

*“Vision to Reality”*



**2010 Annual Conference**

**Hyatt Regency Hotel**

**Bellevue, Washington**

**July 7-10, 2010**

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A Message from the Sponsors Chair:

Welcome to the Fraternity Executives Association's 2010 Annual Meeting! We look forward to having you join us in Bellevue to share in the special spirit that is a part of any gathering of the Fraternity Executives Association and the special spirit of the Pacific Northwest.

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 all of the 88 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 with sponsors. Our formal program, as well as the atmosphere of the meeting, reinforces that special relationship.

Join us in Bellevue and let us prove why FEA is the best tradeshow you will attend this year!

Sincerely,

Bonnie R. Wunsch  
Alpha Epsilon Phi Sorority  
Sponsors Chair

Welcome

**THE FRATERNITY EXECUTIVES ASSOCIATION (FEA)** is an individual membership association consisting of the chief official (chief executive officer-chief administrative officer) of general college fraternities and sororities.

The chief staff official of the fraternity or sorority is usually the Executive Director or Executive Vice President by title.

**THE PURPOSE AND FUNCTION OF FEA** is to have free discussion, an interchange of ideas and procedures of mutual interest and peer support. These opportunities assist the members in fulfilling their respective responsibilities as they manage their member fraternities and sororities (and many sororities are actually called fraternities).

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 July. In attendance will be the chief staff official, the staff members and a number of family members.

**AT THIS ANNUAL SUMMER MEETING TOPICS COVERED INCLUDE:** legal issues, IRS questions, auditing, risk management, computerization, personnel management, salary administration, 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 MANAGED BY THE FEA MEMBERS RANGE IN SIZE FROM SEVEN CHAPTERS TO NEARLY THREE HUNDRED CHAPTERS:** Memberships range from approximately 7,000 to 200,000. Some of the fraternities were founded in the 1820s and others up to the 1920s. 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 quarterly 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.

**The relationship between colleagues in FEA is open and helpful, they share a strong feeling of camaraderie and professionalism.**

## **Fraternity Executives purchase supplies and services including:**

- Architectural services
- Audiovisual equipment and services
- Computer hardware, software and list maintenance
- Conclaves and board meetings, convention services speakers
- Office furniture, supplies and equipment
- 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
- Multimedia productions
- 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

FEA members and sponsors alike value the relationships established at our annual meeting. Sponsors return year after year because of the contacts made, proposals submitted, and contracts signed at our annual tradeshow.

Sponsors play an integral role in enhancing the fraternal experience. FEA members create leadership development opportunities for men and women across North America and often it is the sponsors who provide the tools to do it.

Thank you for your support of the Fraternity Executives Association.

**Mark A. Williams, Executive Director  
Psi Upsilon Fraternity  
2009-2010 FEA President**

“The Fraternity Executives Association wouldn't be seventy-eight years strong without the support and friendship of our many sponsors. The time we spend together at the FEA annual meeting is as important to our members as it is to you, our sponsors. We value your partnership and leadership in our business endeavors. We appreciate your on-going support of the fraternal movement and hope you will enjoy the opportunities presented to you during our annual meeting.”

**Bonnie Wunsch, Executive Director  
Alpha Epsilon Phi Sorority  
2008-2009 FEA President**

“We welcome our many sponsors to the FEA annual meeting. Your dedication to the Greek movement and your commitment to providing exceptional products and services make you an important element in the success of each and every sorority/fraternity. It is our hope that the next few days will provide time for both interaction and inspiration. We thank you for your support.”

**Melanie Schild, Executive Director  
Kappa Delta Sorority  
2007-2008 FEA President**

“It is a pleasure to recognize our sponsors who are an integral part of the Fraternity Executives Association. The relationships that are developed between sponsors and the FEA executives help us to successfully conduct our business. We very much appreciate the long term commitment of our sponsors and look forward to their continued support. It is thru our sponsor's involvement at our annual meeting we are able to explore many business opportunities and fulfill the mission our own organizations as well as the mission of the Fraternity Executives Association.

