

All About the **APCA**



Association for the Promotion
of Campus Activities

www.apca.com 800-681-5031
Quality, Affordable Programming Services





Association for the Promotion of Campus Activities



TheAPCA



apca-e3.blogspot.com



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APCAtv

What Is **APCA**?

The Association for the Promotion of Campus Activities is a national campus activities organization that was founded in 1994 and services the needs of Campus Activities Programming Departments throughout the United States.

APCA currently has over 450 school members nationwide. Last year, over 600 schools and 2000+ students and advisors attended conferences and institutes providing their boards with quality, affordable programming services.

The APCA is without a doubt the best value for your activities association dollar. Our annual membership dues (only \$299 per year, per campus provides you with access to our various online membership services and publications, including online The Student Activities Journal, The APCA Campus Activities Buyer's Guide, The APCA Student Programmer's Hand-

book, artist tour schedules, a campus activities employment search engine, an exclusive members area providing various membership services, and a host of volunteer and professional networking opportunities.

APCA offers various online services, including artist tour schedules, a campus activities employment search engine, and an exclusive members area providing various membership services.

The organization is run by an office of full-time staff members and a network of volunteer advisors and students who host the conferences and workshops.

The APCA has achieved its phenomenal growth by giving top service to its members. We strive to be an ever improving organization that responds to the needs of our schools in a prompt, efficient manner.

Join **SIGMA LAMBDA**



Honor Society

to be eligible for scholarships!

**"Thanks to APCA for helping bring great acts to our campus."
Eddie Lovin -
Director of Residence Life & Greek Affairs,
Cumberland University**

Sigma Lambda is an honor society designed for student programmers that excel in scholarship and leadership within the student activities field. Sponsored by the APCA, it is an opportunity to gain recognition for outstanding contributions to your institution via leadership, service, and academic achievements. Sigma Lambda members can attend APCA conferences at APCA member prices regardless of school membership status.



