



Professional Development Group II, Inc.

26th National College & University Bursars Conference
April 22nd - 25th, 2012 • Savannah Marriott Riverfront • Savannah, GA

A CONFERENCE DESIGNED BY HIGHER EDUCATION FOR HIGHER EDUCATION



You Are Cordially Invited to Be a Part of It All!

Professional Development Group II, Inc.'s (PDG) *National Conference for College and University Bursars, Cashiers, Treasury Managers, and Student Financial Services* is the premier conference for Higher Education professionals in the bursar, cashier, e-commerce, treasury management, and student financial services. It is the most cost effective way for you to reach the maximum number of decision makers in the shortest period of time with the lowest dollar investment. To see the list of schools who attended in 2011 visit www.prodev.com. Make your reservations soon to ensure your company will reach these potential buyers!

Enclosed are materials highlighting a variety of ways that your organization can become involved with the conference along with a conference registration form. Space is limited, so please return your registration form and check as soon as possible. PDG regrets that we cannot hold exhibit space unless your check accompanies your registration form.

Sincerely,

Jason P. Beard
President & CEO
Professional Development Group II, Inc.

Why Attend?

- Over 200 attendees
- Full exhibit hall
- New ways to sponsor
- Reach more decision-makers per dollar

New this Year:
Sponsors benefit from
social media exposure
See p. 3 for details!

For a schedule of our other events and more information please visit www.prodev.com.



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PDG:Who are we? The company was founded in 1986. Since then we have established conferences that are national in scope. Each year we host a Student Loan Receivables Collection Conference, P-Cards on Campus Conference, and a College & University Bursars Conference. In addition, PDG offers a variety of consulting, meeting planning, seminar and association management services.

Who/How many schools will be participating in the conference? We expect over 200 attendees. They will be from private, public and proprietary colleges, universities, trade and technical schools throughout the United States — typically from all 50 states. See a list of 2011 attendees at <http://www.prodevmedia.com/conferences/bursars/2012/2011attendees.pdf>.

What exhibitors will be attending? In the past, participating exhibitors have included payment processors, collection agencies, billing services, tuition management firms, software and hardware companies, skip-trace specialists, law firms and credit card providers. See a list of 2011 exhibitors at <http://www.prodevmedia.com/conferences/bursars/2012/2011vendors.pdf>.

CONFERENCE HOTEL

Savannah Marriott Riverfront
100 General McIntosh Boulevard • Savannah, GA 31401
Hotel Rate: \$151

Hotel Reservations: In order to receive this rate call 1-800-228-9290. Make sure you mention you are attending PDG's Bursars Conference. This rate extends three days prior to the conference dates and three days after. Please make your reservations early in order to avoid disappointment.

CONFERENCE TRANSPORTATION

All car rental rates are good at least 72 hours before and after the conference for the benefit of those of you who wish to extend your stay. Contact Avis Rental at 800-331-1600 and mention code # J097836 or visit http://www.prodev.com/car_rental. The closest airport, Savannah/Hilton Head International Airport to the hotel is approximately 10 miles and a taxi ride is typically \$35.

BOOTH SETUP / REMOVAL AND SHIPPING INFORMATION

Conference setup begins Sunday, April 22nd, 2012 from 3:00 p.m. until 6:00 p.m. All displays must be broken down by 11:00 a.m. on Wednesday, April 25, 2012. Conference materials and booths should be shipped to the following address:

Savannah Marriott Riverfront
100 General McIntosh Boulevard • Savannah, GA 31401
Hold For: PDG Bursars Conference
Your Company Representative –Your Company Name

EXHIBIT HOURS

Exhibit hours start on Monday morning at breakfast. The exhibit hall is located in the same room with all food functions and breaks except the reception. The major traffic at booths will be during the breakfasts, lunches and breaks. Please see the brochure schedule for these times at www.prodev.com/conferences/bursar/2012.

CANCELLATIONS / SUBSTITUTIONS / REFUNDS

If you plan to have two or more people attend for only part of the conference and substitute others for the balance of the conference, you must pay registration fees for the additional people — registration fees are not transferable mid-conference.

