

CREATE



APCA™ 2014 FALL CAMPUS EVENTS CONFERENCES REGISTRATION

SYRACUSE, NEW YORK
OCTOBER 3-5, 2014

CHICAGO, ILLINOIS
OCTOBER 24-26, 2014

HOUSTON, TEXAS
NOVEMBER 14-16, 2014

Number of showcases reduced at all conferences by at least 12% to
decrease genre redundancy and increase associate return on investment!



Download Our New
MOBILE APP



2014/2015 APCA™ Associate Membership Packages



Make sure to refer new members who have not been a member in the last 2 years. For each referral that becomes a member you receive a \$100 APCA credit.



To be eligible for conferences you must be a member for the 2014/2015 year. If you were a 2013/2014 member and renew your membership by June 1, 2014 you will receive 10% discount off any membership package and your membership will be active through July 1, 2015. APCA™ Membership is a requirement to register for and attend any conferences or workshops for that membership year.

Basic Package: \$299

- The newest version of the APCA™ Buyers Guide and Directory (an informative listing of campus activities buyers throughout the country accessible only to APCA™ members at www.apca.com)
- A pdf of shipping labels of all schools in the country (accessible through the Members Only section of www.apca.com)
- Post tour schedules online
- Request artist report cards from schools that can be shared
- Receive early conference registration notifications
- Access to APCA™ marketing resources and grievance procedures

Gold Package: \$799

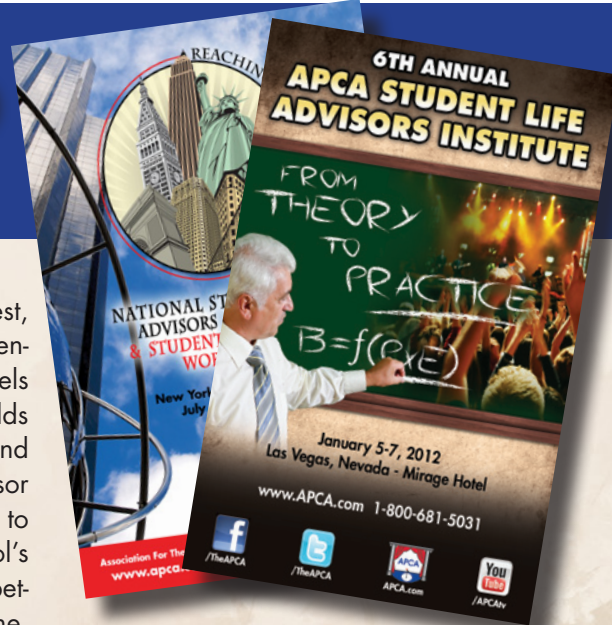
- Basic Package plus:
- Logo on the "Campus Activities Market Place" at www.apca.com which links to your own website
- 1/2 Page ad in 2 Regional Conference Programs of your choice or a Full Page ad in the National Conference Program
- 1/2 Page ad in the online version of the Buyers Guide and Directory