Meet Your **REGIONAL** **COORDINATOR!**

MIDWEST



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University

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NORTHEAST



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SOUTH CENTRAL



KEDRICK NICHOLAS
McNeese State
University

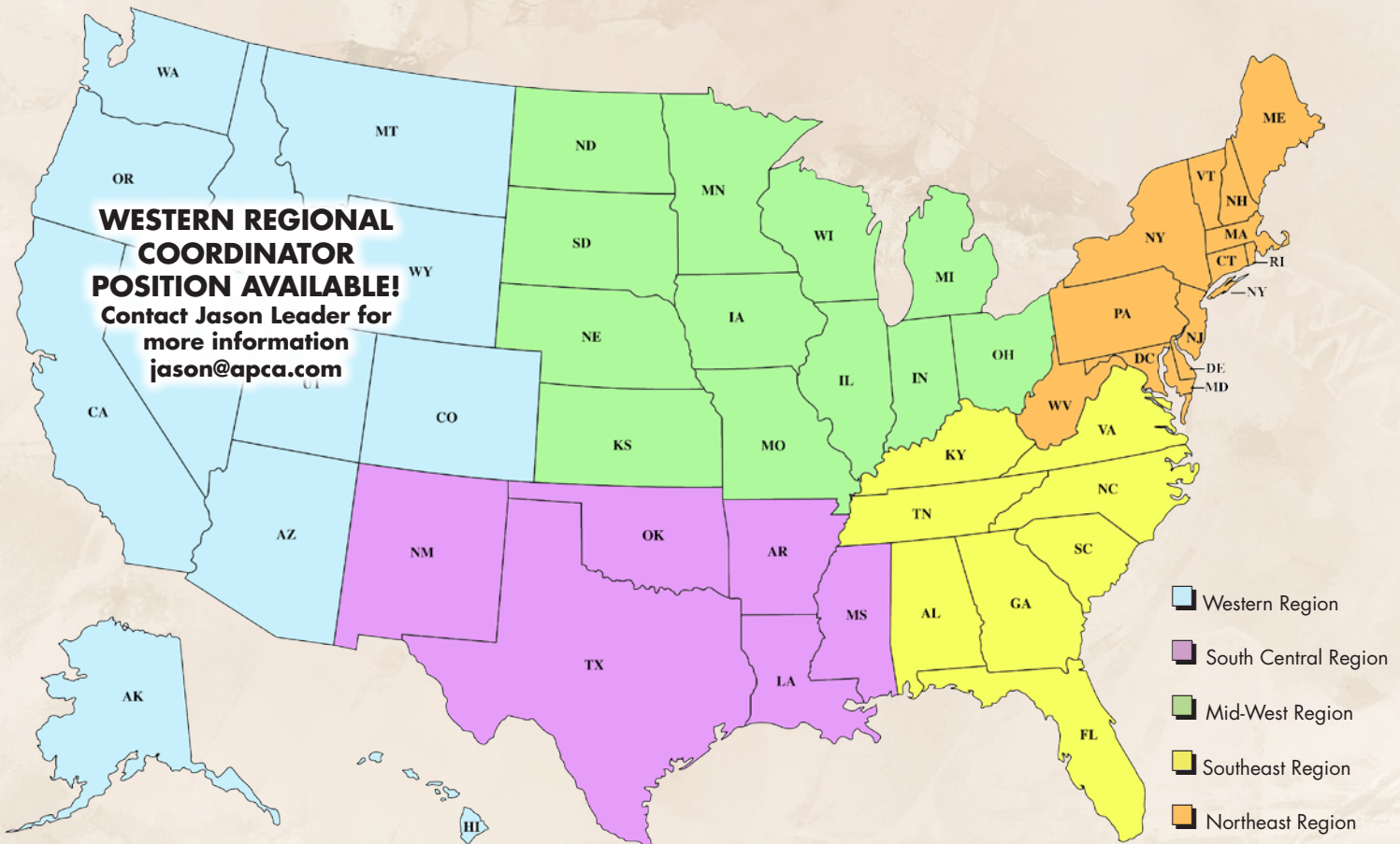
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(337) 475-5610

SOUTHEAST



JOHN SPRANZA
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College

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CONTACT YOUR REGIONAL COORDINATOR
to find out more about APCA!

APCA CONFERENCES AND SHOWCASES

90% of all acts showcasing at our programming conferences are \$2500 isolated price or less!

APCA Conferences

APCA campus activities programming conferences provide your organization an excellent opportunity to network with other campuses, meet new programming vendors, find new talent for your campus activities program and update your professional training with the latest information and techniques available. APCA campus activities programming conferences are held in safe, attractive and popular destinations, and are fully insured for the protection of your students and staff.

Book Events From Live APCA Showcases!

Tired of sifting through that stack of press kits? The APCA programming conferences feature showcases where attendees can see the best talent in the campus market live for themselves. Each delegate receives a conference program complete with bios and pictures of the acts, lecturers, etc. that are performing at the various showcase times.

The conference programs will also include pricing and rider information on the acts, so that your activities board may make an informed decision about the details of bringing a particular act to your school.

APCA showcases include associates in the fields of comedy, music, performing arts, films, lectures, novelties, imprint services, DJs and more. Your board can book their entire calendar at an APCA Campus Activities Programming Conference, and with the APCA Full Time Enrollment and cooperation buying discounts, they can do it much more affordably than anywhere else.

75% of our schools have programming budgets of \$75000 or less!



ED SESSIONS

A GREAT EDUCATION EXPERIENCE FOR PROFESSIONALS & STUDENTS

Professional Development For Advisors

The APCA Programming Conferences and Institutes feature great professional development sessions for Student Activities Advisors and Grad Students alike on various topics pertaining to activities staff and their professional development. Some of the topics addressed will be:

- Campus Life Legal Issues Seminars
 - Risk Management and Your Campus Activities
 - Sexual Harassment in the College Environment
 - New laws affecting network usage of Facebook & MySpace.com
- ...and other professionally useful subjects. More details of advisor and grad student seminars will be added as the conference approaches, watch your mailbox for further details. Watch www.apca.com for more developments!