Requests for refunds will be honored only if notification of cancellation is received in writing (by fax or mail) 5 weeks before the conference. Cancellation by telephone is not sufficient. Registrants who fail to cancel will not be refunded the registration fee. A \$100 administrative fee will be charged for all cancellations. No refunds will be honored after the conference. Substitutions may be made if registrants cannot attend. Please notify PDG of substitutions by telephone 812-339-6374, fax 812-339-0138 or email info@prodev.com.

Approximately 2 weeks before the conference, PDG will send each Sponsor/Exhibitor (but not Attending Non-Display Vendors) an electronic current list of conference registrants. No refunds will be made to Sponsors/Exhibitors who cancel after that time. Space is limited; we suggest that you register as soon as possible.

DRESS CODE

We recommend business casual dress for the conference.



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VENDOR PARTICIPATION LEVELS

*Space in the exhibit hall is currently sold out. Exhibitors who register after 3/26/2012 will have their booth or table top located in foyer. For any questions contact emily@prodevmeetings.com

Full Booth Exhibitor • \$1,750

The fee includes 2 conference registrations, 1 exhibit space, 3 continental breakfasts, 2 luncheons, 1 reception, all refreshment breaks, all conference materials and inclusion in the handbook. Exhibitors wishing to bring additional representatives may do so by paying an additional \$600 per person. Exhibitor registration fees do not include admission to the Sunday afternoon workshop or refreshment break. Exhibitors will be allowed to bring a full booth display (8 x 10 feet).

Table Top Exhibitor • \$1,600

The fee includes 2 conference registrations, 1 exhibit space, 3 continental breakfasts, 2 luncheons, 1 reception, all refreshment breaks, all conference materials and inclusion in the handbook. Exhibitors wishing to bring additional representatives may do so by paying an additional \$600 per person. Exhibitor registration fees do not include admission to the Sunday afternoon workshop or refreshment break. Exhibitors will be limited to tabletop displays. This policy will be strictly enforced.

Attending Non-Display Vendor • \$950

The registration fee for an Attending Non-Display Vendor is \$950. The fee includes 1 attendee conference registration, all conference materials and admission to all sessions and functions. Not included are exhibit space, inclusion in the handbook and pre-release list of attendees 2 weeks prior to the conference. Attending Non-Display Vendor registration fees do not include admission to the Sunday afternoon workshop or refreshment break.

The Sponsor/Exhibitor Fact Sheet

We at PDG believe that you, the vendor, are special and vital to the success of our conferences. It is our policy to extend every courtesy to our vendors; one way we express our appreciation is by publishing a Sponsor/Exhibitor description and making it available in the conference handbook. If you plan to sponsor or exhibit, please return an electronic document with your company's description in paragraph form (100 word description of your services, etc) to info@prodev.com (PDG reserves the right to edit for length). Only Sponsors and Exhibitors are eligible for inclusion - Attending Non-Display Vendors are not. Information must be received by March 18, 2012 to be included in conference handbook.

SPONSORSHIP LEVELS

Platinum Standard Sponsorship • call for pricing

For more information on the benefits of the Platinum Sponsorship, please call 812-339-6374, or email info@prodev.com.

Gold Standard Sponsorship • \$8,000

Company logo on front cover of brochure (must commit by December 20th, 2011 to receive this benefit); company logo on conference signage; pre-release list of attendees via email (3 weeks prior to the conference); 1 exhibit space and 3 conference registrations (priority selection of booth space); and credit as the Sunday reception sponsor. This premier sponsorship is limited to 1 company from each specialty (no competitors allowed). **NEW!** Social media benefits: Social media benefits: Announcement on Facebook and Twitter plus two additional posts about your company sponsoring at the event; photos displayed on our events page. Please call to check availability of the Gold Sponsorship at 812-339-6374.

Silver Standard Sponsor • \$5,500

Company logo on back cover of the brochure (must commit by December 20th, 2011 to receive this benefit); on conference signage; pre-release list of attendees via email (2 weeks prior to the conference); 1 exhibit space and 2 conference registrations; and credit as the sponsor for 2 lunches. Silver Sponsorship is limited to a maximum of 5 companies. **NEW!** Social media benefits: Social media benefits: Announcement on Facebook and Twitter plus one post about your company sponsoring at the event; photos displayed on our events page. Please call to check the availability of the Silver Sponsorship.

