



TACAC 27th Conference – Exhibitor Registration Form

Omni Mandalay Hotel, Las Colinas – April 22-24, 2007

1st Registration Deadline (to be included in official conference program): **JANUARY 22, 2007**
2nd Registration Deadline: February 22, 2007

November 2006

Dear Colleague:

I hope this letter finds you well, as the holidays are approaching fast! On behalf of the Texas Association for College Admission Counseling (TACAC), I would like to invite you to join us at our 27th Annual Conference scheduled for April 22– 24, 2007, at the Omni Mandalay Hotel, Las Colinas, Texas. TACAC consists of about 1,000 high school and college counseling professionals, and more than half of the members are estimated to attend this year's conference. Your presence at our conference will provide a vital professional contact for our members and allow you the opportunity to meet those interested in the services your company provides.

Enclosed you will find the exhibit registration material. The Basic Package is \$500 and includes exhibit space of one 6 foot skirted table, conference registration for one participant, company listing in the conference program (if submitted by the 1st deadline of January 22, 2007), and a copy of the conference attendee mailing list. The conference registration includes admission to all scheduled professional events, scheduled conference meals, and admission to the conference social event on Monday night. There are additional packages at the \$750, \$1000, and \$2000 levels, each with more amenities to help ensure your company's success at our event. One new sponsorship opportunity has been added for an Exhibitor Happy Hour Reception to be held on the afternoon of the conference's opening day. Additionally, an opportunity is offered at the \$3800 level to sponsor the Conference Social.

Registration Procedure:

1. Determine desired participation level: basic, premier, executive, or sponsorship.
2. Check one appropriate level of participation on attached Exhibitor Registration Form.
3. Send check/payment and registration form in the return envelope – Attention: Stephanie P. Bierman.
 - a. (Note: new registration dates and policy) To be included in the official conference program, registration must be postmarked by **January 22, 2007**. Any registration received after this date will not be included in the official conference program.
 - b. All exhibitors must register by February 22, 2007.
 - c. Registrations received after February 22, 2007 are subject to a \$50 late fee. Registration is limited and may be cut off if space fills!
4. Submit a brief description of the services your company provides for inclusion in the TACAC program guide if participating at the premier, executive, or sponsorship levels. Keep in mind, sponsorships are limited and assigned on a first-come, first-served basis.
5. Submit session proposal form to program chair by **December 11** if participating at the executive or sponsorship level and plan to present a conference session. The session proposal forms can be found at www.tacac.org.
6. If you wish to include additional representatives, there is an additional fee of \$130 per person.

Following receipt of your conference exhibitor registration and fee, confirmation will be sent detailing exhibit information such as booth/table assignment, information to request electricity/internet access, assigned sponsorship, and other necessary pre-arrival information. Again, sponsorships are limited; as a result, the sooner your registration is received, the better chance of getting your first choice of sponsorship activity. Accommodations at the Omni Mandalay Hotel are the responsibility of each exhibitor. Make sure to request the TACAC room rate of \$139 per single/double room. For general questions or concerns, please do not hesitate to contact me, as your TACAC Exhibitor/Sponsor Chair (see contact information below).

I am excited to have you as a colleague and look forward to working with you this year. Best wishes for a productive and rewarding holiday season!

Stephanie P. Bierman, TACAC Exhibitor/Sponsor Chair

Austin College

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Sherman, TX 75090

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EXHIBIT FEE STRUCTURE

- _____ \$500 Basic Package
- Exhibit space of **one** six foot table
 - Conference registration for **one** staff member
 - Company listing in the conference program
 - Conference attendee mailing list
- _____ \$750 Premier Package
- Exhibit space of **one** six foot table
 - Conference registration for **two** staff members
 - Company listing in the conference program **plus** brief description of services (Note: You must submit description of company.)
 - Conference attendee mailing list
- _____ \$1000 Executive Package
- Exhibit space of **one** six foot table
 - Conference registration for **two** staff members
 - Company listing in the conference program **plus** brief description of services (please submit description!)
 - Conference attendee mailing list
 - Conference **session** presenter (please submit session proposal form to program chair by 12/11; form is at www.tacac.org.)
- _____ \$2000 Sponsorship Package
- All amenities of the **Executive** Package
 - Web link to company site from TACAC web page
- Website: _____
- Sponsorship of one of the following conference events:
- *Includes signage at the event, mention at the event, as well as a listing in the conference program guide.*
- *Please RANK the events 1-4 in order of preference with 1 being the most preferred!*
- _____ Executive Board Pre-Conference Dinner
 - _____ Exhibitor Happy Hour Reception (*new this year!*)
 - _____ Local Educator’s Day Luncheon
 - _____ Keynote Speaker
 - _____ Conference Social – Food & Decorations
 - _____ Other ideas: _____
- _____ \$3800 Conference Social Entertainment Package
- All amenities of the **Sponsorship** Package
- Website: _____
- Sponsorship of Conference Social
- *Includes signage at the event, mention at the event, as well as a listing in the conference program guide.*
- _____ \$130 per person Registration for Additional Staff
- _____ \$50 Late Fee (if registering after February 22, 2007)
- \$ _____ TOTAL

REGISTRATION INFORMATION

Company Name: _____

Contact Person: _____

Contact’s Title: _____

Contact’s E-mail Address: _____

Mailing Address: _____

City, State, Zip: _____

Contact Phone Number: _____

Toll-Free Number (if applicable): _____

Company Fax Number: _____

Names, titles, and e-mail addresses of those attending conference: (include more on a separate form if necessary)

Please check one category that best describes your product or service that you will be exhibiting:

- _____ Audio/visual
- _____ Internet/software
- _____ Communications/marketing
- _____ Educational organization
- _____ Computer/data processing
- _____ Publisher/printer
- _____ Financial/lending organization
- _____ Other: _____

Primary audience:
_____ Secondary _____ College

If participating at the Premier, Executive, or Sponsorship level, please attach a brief company description.

Submit registration and payment no later than January 22 / February 22, 2007.

Please use the reply envelope or mail to:

Stephanie P. Bierman
TACAC Conference Exhibitor/Sponsor Chair
Austin College
900 N Grand Ave, Ste 6N
Sherman, TX 75090

PLEASE MAKE CHECKS PAYABLE TO:
Texas Association for College Admission Counseling
(Unfortunately, we are not able to process credit cards.)