Platinum Package: \$999

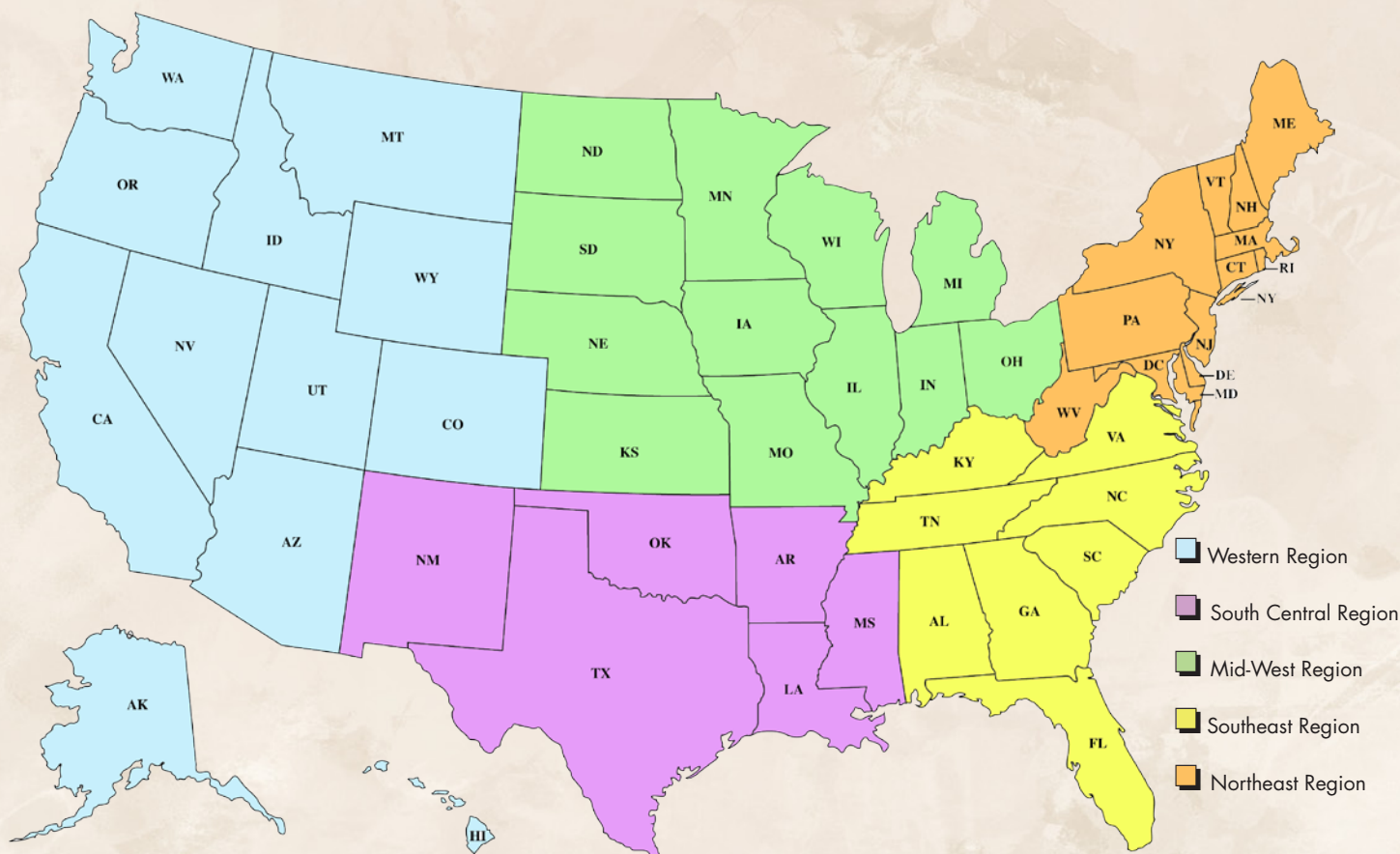
- Basic Package plus:
- Logo on the "Campus Activities Market Place" at www.apca.com which links to your own website
- Platinum member logos randomly generated on the homepage at www.apca.com
- Full Page ad in 2 Regional Conference programs of your choice OR a Spread ad in the National Conference Program
- Full Page ad in the online version of the Buyers Guide and Directory (updated bi-monthly)

Conference & Workshop Advertising

APCA™ is currently divided into 5 regions, the southeast, northeast, midwest, south central and western regions. This provides associates (artists, agents, vendors, and speakers) with an additional avenue for exposure as APCA™ travels throughout the United States. In addition to regional conferences, APCA™ holds a national conference once a year. At these conferences schools book events and programs for their campuses. APCA™ also hosts Leadership Workshops & Advisor Institutes where students and advisors attend for training and development. Prior to conferences, APCA™ sends out an electronic Pre-Conference Guide that school's delegates use as a planning resource prior to and during the conference. What better way to increase your exposure than to advertise in conference programs, online, and in other APCA™ publications whether you attend or not!



Ad Size	Workshops	Regionals	Nationals
Preconference Guide (Full Page)	\$50	\$95	\$150
1/4 Page (b/w) 3.875W by 5.25H	\$75	\$195	\$295
1/2 Page (b/w) 7.75W by 5.25H	\$150	\$295	\$395
Full Page (b/w) 7.75W by 10.5H	\$225	\$395	\$495
Spread (b/w)	\$350	\$695	\$845
Tab Page (Call for Availability)		Call	\$695
Back Cover 8.5W by 11H Bleed size 8.75W by 11.25H Live area 8W by 10.5H	\$895	\$995	\$1,895
Distribution Item (Bag Drop)	\$395	\$495	\$595