Bronze Standard Sponsor • \$3,000

Company name listed on front of the handout materials; all appearances of your company name are in text, no corporate logos; pre-release list of attendees via e-mail (two weeks prior to the conference); receive credit as a sponsor of three breakfasts. This sponsorship includes a table top display with two attendees. **NEW!** Social media benefits: Announcement on Facebook and Twitter: Please call to check the availability of the Bronze Sponsorship.



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SPONSORSHIP OPPORTUNITIES

TOTE BAGS • \$1,500

This is a great way to ensure extended exposure in the promotion of your company. These tote bags will be used by attendees during the conference as well as after the conference. PDG takes care of production, all we need is your color logo.

LANYARD/NAME BADGE SPONSORSHIP • \$1,200 **SOLD OUT**

Have your company choose to have either your logo printed on the lanyard or name badge for the conference. You provide the logo and PDG handles production.

NOTE PAD SPONSORSHIP • \$600 **SOLD OUT**

Your company provides us with enough note pads to be inserted into each conference bag. Note pads must arrive at the conference location 3-5 days prior to the start of the conference.

WIRELESS INTERNET • \$500 **SOLD OUT**

Help keep attendees connected by providing free wireless internet in the exhibit hall.

USB DRIVES • \$500 **SOLD OUT**

Provide your company's USB Drive to attendees, as a great gift and a way to support the green initiative.

WEB BANNER • \$500

Placing a banner on our web site provides a unique exposure opportunity. Our web site is a hub of information to colleges and universities. Participants who visit PDG's web site (www.prodev.com) are looking for information about this conference, vendor resources, publications, and general information. Placing a banner allows you to reach approximately 2,000 people a month who visit the site. The banner can be linked directly to your company's web site. And, it's good for twelve months! For more information call PDG at 812-339-6374 or email info@prodev.com. Banner image specifications are 468 x 60 pixels.

HANDBOOK ADVERTISEMENT • \$500

Provide us with a full page ad electronically (pdf preferred) to be placed in the conference book. Black and white ads only. Must provide PDG with this advertisement 5 weeks before the conference.

PENS • \$300 **SOLD OUT**

This is a great way for your company to get exposure in the conference materials. Your company provides us with enough pens to be inserted into each conference tote bag.

PROMOTIONAL PIECE INSERT • \$300

The promotional insert is a great way to promote a specific product or service to our attendees. The promotional inserts are added into the conference tote bag. Your promotional piece may be full color and double-sided but must be provided to PDG before the conference.

LUNCH SLIDE SHOW • \$300

Your company creates a PowerPoint slide show promoting your company that will be shown in a loop during either the Monday or Tuesday lunch. Slide shows must be submitted two weeks in advance and approved by PDG. This sponsorship is limited to two companies at each lunch.



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CONFERENCE REGISTRATION FORM (PAGE 1 OF 2)

INSTRUCTIONS

Please return this form, your paragraph for the Fact Sheet and check payable to:
 Professional Development Group II, Inc., PO Box 99, Bloomington, IN 47402-0099
 or Fax Registrations to 812-339-0138
 Federal ID#: 20-1758459

COMPANY INFORMATION

Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____
 Web Address _____

SPONSOR/EXHIBITOR	PRICE		QTY.		TOTAL
Exhibitor Full Booth Display	\$1,750	x		=	
Exhibitor (2 conference registrations and 1 exhibit space)	\$1,600	x		=	
Attending Non-Display Vendor	\$950	x		=	
Exhibitor Additional Registrant	\$600	x		=	
Tote Bags	\$1,500	x		=	
Lanyards/Name Badges	\$1,200	x		=	
Note Pads	\$600**	x		=	
Wireless Internet	\$500	x		=	
USB Drives	\$500**	x		=	
Web Banner	\$500	x		=	
Handbook Ad	\$500	x		=	
Pens	\$300**	x		=	
Promotional Piece Insert	\$300**	x		=	
Lunch Slide Show	\$300	x		=	

SPONSORSHIP LEVELS	PRICE		TOTAL
Platinum Standard Sponsorship	Call for Pricing		
Gold Standard Sponsorship (includes logo on front cover of brochure)	\$8,000*		
Silver Standard Sponsorship (includes logo on back cover of brochure)	\$5,500*		
Bronze Standard Sponsorship	\$3,000		
GRAND TOTAL			

*Sponsor/Exhibitor must commit by brochure press time to receive company name and logo on brochure.

