



# Call for Exhibitors

**Federation of Business Disciplines**

**Annual Meeting**

**April 10-13, 2024**

**Moody Gardens Hotel & Conference Center, Galveston, TX**

## **Federation of Business Disciplines (FBD)**

The Federation of Business Disciplines (FBD) is a successful non-profit, volunteer-driven organization, composed of regional associations that focus on the promotion and improvement of scholarship in research and teaching activities in schools and colleges of business. FBD has been a major source of multi-discipline programs for business school educators, bringing together the brightest minds to learn from one another, build credibility for the teaching professional and provide opportunities for networking, faculty development and enrichment. FBD's mission is to bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environment.

## **Promotion of the FBD Meeting**

FBD promotes its annual meeting to thousands of academicians each year through its website ([fbdonline.org](http://fbdonline.org)), electronic mail advertising, various mailing lists, calendar listings, national associations, etc. Exhibit hours correspond with registration hours and refreshment breaks in the exhibit area are specifically planned to encourage attendees to spend time in the exhibit area.

Visit us at <http://www.fbdonline.org>

## **Who Should Exhibit or Advertise?**

- Publishers/suppliers of educational material
- Computer software and hardware providers
- Training organizations for professional certifications
- College, universities, institutes and centers
- Video companies
- School specialty companies
- Financial Institutions/Mutual Fund Organizations

## **What are the Key Benefits?**

- Reach all academic business disciplines decision-makers in one location.
- The customer contact is personal and immediate
- Makes your company at the front of mind.
- Reduce cost of direct sales and closing costs.
- Network with major decision-makers who are responsible for selecting your products and services.

## **Special Value-Added Features**

Depending on your level of support, some of the value-added features of participating at FBD include:

- Dedicated presentation time slot
- Pre-conference email list of attendees
- Logo and URL link on FBD website
- Exposure in the official program
- Complimentary drink tickets to distribute at the Presidential Welcome Reception
- Booth space, draping, table, ID sign, chairs, one electrical connection, etc.
- Discounts for early payment

## Deadlines

**February 15, 2024** – Pay for your exhibit space by this date to qualify for early payment discounts.

**March 1, 2024** – All logos, URLs, presentation titles and blurbs must be submitted for inclusion in the program and/or website to ensure the greatest exposure for you.

**March 15, 2024** – This is the very last day to reserve booth space.

**March 20, 2024** – All payments for exhibit space and needed logos, URLs, etc. must be received by this date.

**March 20, 2024** – Your one-page marketing flyer (600 copies) for distribution at registration (available with Standard and Best Value booth purchases) must be ready for shipment to the conference venue.

## Preliminary Exhibit Schedule

### Tuesday, April 9<sup>th</sup>, 2024

Pipe and drape installation; Delivery of warehouse freight to exhibit area

### Wednesday, April 10<sup>th</sup>, 2024

8:00 a.m. – 2:00 p.m. Exhibitors move in

2:00 p.m. – 5:30 p.m. Exhibits open

### Thursday, April 11<sup>th</sup>, 2024

8:00 a.m. – 5:00 p.m. Exhibits open

5:30 p.m. – 7:00 p.m. FBD President's Reception

### Friday, April 12<sup>th</sup>, 2024

8:00 a.m. – 4:00 p.m. Exhibits open

4:00 p.m. – 6:00 p.m. Exhibits move out

## Hotel Accommodations

The conference hotel for FBD's 51st Meeting is the Moody Gardens Hotel and Conference Center. Exhibitors may take advantage of the group rate (\$178 single/double) available through the FBD room block. Hotel reservations received after March 18<sup>th</sup>, 2024, will be accepted on space and rate availability basis.

## Details You Need to Know

- **Registration and Payment** - You may register and pay online at [www.fbdonline.org](http://www.fbdonline.org). If you prefer you can mail your reservation form (also available on the FBD website) with payment to the Director of Marketing at the address indicated below. All payments should be made payable to FBD. If you need an invoice, please send the invoice request with appropriate individual and/or mailing information to the FBD Director of Marketing. Payment is due at the time you reserve your booth but no later than March 20, 2024. Discounts are available for early registration and payment by February 15, 2024.
- **Booth description and rates** – Specific details are based on drayage company contracts and

availability. However, we typically provide the following for each booth space. Each individual booth space is typically 8' deep by 10' wide. Individual exhibit space is outlined with an 8' high back drape and 36" side dividers in flameproof drapery material and aluminum framing. If an exhibitor selects more than one exhibit space, side dividers between connecting booths may be removed. Each booth will include an identification sign and manned booths will also include a table, two chairs and a wastebasket. Booth assignments are based upon the date your reservation is received and the number of booths requested.