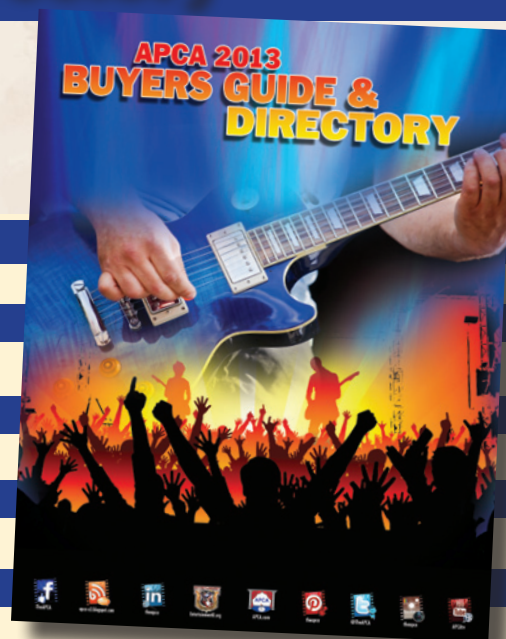




APCA™ Online Buyers Guide & Directory

This is an indispensable tool for anyone booking talent in the college market. Phone, Fax, Address, and contact listings of the schools and various APCA™ talent vendors and speakers throughout the country are listed in this directory. This catalog is produced only once during an annual period, is viewable online, and utilized throughout the year.

Ad Size	Cost Annually
Bold Listing	\$50
Bold Listing with Logo	\$95
Bold Listing w/ Logo & Outline	\$125
1/4 page 4.25W by 5.5H	\$195
1/2 page 8.5W by 5.5H	\$295
Full Page 8.5W by 11H	\$450
Spread	\$795
Inside front or back cover 8.5W by 11H	\$595
Back Cover 8.5W by 11H	\$695
Add Link in your ad to website or email	\$25 per link



APCA™ Swag Sponsorship

APCA™ has a new sponsorship opportunity for you! All school delegates that attend APCA™ events receive give-away swag items that they take home and use. You have the opportunity to sponsor these items and have your branded logo or label stamped on the front of each of these items. This is a great way for your brand to go home with all of the school buyers when they take home these APCA™ memorabilia!

Check out <http://apca.com/pdf/Sponsorship-Product-Catalog.pdf> for items that you can sponsor and contact us for details!

SWAG ITEM SPONSORSHIPS!



SOFT CASE NOTEPAD W/MATCHING FLIP PEN SET

Soft case in flip pen set. Matching a secured will. Blank page. Price include 1 color imprint/1. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$450
Regional Conference: 300 pcs. \$475
National Conference: 700 pcs. \$425

SPIRAL 70 PAGE LINED NOTEBOOK

Spiral, 70 page lined with clear pouch will. Pen not included. Price include 1 color imprint/1. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$710
Regional Conference: 300 pcs. \$710
National Conference: 700 pcs. \$1,455

PEN HIGHLIGHTERS

Green Highlighter. Price include 1 color imprint. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$275
Regional Conference: 300 pcs. \$275
National Conference: 700 pcs. \$425

CHISEL TIP FLUORESCENT

Chisel tip fluorescent with rubber grip for writing comfort and control and fade resistant ink. Price includes 1 color imprint/1 location. Prices are plus applicable taxes & shipping.

NYC Workshops: 300 pcs. \$295
Regional Conference: 300 pcs. \$295
National Conference: 700 pcs. \$490

ECO FRIENDLY 5"X7" NOTEBOOK AND PEN

Eco-friendly spiral notebook and pen. Price include 1 color imprint/1. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$7
Regional Conference: 300 pcs. \$7
National Conference: 700 pcs. \$17

ECO-FRIENDLY SPIRAL JOTTER & MATCHING PEN

Eco-friendly spiral jotter with matching pen. Price include 1 color imprint/1. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$425
Regional Conference: 300 pcs. \$425
National Conference: 700 pcs. \$975

SLEEK DESIGN BALLPOINT PEN/HIGHLIGHTER

Sleek design ballpoint pen and highlighter. Price include 1 color imprint. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$275
Regional Conference: 300 pcs. \$275
National Conference: 700 pcs. \$425

DUAL FUNCTION ECO FRIENDLY PEN

Dual function eco friendly pen / yellow highlighter. Price includes 1 color imprint/1 location. Prices are plus applicable taxes & shipping.