Student Development For Your Programming Board

Get your Programming Board motivated and excited with APCA Ed Sessions and interactive workshops! APCA sessions are given by top presenters in the market, covering topics in the fields of:

- Publicity & Promotion
- Cooperative Buying
- Diversity
- Production
- Negotiating Skills
- Commuter / Community Activities Programming
- Student Leadership
- Board Member Recruitment and Retention
- Personal Development
- Creativity and the Programming Process and many more!

APCA ed sessions
have an over
95%
"Excellent" rating

To submit a proposal for presentation, please go to www.apca.com/ed_session_proposal.html



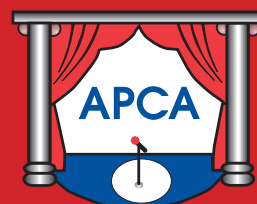
NETWORK IN APCA

EXHIBIT HALLS

During the exhibit halls, network with fellow students, book attractions for your campus programs, or experience the latest cool novelty items! Every APCA Exhibit Hall will feature associates (APCA member agencies, artists, speakers, etc.) representing the showcasing attractions. All exhibiting associates are APCA members, and bound by APCA ethics and sensitivity guidelines.

Conference exhibitors can be found in their booths during designated exhibit hall hours. They can answer questions, explain rider and contract terms, and generally give member schools all the information they need to bring an artist or service to their campus event. Typical booths will have bios, pictures, sample contracts and cooperative buying forms.

APCA Exhibit Halls also have novelty showcases for you to enjoy. Novelty items are a popular part of the exhibit hall. Remember that you will not have time to visit all booths during one exhibit hall time. Make a plan to determine who you will visit each time. You must wear your conference nametag at all times and present it to gain entrance into the Exhibit Halls.



www.apca.com
800-681-5031

APCA CONFERENCE

COOPERATIVE BUYING



SAVE LOADS OF MONEY

APCA Cooperative Buying is a program that gives the schools attending the conference the ability to merge their buying power, offering artists a block of engagement dates in a specified time period in exchange for a lower price and sharing of travel costs with other schools. Travel and lodging costs may often be agreed to onsite by filling out a cooperative buying form and detailing the arrangements in the co-op travel rider section. Any cooperative riders attached to a commitment to block or onsite contract become part of the agreement and may not be changed without the consent of both parties. The time periods that schools can agree to set up a block are:

Isolated - A single date, usually not including travel and lodging. 2 of 3 days, 3 of 5 days, and 5 of 7 days (x shows within a y day time period, travel and lodging are often shared evenly by the schools booking the attraction.) A typical cooperative pricing schedule in the conference program might be:

John Doe: Comedian Represented by ABC Agency:
 \$1200 Isolated* \$1100 2 of 3**
 \$1050 3 of 5** \$950 5 of 7**
 *(Plus Travel & Lodging)
 **(Plus Shared Travel & Lodging)

APCA Co-op Policies Types of Interest

Attraction Interest (AI) - This option commits neither party to a binding contract; it only retains the option for the purchaser to purchase at the published APCA conference program price for up to 21 days after the conference. When an attraction interest is indicated on a submitted and signed cooperative buying form, the school has indicated that it is strongly interested in purchasing the attraction. If the interested school wishes to book an attraction at isolated convention price structures or join a block, the representative of the attraction must be notified within 21 calendar days. All requested additions to a formed block are subject to reasonable travel and time constraints.

Commitment to Block (CB)

When a commitment to block form is turned in to the cooperative buying center in the exhibit hall, the school has expressed its interest to enter into a contract if a block of as many as two

schools are interested in the act on the specific date/s they have requested. If the block forms within 21 calendar days, the schools agreeing to the block must contract at the block price listed for that number plus any travel and lodging, lights, sound, etc. listed for the attraction in the APCA convention program or agreed to by cooperative buying form rider.

Request Contract (RC) - You have agreed to purchase this attraction on site at the convention and are bound to the terms of the contract signed by both parties. Both parties agree to honor all APCA cooperative buying process guidelines and procedures.