**This pricing is for items supplied by vendor. For information and pricing on having PDG produce an item call 812-339-6374 or email info@prodev.com.



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CONFERENCE REGISTRATION FORM (PAGE 2 OF 2)

Please use a business card if all information below is included. Please note if name for badge is different.
If additional Attendee registrations are needed, please make a copy of this page.

COMPANY NAME _____

ATTENDEE #1

Name _____
Title _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

ATTENDEE #2

Name _____
Title _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

ATTENDEE #3

Name _____
Title _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

ATTENDEE #4

Name _____
Title _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____



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1. INSTALLATION & REMOVAL: No installation work will be permitted after the opening of the exhibit hall without consent of PDG. All exhibits shall be operational throughout the entirety of the conference(s). Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the hotel without the permission of PDG and the hotel.

2. STORAGE AND HANDLING: Storage and handling arrangements should be made through designated facilities at the appropriate hotel(s).

3. USE AND CARE OF EXHIBIT SPACE: No part of an exhibit shall obstruct the view of adjacent booths. Exhibits shall not be unduly noisy, glaring, or otherwise objectionable. Audio-visual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent booths. The Exhibitor shall maintain his/her exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state, and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act, and all laws relating to access by disabled persons.

4. PROHIBITED ACTIVITIES: Except within the rented booth area, the following activities are prohibited by any Exhibitor: sale of goods or taking orders for sale of equipment, products, services or supplies; conducting lotteries, raffles or drawings except when gratis to persons registering; drawings that require PDG Conference registrants to be present to win. Food, alcoholic and non-alcoholic beverages may not be brought in from outside sources.

5. SUBLETTING SPACE: Exhibitors may not sublet or assign any part of their booth space, nor advertise or display goods or services other than their own. Exhibition advertisements and display must conform to the statement in the Exhibitor's application describing displays.

6. FAILURE TO OCCUPY SPACE: Unless prior approval for delayed occupancy is received from PDG, any exhibit booth not occupied by the assigned Exhibitor by opening time of the exhibit hall at the appropriate conference(s), may be reassigned or used by PDG without refund to the Exhibitor.

7. SOCIAL FUNCTIONS: Exhibitors may not conduct social functions during the scheduled conference events and sessions. Social functions shall be at a time which will not interfere with PDG scheduled activities. PDG must receive a copy of the function announcement or invitation two weeks in advance.

8. PUBLICITY MATERIAL, PHOTOGRAPHS AND MEDIA: PDG reserves the sole right to use any photographs, recordings, electronic images or publicity material received by or obtained by PDG in the course of the event for whatever use deemed proper by PDG and has the exclusive right to include photographic, video and other visual portrayals of attendees, Exhibitors and their Exhibits including its contents, in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity and otherwise, without compensation to Exhibitor; and all rights titled and interest bearing (including all worldwide copyrights therein) will be PDG's sole property, free of any claims of Exhibitor or any persons deriving any rights or interest from the Exhibitor.

9. SECURITY & INSURANCE: Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated hotel exhibit hall and/or concourse. PDG, its' officers, directors, members and staff are not responsible for the safety of the property or the exhibitor, his/her agents, or employees, or harm or damage to such persons resulting from theft, fire, accident, or any other cause. In order to protect Exhibitor, PDG, the City, and the Facility and your Exhibit and property against loss, damage, theft or injury of any nature, and any claims arising from any activities conducted at the Facility, Exhibitor, at its own expense, is required to carry all insurance and/or policy riders necessary to cover all exhibits and equipment.

10. CANCELLATION OR RELOCATION OF CONFERENCE: If PDG fails to hold its conference as herein provided, or fails to furnish Exhibitor space as stated herein, including circumstances of Force Majeure, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

11. LIABILITY AND INDEMNITY Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof, and (e) any other persons lawfully on or about the conference premises. Exhibitor agrees to indemnify and hold harmless PDG, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against PDG in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit booths at the event. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed.

Company Name: _____

Initials of Authorized Signer: _____

Date: _____