NYC Workshops: 300 pcs. \$275
Regional Conference: 300 pcs. \$275
National Conference: 700 pcs. \$425

LINED SPIRAL BOUND NOTEBOOK

Lined, spiral bound notebook with card holder and zip pouch. Elastic closure serves as holder. Price include 1 color imprint/1. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$600
Regional Conference: 300 pcs. \$600
National Conference: 700 pcs. \$2,015

SPIRAL BOUND NOTEBOOK RECYCLED

Spiral bound notebook recycled paper. Price include 1 color imprint/1. Prices are plus taxes & shipping.

NYC Workshops: 300 pcs. \$605
Regional Conference: 300 pcs. \$605
National Conference: 700 pcs. \$1,410



About APCA™ Conferences:

You've probably already heard about college events and how profitable college shows can be. The campus market is fun and lucrative, but remember that like any new market, it takes time, investment and patience to make the connections necessary to become successful. Becoming successful in the market is a long term goal, and attending an APCA™ event is a great start to that success!

APCA™ schools attend programming conferences looking for all forms of entertainment. Comedians, jugglers, bands acoustic acts, speakers, mentalists, magic acts, dancers, novelties, products and services are used every day by schools that come to APCA™ conferences to fill their schedules. We charge no showcase submission fees and limit our exhibit hall size to increase exposure for our attending associates. **REMEMBER: to attend any APCA™ event you must purchase at least one booth and one delegate pass.**

COOPERATIVE BUYING

The APCA™ programming conferences feature showcases to campus buyers, exhibit halls and most importantly, cooperative buying. Booking shows through APCA™ cooperative buying is a great way to book your acts on a college tour. APCA™ conferences bring schools from around the country together to book acts in the same time frame and location. This provides more effective routing and logistics for both parties.

APCA™ EXHIBIT HALLS

An exhibit hall is an event held in a large trade show set up with rows of tables sectioned off into individual booths. As an attending vendor, you will be assigned to one or more of these booths to display your promotional materials at the conferences. Conference exhibit halls are held after most showcases where associates and buyers can meet and discuss booking attractions. The exhibit hall features many opportunities for novelty vendors to book their attractions as well.

All associates wishing to attend the APCA™ conference must retain one booth in the exhibit hall per showcasing artist. Our restricted number of exhibit booths in APCA™ exhibit halls give associates access to more schools per booth, increasing their chances of making contact with school buyers during exhibit hall hours.

*No fees will be refunded to applicants specifically requesting to attend without a showcase assigned to their exhibit hall booth. \$299 APCA™ membership fee is non-refundable.
Must have one delegate fee paid to attend.*

DELEGATE FEES

APCA™ conference delegate fees include conference meals, cooperative buying registration, and admission to all showcases and exhibit halls. Meals at workshops are on your own.

Become a part of this great opportunity by filling out the forms in this packet and returning them with your showcase submissions today!



**SYRACUSE, NEW YORK
OCTOBER 3-5, 2014**

**NORTHEAST
CAMPUS EVENTS
PLANNING CONFERENCES**

CREATE



PLEASE READ:

Delegate fees include all scheduled conference meals, registration materials, admission to all showcases, cooperative buying sessions and exhibit halls. Check the conference schedule to attend any mandatory associate meetings. Showcasing artists receive a non-meal day pass for the day of their showcase only.

CONFERENCE FEES ARE NON-REFUNDABLE!

Prior to 9/1/14	\$199 ea. delegate
After 9/1/14 or Onsite	\$249 ea. delegate
Day Pass	\$40 per day (Wristband for exhibit hall admittance only. Day Passes do not include meals)
Meal Showcase or Keynote	\$1,538 ea. (INCLUDES BOOTH. All showcases must be reviewed and accepted before they are final)
Purposeful Programming Showcase	\$1,438 ea. (INCLUDES BOOTH. All showcases must be reviewed and accepted before they are final)
Roving Showcase	\$1,038 ea. (INCLUDES BOOTH. Non-stage Showcase or strolling performer)
Exhibit Hall Booth (6' deep x 8' wide)	\$639 ea.
Exhibit Hall Demo	\$199 ea. (To be purchased in addition to exhibit hall booth)

*Price does not include delegate fee for self represented artists.