**Robert Biggs, Executive Director  
Phi Delta Theta Fraternity  
2006-2007 FEA President**

3 Cities Making a Difference  
 3rd Millennium Classrooms  
 Advanced Solutions International, Inc.  
 Affinity Consultants, Inc.  
 Arizona Grand Resort  
 Arnold Gallivan Levesque PC  
 Association of Fraternal Leadership & Values  
 Association of Fraternity/Sorority Advisors  
 Atlanta Convention & Visitors Bureau  
 Augusta Convention & Visitors Bureau  
 Augusta Marriott Hotel & Suites  
 BECK & CO  
 Bellevue Washington Conventions  
 Billhighway, Inc.  
 Bloomington Minnesota Convention & Visitors Bureau  
 Bloomington, IN Convention & Visitors Bureau  
 Bourbon Vieux  
 Bryan-College Station Convention & Visitors Bureau  
 Buffalo Niagara Convention & Visitors Bureau  
 Canyon Creek Travel  
 Capital Cities Collection  
 Celect.org  
 Chicago Southland Convention and Visitors Bureau  
 Chicago's North Shore Convention & Visitors Bureau  
 Collegiate Regalia  
 Crowne Plaza Colorado Springs  
 CVB of Montgomery County Maryland  
 Dayton/Montgomery County Convention and Visitors Bureau  
 Destination DC  
 DuPage Convention & Visitors Bureau  
 Emperor Group LLC  
 Engle Martin & Associates, Inc.  
 Fort Worth Convention & Visitors Bureau  
 GAB Robins  
 Goose Creek Publishing Co.  
 Greater Birmingham Convention & Visitors Bureau  
 Greater Louisville Convention & Visitors Bureau  
 Greater Raleigh Convention and Visitors Bureau  
 Greater Woodfield Chicago Northwest Convention Bureau  
 GreekBill, Inc.  
 GreekYearbook  
 GreenFunds LLC  
 Greensboro Area Convention & Visitors Bureau  
 Hampton Convention and Visitors Bureau  
 Harris Connect  
 Herff Jones - Greek Division  
 Hilton - Kansas City Airport  
 Hilton Charlotte University Place  
 Hilton Hotels Corporation  
 Huntsville Convention and Visitors Bureau  
 Hyatt Hotels & Resorts  
 InterContinental/Holiday Inn  
 Irving Convention & Visitors Bureau  
 Jackson Convention Complex/SMG  
 JobBound  
 K.B. Parrish & Co. LLP  
 Kalamazoo County Convention and Visitors Bureau  
 Kiawah Island Golf Resort

Kingsmill Resort & Spa  
 Kissimmee Convention & Visitors Bureau  
 L'Enfant Plaza Hotel  
 Lexington Convention & Visitors Bureau  
 Lisle Illinois Convention & Visitors Bureau  
 Loews Atlanta Hotel  
 Macon-Bibb Convention & Visitors Bureau  
 Marriott & Renaissance Hotels Worldwide  
 Miami University-Marcum Conference Center  
 Millennium Hotels and Resorts  
 MJ Insurance, Inc.  
 Mobile Bay Convention & Visitors Bureau  
 Muncie-Delaware County Visitors Bureau  
 National Student Loan Program  
 New Orleans Marriott Hotel  
 Norfolk Convention & Visitors Bureau  
 Omega Financial, Inc.  
 Orlando/Orange County Convention & Visitors Bureau  
 Outside The Classroom  
 Palm Beach County Convention & Visitors Bureau  
 Patriot Software Solutions, Inc.  
 Pennington & Company  
 Phired Up Productions  
 Plano Convention & Visitors Bureau  
 Printing Plus, Inc.  
 Purdue University Conferences  
 Radisson Hotel at Star Plaza-Merrillville  
 Reno-Tahoe, American's Adventure Place  
 Richard Harrison Bailey/The Agency  
 Richmond Metropolitan Convention & Visitors Bureau  
 Riviera Resort and Casino  
 Royal Caribbean International  
 Sacramento Convention and Visitors Bureau  
 San Mateo County Convention & Visitors Bureau  
 Sandestin Golf & Beach Resort  
 Sheraton Chicago Hotel & Towers  
 Sheraton Wild Horse Pass Resort & Spa  
 Spirit Recognition  
 Starwood Hotels & Resorts  
 Student Housing Group, LLC  
 SusQTech  
 The Conference Group  
 The Fairmont Scottsdale Princess  
 The GIN System  
 The Laurus Group  
 The Pursuant Group, Inc.  
 The Waldorf=Astoria Collection  
 Treanor Architects, P.A.  
 Tropicana Resort  
 UBS Financial Services, Inc.  
 University of Memphis  
 University Place Conference Center and Hotel  
 Valley Forge Convention and Visitors Bureau  
 Virginia Tourism Corporation  
 Visit St. Petersburg/Clearwater  
 Visit Jacksonville  
 Warren County Convention & Visitors Bureau  
 WebGreek  
 Willis/HRH/Kirklin  
 Your SC Solutions, LLC

# 2009 Sponsor List

## *How to apply for Space*

Return registration form and fees are due by May 1, 2010. **Booths will not be assigned until fees are received.**

### *Assignment of Space*

Booths will be assigned as requested on a first-come, first-served basis, **with preference given to seniority in attendance.** Booth assignments will be determined tentatively on May 10, 2010.

### *Exhibitor Service Kits*

All decorations and furnishings will be supplied by the official service contractor for the show, **GES Exposition Services, Inc., 4060 Lind Avenue, SW, Renton, WA 98057.** A complete service kit will be available after April 15, 2010. Please note order deadlines for furnishings and services contained in the exhibitor service kit. Electrical service can be ordered using the service kit.