- **Advertising space**- Premium advertising space on the FBD website is available for \$500. The ad is prominently available on the FBD website through December 2024. Contact the Director of Marketing for more information. Ads should be sent as a \*.pdf file in high-resolution and ready to publish format.
- **Exhibitor Representatives** – The FBD Director of Marketing will contact you prior to the meeting to obtain a listing of your booth personnel.
- **Exhibit Area Events** – FBD hosts a number of special exhibit area events. These activities include four coffee breaks on Thursday and Friday of the conference as well as a Presidential Welcome Reception on Thursday evening. Some exhibitor packages include a number of drink tickets for your distribution to participants at the Welcome Reception. Additional tickets may be purchased if desired.
- **Conference Site Information** – FBD has selected an exciting location for this year's meeting. Check hotel and local area information at:

<https://www.moodygardens.com/>

**For the full fee structure and exhibit values, see the Exhibitor and Sponsorship Opportunities table.**

For more information, please contact:

**Michelle McEacharn - FBD Interim Director of  
Marketing & Executive Director**

University of Louisiana Monroe  
700 University Avenue, Monroe, LA 71209

Cell: 318-816-3619

Email: [mceacharn@ulm.edu](mailto:mceacharn@ulm.edu)

## 2024 Exhibitor and Sponsorship Opportunities – Federation of Business Disciplines

*(Reservations and Payments can be made online at <http://www.fbdonline.org>)*

Exhibitor opportunities are listed below which are Best Value Exhibitor, Standard Exhibitor, and Basic Exhibitor. See the opposite page for Sponsorship opportunities which provide naming privileges and other rewards for your sponsorship.

	<b>Best Value Exhibitor</b>	<b>Standard Exhibitor</b>	<b>Basic Exhibitor</b>
Payment Due – March 20, 2024	<b>\$1,350</b>	<b>\$1,150</b>	<b>\$950</b>
<i>(If payment received prior to February 15, 2024)</i>	<b>\$1,200</b>	<b>\$1,000</b>	<b>\$800</b>
One Booth Space	2 ½ days	2 ½ days	2 ½ days
Full Back and Half Side Draping	YES	YES	YES
One Table	YES	YES	YES
Booth Exhibit Identification Sign	YES	YES	YES
Two Chairs	YES	YES	YES
One Wastebasket	YES	YES	YES
Recognition in Program <i>(Program published through the Whova app)</i>	YES	YES	NO
URL Link on FBD Website Conference Page	YES	YES	NO
Pre-conference Participant List of Email Addresses (approx. 2 weeks prior to conference)	YES	YES	NO
Post-conference Participant List of Email Addresses (upon request approx. 6-8 weeks after conference)	YES	YES	NO
One Electrical Connection	YES	YES	NO
One Page Flyer Advertisement Distributed at Registration (Exhibitor prepares and ships Flyer)	YES	YES	NO
Drink Tickets for the Meet and Greet Reception	YES – 20 Tickets	YES – 10 Tickets	NO
One Presentation Time Slot (1 and 1/2 hours, includes screen and LCD projector. Exhibitor must provide laptop)	YES	NO	NO
Recognition for one FBD Giveaway	YES	NO	NO

## ***SPONSORSHIP OPPORTUNITIES***

***Another great way to get your name mentioned and recognized!!***

***Here are some ideas:***

***Award Reception and Banquet***

***Coffee Breaks***

***Tote bags or other swag for registration area***

***Meet and Greet Reception***

***Audio Visual Equipment Sponsorship***

***Poster Session Presentations***

***What are the choices?***

***Platinum Level - \$3,500 –***

Naming Privileges for the event + Highlighted Program & Website Recognition

***Gold Level - \$2,500 –***

Sole Sponsorship Recognition + Highlighted Program & Website Recognition

***Silver Level - \$1,500 –***

Highlighted Recognition at the sponsored event + Program Recognition

***Bronze Level - \$750 –***

Recognition at the sponsored event + Program Recognition

**Federation of Business Disciplines (FBD) – Annual Meeting**

**http://www.fbdonline.org**

**Galveston, TX \* April 10-13, 2024**

**Exhibitor/Advertiser/Sponsor Reservation Form**

**Company Information**

**Primary Contact Representative Information**

Name \_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City, State, and Zip \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_

\_\_\_\_\_

Fax \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_

**Reservation Information**

Advertising Opportunities *(FBD Website – Through December 2024)*

Qty \_\_\_\_ \* \$500 = \$\_\_\_\_\_

**Sponsorship Opportunities**

*(Communicate directly with FBD Director of Marketing regarding event sponsorship preferences)*

Platinum (includes Naming Privileges)

Qty \_\_\_\_ \* \$3,500 = \$\_\_\_\_\_

Gold (includes Sole Sponsorship Recognition)

Qty \_\_\_\_ \* \$2,500 = \$\_\_\_\_\_

Silver (includes additional special recognitions)

Qty \_\_\_\_ \* \$1,500 = \$\_\_\_\_\_

Bronze

Qty \_\_\_\_ \* \$750 = \$\_\_\_\_\_

Exhibitor Opportunities: *(See the Exhibitor and Sponsorship Opportunities Table for items included in Exhibit Fee)*

Best Value Exhibitor

# of Booths \_\_\_\_ \* \$1,350 = \$\_\_\_\_\_

*(Fee can be reduced to \$1,200/booth if payment rec'd by 02/15/2024)*

Standard Exhibitor

# of Booths \_\_\_\_ \* \$1,150 = \$\_\_\_\_\_

*(Fee can be reduced to \$1,000/booth if payment rec'd by 02/15/2024)*

Basic Exhibitor

# of Booths \_\_\_\_ \* \$950 = \$\_\_\_\_\_

*(Fee can be reduced to \$800/booth if payment rec'd by 02/15/2024)*

Additional Requested Services *(Must be approved and arranged through FBD Director of Marketing)*

\$\_\_\_\_\_

**Total and Payment Amount Due**

\$\_\_\_\_\_

Please indicate below EXACTLY as your firm's name should appear on identification signs, recognitions, etc.