Onsite Purchasing Discounts

Participating associates offer a 10% discount on any published price (isolated or block) to schools willing to book onsite by using either a "request contract" or "commitment to block" form. This discount is in addition to any other block discount available.

FTE Cards

To encourage smaller school programming, the APCA offers the APCA FTE (full time enrollment discount) card. This is a revolutionary activities purchasing discount based on the full time enrollment of the institution. Based on the full time enrollment status of the campus, a school may receive between 3% to 7% off the listed price of a participating artist or other attraction. This discount is in addition to any other cooperative or onsite discounts, but the attraction must be booked onsite. The breakdown of the school population full time enrollment (FTE) discounts are as follows:

9,900 - 5,000	FTE Discount	3%
5,000 - 3,000	FTE Discount	5%
Below 3,000	FTE Discount	7%

These Programs are completely voluntary. A listing of all associates offering these discounts as well as the schools accepted for the FTE discount will be published and distributed at the conference registration. All associates participating in either or both programs will be given signs to place in their booths indicating their participation. Schools accepted to receive either discount will be given FTE cards to present to participating associates when filling out cooperative buying forms.

COOPERATIVE BUYING FORM
 See reverse side for important terms incorporated in this document for reference.
 Print and press firmly.

Attraction _____

School _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Authorized Signature _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Firm's Representative Signature _____

(AI) Attraction interest (CB) Commitment to block (RC) Request contract

Play Dates - Indicate specific date(s) or check month(s).

Year _____

Jan(1)	Feb(2)	Mar(3)	Apr(4)	May(5)	Jun(6)	Jul(7)	Aug(8)	Sep(9)	Oct(10)	Nov(11)	Dec(12)

Year _____

Jan(1)	Feb(2)	Mar(3)	Apr(4)	May(5)	Jun(6)	Jul(7)	Aug(8)	Sep(9)	Oct(10)	Nov(11)	Dec(12)

Specific Dates: _____

FTE Cardholder ___ 3% ___ 5% ___ 7% Onsite Discount ___ 10%

Total Onsite / FTE discount: _____ %

Please diversify these forms in the following manner: **White:** Cooperative buying center **Yellow:** Associate member **Pink:** School

Travel / Lodging Riders overrides all other travel agreements
 (If this section is left blank, reasonable travel and lodging are assumed to be in addition to all block price unless otherwise noted in the attraction bio in the conference program. Outline any different travel and lodging agreements below.)

Initials of both parties: _____

APCA MEMBERSHIP REGISTRATION



School Name: _____ Advisor: _____

Address: _____ City _____ State _____ Zip _____

Phone: _____ Fax: _____ Email: _____

Student Activities Board Members	Position	Student Population
_____	_____	<input type="checkbox"/> BELOW 3,000
_____	_____	<input type="checkbox"/> 3,000 - 5,000
_____	_____	<input type="checkbox"/> 5,000 - 10,000
_____	_____	<input type="checkbox"/> 10,000 - 15,000
_____	_____	<input type="checkbox"/> 15,000 - Up

Public
 Private
 Commuter
 4-year
 2-year
 Tech/Trade
 Annual activities budget \$ _____
 % of budget spent on: Comedy _____%
 Lectures %
 Movies _____%
 Music _____%
 Novelties _____%
 Other: _____

Membership Fees \$299 (per campus) Total Fees Enclosed \$ _____ (APCA FEI # is: 65-0551461)

Credit Card Orders Fax To: (865) 908-7104 (circle one) VISA MASTERCARD AMEX

_____ (_____) _____
 Administrator confirming full time enrollment of school. Phone number of school registrar's office

Referred By _____

APCA MEMBERSHIP POLICIES

Article i. Purpose and Sensitivity The purpose of the Association for the Promotion of Campus Activities is to enhance, promote, and reinforce the experience of students and professionals in the field of campus activities programming. To that end, we have formed that association to further the education of students working within this field of academic experience and facilitate the campus activities process. APCA is an equal opportunity employer and all members of APCA shall be expected to act in a nondiscriminatory manner with all persons involved in and all matters pertaining to this association. This includes but is not limited to discrimination as it pertains to sex, race, creed, sexual orientation, physical challenges, national origin, or any other socially insensitive behavior. Members are expected to adhere to these tenets in all APCA dealings.

