

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 on a first-come, first-served basis.