Educational Session	No Charge (Must purchase delegate pass and exhibit hall booth to present an educational session)
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Advertising Fees

1/4 pg Vertical only (B/W) 3.75w x 5.25h.....	\$195
1/2 pg Horizontal only (B/W) 7.75w x 5.25h...	\$295
Full pg Vertical only (B/W) 7.75w x 10.5h	\$395
Spread (B/W) 15.5wx10.5h.....	\$695
Back Cover Vertical only (Full Color)	\$995
Trim size 8.5x11, Bleed size 8.75x11.25, Live area 7.75x10.5	
Bag Drop (Distribution Item)	\$295 (Conference Swag Item Sponsorship)

**Register at www.APCA.com
or call 800-681-5031**

Conference Location & Hotel Information

October 3-5, 2014

Holiday Inn

441 Electronics Parkway, Liverpool, NY 13088
(888) HOLIDAY



Hotel Registration Deadline:

September 17, 2014 After that, all reservations taken will be based on space and rate available basis, the room prices may go up substantially. Be sure to mention that you are attending the APCA™ conference when making your reservation to receive the special conference rate. Room reservations are the responsibility of the school. We recommend you arriving on Thursday October 2, 2014.

Check In:

4:00 pm Check-out: 12:00 pm

Rates:

\$139 + tax a night Single/Double

Parking:

FREE, to registered guests at the hotel

Budget discount savings code Z829339

**CHICAGO, ILLINOIS
OCTOBER 24-26, 2014**

**MIDWEST
CAMPUS EVENTS
PLANNING CONFERENCES**

CREATE



PLEASE READ:

Delegate fees include all scheduled conference meals, registration materials, admission to all showcases, cooperative buying sessions and exhibit halls. Check the conference schedule to attend any mandatory associate meetings. Showcasing artists receive a non-meal day pass for the day of their showcase only.

CONFERENCE FEES ARE NON-REFUNDABLE!

Prior to 9/22/14\$199 ea. delegate
After 9/22/14 or Onsite\$249 ea. delegate
Day Pass \$40 per day
(Wristband for exhibit hall admittance only. Day Passes do not include meals)

Meal Showcase or Keynote \$1,538 ea.
(INCLUDES BOOTH. All showcases must be reviewed and accepted before they are final)

Purposeful Programming Showcase \$1,438 ea.
(INCLUDES BOOTH. All showcases must be reviewed and accepted before they are final)

Roving Showcase \$1,038 ea.
(INCLUDES BOOTH)

Exhibit Hall Booth (6' deep x 8' wide) \$639 ea.

Exhibit Hall Demo \$199 ea.
(To be purchased in addition to exhibit hall booth)

*Price does not include delegate fee for self represented artists.

Educational Session No Charge
(Must purchase delegate pass and exhibit hall booth to present an educational session)

Advertising Fees

1/4 pg Vertical only (B/W) 3.75w x 5.25h.....\$195
1/2 pg Horizontal only (B/W) 7.75w x 5.25h ...\$295
Full pg Vertical only (B/W) 7.75w x 10.5h\$395
Spread (B/W) 15.5wx10.5h.....\$695
Back Cover Vertical only (Full Color)\$995

Trim size 8.5x11, Bleed size 8.75x11.25, Live area 7.75x10.5

Bag Drop (Distribution Item)\$295

(Conference Swag Item Sponsorship)

**Register at www.APCA.com
or Call 800-681-5031**

Conference Location & Hotel Information

October 24-26, 2014

Chicago Marriott O'Hare
8535 W Higgins Rd, Chicago, IL 60631
(773) 693-4444



Hotel Registration Deadline:

October 2, 2014 After that, all reservations taken will be based on space and rate available basis, the room prices may go up substantially. Be sure to mention that you are attending the APCA™ conference when making your reservation to receive the special conference rate. Room reservations are the responsibility of the school. We recommend you arriving on the Thursday October 23, 2014.

Rates:

\$119 + tax a night for Single/Double/Triple/Quad

Parking:

Standard Overnight 18+ hours: \$26.00

Weekday Short term 0-18 hours: \$18.00

Weekend Short term 0-18 hours: \$11.00

Budget discount savings code Z829339

**HOUSTON, TEXAS
NOVEMBER 14-16, 2014**

**SOUTH CENTRAL
CAMPUS EVENTS
PLANNING CONFERENCES**

CREATE



PLEASE READ:

Delegate fees include all scheduled conference meals, registration materials, admission to all showcases, cooperative buying sessions and exhibit halls. Check the conference schedule to attend any mandatory associate meetings. Showcasing artists receive a non-meal day pass for the day of their showcase only.