Article ii. Membership Membership applicants must submit a membership application form along with all membership fees. This form must be signed by an authorized representative of the university or organization seeking membership. APCA accepts no liability for any misrepresentation by any organization member or other persons wrongfully claiming to be representatives of applying organization. Membership in APCA allows participants to attend all APCA sponsored functions (with payment of appropriate fees), subscriptions to all APCA publications, access to all APCA services, and eligibility to serve on APCA committees and receive APCA appointments. Yearly membership fees are currently \$299 and membership begins on date of acceptance and ends on the next occurrence of July 1st. Any adjustments to this schedule of membership terms must be made by the APCA executive director. APCA reserves the right to accept or refuse membership to any individual or organization based on APCA evaluation of the applicant. APCA also reserves the right to terminate any membership if it feels that the member's continued association with APCA would be detrimental to the achievement of APCA goals and furthering of association principles. APCA executive director will have jurisdiction in all such membership matters. Applicant agrees to forever indemnify and hold APCA, APCA executive director & advisory committee, or any other APCA representatives harmless for rejection of application or termination of membership by executive director and from any other such claims and damages arising from any such termination or rejection of membership by APCA representatives. From time to time, the APCA will, in the normal course of the administration of APCA, make revisions and additions to APCA membership policies, grievance procedures, prices, exhibiting policies, showcase policies, or other policies in response to changing membership needs and input. Upon ratification by APCA executive director, final drafts of these policies will be binding upon all APCA members.

Article iii. Executive advisory committee nominations, elections, & appointments Executive advisory committee nominations may be made by APCA members only at any APCA conference by submission of nomination form to APCA executive director. Executive advisory committee elections shall take place at a designated national APCA conference by vote of APCA school members in the case of school committee representatives, and by business associates in the case of business associate member committee representatives. All executive advisory committee members are limited to two consecutive terms of one year each, with the exception of executive director, which shall be a position appointed by APCA. The executive advisory committee shall consist of twelve (12) members, 8 academic members, 4 business associate members, and the APCA executive director (non-voting). Any offices opened by retirement, resignation, creation of new positions or replacement by executive advisory committee vote will be appointed by the executive director until such time as elections according to APCA policies can be arranged. In case of a tie in any vote, executive director shall hold tie-breaking vote. APCA reserves the right to replace any executive advisory committee members by a two thirds majority vote of the executive advisory committee.

Please complete and mail form to P.O. Box 4340, Sevierville, TN 37862

SCHOOL

APCA Rewards PROGRAM

APCA Gems

APCA Gems™

We're pleased to present our rewards program for our members, APCA Gems™! The APCA Gems™ program is a way of saying thank you to our most loyal and long term member institutions and associate partners. APCA members receiving APCA Gems™ awards status will receive an award certificate, an identifying APCA Gems™ logo insignia as part of their listing in the conference programs that they attend, special recognition in the online APCA Buyers' Guide and name tag ribbons for all delegates of their institution to display at any APCA conferences or workshops which the member attends. All advisors of the member institution will also receive an APCA Gems™ Award lapel pin signifying their level of APCA Gems™ award status.

The APCA Gems™ awards program recognizes ongoing APCA Members with the following designations:

Call today to check your membership status!



Ruby:
3 Years Continuous Membership



Emerald:
5 Years Continuous Membership



Sapphire:
10 Years Continuous Membership



Diamond:
15 Years Continuous Membership

JOIN APCA IN GIVING BACK!



SHOW OFF YOUR SERVICE!

Participate in an APCA SERVES community service project at a conference this year and receive your own APCA SERVES band & t-shirt!
JOIN APCA IN GIVING BACK!