\_\_\_\_\_

Please provide below the URL web address to be used as a link on the website (if appropriate package is purchased)

\_\_\_\_\_

**Payment Information (Check appropriate payment method and complete the required information)**

\_\_\_ Payment will be made by check made payable to FBD and is attached.

\_\_\_ Payment will be made by check. Please invoice my firm at the following address:

Address to: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

For more information, please contact:  
**Michelle McEacharn**  
**FBD Interim Director of Marketing**  
University of Louisiana Monroe  
700 University Avenue  
Monroe, LA 71209  
Cell: 318.816.3619  
Email: mceacharn@ulm.edu  
  
or visit our website at  
<http://www.fbdonline.org>

\_\_\_ Payment will be made through the FBD website payment system.

\_\_\_ Use the following credit card information as payment:

Type of Card: (Circle appropriate card)    Visa        MasterCard        American Express

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date on Card: \_\_\_\_\_    Security Code: \_\_\_\_\_    Card Billing Zip Code \_\_\_\_\_

Exhibit Terms and Conditions: With this purchase, you agree:

1. An Exhibitor agrees to pay the required fees for the package selected.
2. An Exhibitor agrees to have the exhibit booth open at the scheduled exhibit time opening and remain open until the scheduled exhibit time closure.
3. All exhibits will be removed from the exhibit area before 5:00 p.m. on the last full day of the convention.
4. An Exhibitor will forfeit all payments made on canceled exhibit space. FBD is NOT obligated to refund or re-rent the exhibit space for the exhibitor.
5. Exhibit space shall be used for the purpose of displaying educational materials and programs and for no other purposes without the written consent of FBD's Executive Director or Director of Marketing.
6. An Exhibitor agrees NOT to serve alcoholic beverages in the exhibit area.
7. An Exhibitor agrees NOT to serve beverages/food that will result in littering exhibit area.
8. An Exhibitor is responsible for all damage to property caused by its representative.
9. An Exhibitor desiring to display signs or materials in the exhibit area is requested to contact FBD's Executive Director or Director of Marketing for specific standards.
10. An Exhibitor may not erect materials which will substantially offset the view of and/or operation of any other Exhibitor.
11. All materials must be kept within the confines of the exhibit space. The aisles cannot be used in any way for display or storage.
12. FBD assumes no responsibility for destruction, loss or damage to the property of the Exhibitor from any causes. Each Exhibitor assumes all risk relating to such property.
13. Each Exhibitor agrees to indemnify and hold harmless FBD from and against any and all liability and expenses for personal injury and property damage or loss arising from or out of the use by the Exhibitor of its activities in connection therewith.
14. Each Exhibitor agrees to procure, pay for, and maintain insurance with respect to the exhibit space(s) for the duration of the agreement.
15. It is understood that the exhibit space or exhibit area is under the control of FBD, and that any discrimination by an Exhibitor or its employees in the admission to the exhibit space and exhibit area is prohibited.
16. In the event that use of the exhibit space is prevented by an act of God, fire, strike, lockout, civil disturbance, government regulations or any other cause beyond the control of the Federation of Business Disciplines, FBD shall not be held liable and shall determine the amount of exhibit fees, if any, to be refunded.
17. The Exhibitor is responsible for contacting the convention site or the decorating service to make arrangements for receipt and storage of exhibit materials.
18. FBD shall have sole discretion in the interpretation and enforcement of all terms and conditions contained herein, and the power to make such amendment or further terms and conditions as deemed necessary for the proper conduct of the meeting. FBD further reserves the right, in its sole discretion, to dismiss, prohibit, or evict any exhibit which does not conform to the dignity and general business character of the exhibits.
19. FBD is not responsible for omission or exclusion of some exhibitor benefits if the Exhibitor fails to submit promotional materials, recognition information, session titles and descriptions, website addresses, and other needed information by the stipulated deadlines.

**Deadlines:**

For Best Value Exhibitors, the presentation title and a short blurb must be received by March 1, 2024.

For Best Value and Standard Exhibitors, 600 advertisement flyers for distribution at the conference must be ready for shipment to the conference venue no later than March 20, 2024.

All exhibit booth reservations must be received by March 15, 2024, and all payments must be received no later than March 20, 2024.

To ensure your best exposure, early submission of materials prior to these deadlines is best.