### *Booth Fee Includes*

1. One FEA Sponsor registration, including spouse only (spouse cannot work in booth unless registered as an additional representative). **No substitution for spouse on registration.**
2. Listing on the FEA Website as a 2010 Sponsor.
3. Booth identification sign, with company name, booth number and number of years.
4. **8' x 10' booth** with 8' high back and 3' high matching side, flame resistant drapes. Drape will be Slate Blue and Dark Green. Booths are assigned on a first-come, first served basis.
5. 6' x 30" skirted display table.
6. Two folding chairs and waste basket.

### *Booth Fees*

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

	<u>Primary Representative</u>	<u>Additional Representatives</u>
One 8' x 10' Booth	\$1,200 each	\$600 each

There is no discount for multiple booths.

### *Booth Set-up, Registration and Exhibit Hours*

Wednesday, July 7	Sponsor Registration Spouse/Guest Reception Welcome Reception	2:00 pm – 5:00 pm 2:00 pm – 4:00 pm 6:00 pm – 8:00 pm
Thursday, July 8	Sponsor Registration (Grand Ballroom Foyer) Exhibit Set Up (Grand Ballroom) New Sponsor Orientation The Phil Josephson Sponsors Luncheon Trade Show	10:00 am – 12:30 pm 9:00 am – 1:00 pm 12:30pm – 12:45 pm 1:00 pm – 2:30 pm 3:00 pm – 6:00 pm
Friday, July 9	Trade Show (Grand Ballroom) Exhibit Tear Down Sponsors Reception	2:00 pm – 5:00 pm 5:00 pm – 5:30 pm 5:15 pm – 6:00 pm

### ***Listing on the FEA Website and Fraternity/Sorority Directory***

All Sponsors who purchase booth space before **June 1, 2010**, will be included in the Program Book at the Conference. Entry will include primary representative, company name, address, phone, e-mail and website, type of service.

**Mailing Labels** – may be ordered in electronic format only from **fea.inc@gmail.com** once the registration fee has been paid.

### ***Basic Rules***

1. A 7"x44" sign indicating the name of the firm will be provided, along with the booth number and number of years as an exhibitor.
2. The Exhibit Hall will be the Grand Ballroom at the Hyatt Regency Bellevue.
3. A draped table, waste basket and two chairs is provided per booth (any of which may be removed).
4. The ceiling height is 22". Pipe and draping are provided.
5. The dimensions of the booths are **8' x 10' (80 sq. ft)**, unless otherwise indicated.
6. 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.**
7. Drayage, shipping, decorating and special services will be supplied under contract with GES Exposition Services, Inc.
8. Electricity service is available for the booths. Please indicate your request on the Exhibitor order forms.
9. Space assignment is determined on the basis of: a) choice of the sponsor, b) longevity of sponsor with one credit for each year exhibited, and c) date reservation and payment is made. Assignment will be made approximately May 10, 2010 and each sponsor will be notified of their booth number.
10. 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.
11. Do not post any material on any wall, door, frame, ceiling or floor.
12. Please keep the noise level in your booth reasonable.
13. **Do consider a booth prize** – you'll get additional public visibility when they are posted.
14. 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).
15. **Refund/cancellation: 1) full refund with notification in writing 30 days prior to the first day of the FEA meeting, June 7, 2010, 2) \$100 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.**
16. Please **do not** have hospitality functions that conflict with any scheduled FEA event.
17. Please do not provide alcoholic beverages at your exhibit. However, use of alcoholic beverages as part of a display is acceptable if not served.
18. Sponsors are responsible for obtaining license for copyrighted music used in their booths.
19. Sponsors shall not assign, move, sublet or share a booth without the knowledge and consent of the FEA Sponsors Chair Bill Martin.
20. If you have a concern, problem, suggestion, etc., please contact the Sponsors Chair only, not individual members, office, hotel, etc.
21. FEA expects all sponsors to abide by state and federal intellectual property laws and that exhibitors interested in using Greek trademarks will recognize the property rights of each organization and abide by their policies regarding intellectual property licensing.
22. **Hotel registration information will be sent upon receipt of a paid exhibitor registration. The block room rate is \$155.00 per night plus applicable taxes and fees.**

## FEA 2010

### *"Vision to Reality"*

#### Schedule

##### **July 7<sup>th</sup>, Wednesday**

2:00-5:30pm	Sponsor Registration
4:00-5:30pm	General Session and Keynote
6:00-8:00pm	Welcome Reception

##### **July 8<sup>th</sup>, Thursday**

10:00-12:30pm	Sponsor Registration
9:00-1:00pm	Exhibit Set Up
1:00-2:30pm	Philip Josephson Sponsors Luncheon
3:00-6:00pm	Networking with Sponsors/Trade Show
6:30-10:00pm	Evening Extravaganza

##### **July 9<sup>th</sup>, Friday**

6:45-1:00pm	Golf Tournament
2:00-5:00pm	Networking with Sponsors/Trade Show
5:15-6:00pm	Sponsors Reception and Feedback
6:30-9:30pm	Executive Directors Dinner

##### **July 10<sup>th</sup>, Saturday**

9:00-11:45am	Educational Sessions
Noon-1:00pm	Lunch
1:00-4:45pm	Educational sessions and business meeting
6:00-7:00pm	Reception
7:00-9:30pm	Closing Banquet

*Note: All times are subject to change*

**Sponsorship Opportunities:** 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 available on a first-come, first-served basis.

**Tuesday, July 6**

FEA Board of Directors Dinner .....SOLD – Hyatt Hotels and Resorts

**Wednesday, July 7**

- FEA Board/New Member Breakfast ..... \$ 750
- Name Badge Lanyards .....SOLD – Baton Rouge CVB
- Meeting T-Shirt ..... SOLD – Hilton Hotels and Resorts
- Mini-Pocket Program ..... SOLD – Irving Texas CVB
- FEA Board and New Member Luncheon.....Hilton Hotels and Resorts
- General Session.....SOLD – MJ Insurance
- Spouse/Guest Reception ..... \$ 500
- “A Taste of the Pacific Northwest” .....\$10,000
  - Beverage Stations (3 available) ..... \$1,000 each
  - Food Stations (5 available) ..... \$1,500 each
- Past President’s Dinner ..... SOLD – Marriott/Renaissance Hotels & Resorts
- Executives Turn-down Service with amenity.....SOLD – Spokane, WA CVB

**Thursday, July 8**

- Morning Refreshments.....\$ 1,500
- Philip Josephson Sponsors Luncheon.....\$10,000
- Trade Show Beverage Stations (3 available).....\$750 each
- Experience Music Project & Dinner.....\$25,000
  - Buses (8 available) ..... \$ 500 each
    - 1 Beverage Station..... SOLD – Arnold Gallivan Levesque CPA
  - Beverage Stations (2 available)..... \$1,500
  - Food Stations (5 available) ..... \$2,000
  - Sound Lab ..... \$2,500
  - On Stage Experience & Personalized Gift..... SOLD – Hilton Hotels and Resorts
  - Executives Turn-down Service with amenity..... SOLD – Richmond, VA CVB

**Friday, July 9**

- Golf Hole Sponsors (18 remaining) [See Golf Sponsorship Form] ..... \$ 400 each
- Golf Hole-In-One Sponsor (1) [See Golf Sponsorship Form]..... \$ 400 each
  - Golf Breakfast Sponsor .....SOLD – Starwood Hotels & Resorts
  - Golf Beverage Cart Sponsor .....SOLD – Omega Financial
- Golf Tournament Box Lunches.....\$ 1,500
- Golf Prizes [[See Golf Sponsorship Form].....Golf Product or Other
- Tennis Tournament Morning Refreshments..... \$ 500
- Tennis Tournament Box Lunches ..... \$ 500
- Trade Show Refreshments .....\$ 1,500
  - FEA Executives and Families Dinner..... SOLD – Herff-Jones, Inc.
- Section Dinner..... \$3,000
- Executives Turn-down Service with amenity..... \$1,000 plus amenity

# Sponsorship opportunities

**Saturday, July 10**

- Morning Refreshments.....\$ 1,500
- Buffet Lunch.....\$ 5,000
- Afternoon Refreshments .....\$ 1,500
- Closing Reception-Beverage Stations (2 available) ..... \$ 1,500 each
- Closing Banquet.....\$15,000

*Educational Programming - Sponsors will receive recognition at the Opening Luncheon and at the respective Program. For questions about specific program contact Bonnie Wunsch, Sponsors Chair.*

**Sponsor an entire Section**

- Executive ..... \$5,000
- Chapter Services/Expansion ..... \$1,000
- New Media/Technology .....SOLD - Celect.org

**Print out pages 11 and 12, check the box for the events on either page that you would like to sponsor. Return this form with your check in the appropriate amount made payable to:**

**Fraternity Executives Association**

**Mail to: Fraternity Executives Association  
1750 Royalton Drive  
Carmel, IN 46032-9620**

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_



# FEA Tradeshow

**Registration Form** ■ **Exhibiting Information** ■ **Sponsorship Opportunities**

**Fraternity Executives Association**

**1750 Royalton Drive  
Carmel, IN 46032-9620**

**317-595-9613**

**317-594-9299 (fax)**

**[fea.inc@gmail.com](mailto:fea.inc@gmail.com)**

**[www.fea-inc.org](http://www.fea-inc.org)**