CONFERENCE FEES ARE NON-REFUNDABLE!

Prior to 10/13/14\$199 ea. delegate
After 10/13/14 or Onsite\$249 ea. delegate
Day Pass \$40 per day
(Wristband for exhibit hall admittance only. Day Passes do not include meals)

Meal Showcase or Keynote \$1,438 ea.
(INCLUDES BOOTH. All showcases must be reviewed and accepted before they are final)

Purposeful Programming Showcase \$1,338 ea.
(INCLUDES BOOTH. All showcases must be reviewed and accepted before they are final)

Roving Showcase \$938 ea.
(INCLUDES BOOTH)

Exhibit Hall Booth (6' deep x 8' wide) \$539 ea.

Exhibit Hall Demo \$199 ea.
(To be purchased in addition to exhibit hall booth)

*Price does not include delegate fee for self represented artists.

Educational Session No Charge
(Must purchase delegate pass and exhibit hall booth to present an educational session)

Advertising Fees

1/4 pg Vertical only (B/W) 3.75w x 5.25h.....\$195
1/2 pg Horizontal only (B/W) 7.75w x 5.25h...\$295
Full pg Vertical only (B/W) 7.75w x 10.5h\$395
Spread (B/W) 15.5wx10.5h.....\$695
Back Cover Vertical only (Full Color)\$995
Trim size 8.5x11, Bleed size 8.75x11.25, Live area 7.75x10.5
Bag Drop (Distribution Item)\$295
(Conference Swag Item Sponsorship)

**Register at www.APCA.com
or Call 800-681-5031**

Conference Location & Hotel Information

November 14-16, 2014

Marriott Houston Westchase
29900 Briarpark Drive, Houston, TX 77042
(800) 452-5110



Hotel Registration Deadline:

October 23, 2014 After that, all reservations taken will be based on space and rate available basis, the room prices may go up substantially. Be sure to mention that you are attending the APCA™ conference when making your reservation to receive the special conference rate. Room reservations are the responsibility of the school. We recommend you arriving on the Thursday November 13, 2014.

Rates:

\$159 + tax a night for Single/Double/Triple/Quad

Parking:

FREE, to registered guests at the hotel

Budget discount savings code Z829339

APCA™ Delegate Membership Registration

Must be a current member to register for conferences.



Associate Member: _____

Principal contact: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Fax: _____ E-mail: _____ www: _____

Membership Status:

_____ I am already a member

_____ I am enclosing membership fees of \$_____ I was referred by: _____

Please e-mail your roster of artists to jordan@apca.com.

Conference you are registering for:

☐ **Northeast Regional Programming Conference - Syracuse, NY**

☐ **Midwest Regional Programming Conference - Chicago, IL**

☐ **South Central Regional Programming Conference - Houston, TX**

I would like to offer the following discounts at the conference:

☐ FTE Discount (Less than 3,000 students is 7% off; 3,000-5,000 students is 5% off; 5,000-10,000 students is 3% off)

☐ Onsite Discount (10% discount for booking onsite)

Delegate application section:

Name: _____ Special meal: ☐ Vegetarian

Name: _____ Special meal: ☐ Vegetarian

Name: _____ Special meal: ☐ Vegetarian

Name: _____ Special meal: ☐ Vegetarian

Total # of delegates: _____ Total delegate fees: \$_____

Total membership fees (if beginning or renewing APCA™ membership): _____

List these fees on the Conference Checklist page.

Signature of Associate Representative

Print Name

Date

Applicant signing this form warrants that the information included is complete and correct to the best of his / her knowledge, has the ability to represent the listed attractions, and agrees to abide by all APCA™ membership, exhibit hall, and showcase policies. **All delegates and showcasing artists must be registered guests at the APCA™ conference hotel.** Please refer to www.apca.com for your hotel information. Applicant agrees at any legal disputes or civil actions arising from the application process, showcasing, exhibiting, or any other aspect of their involvement with the APCA™ must be brought forth in a court of competent jurisdiction in the state of Tennessee, and that any such matters would be construed by the laws of the state of Tennessee. **Membership and delegate fees are non-refundable.**

Please mail registrations paid by check to PO Box 4340, Sevierville, TN 37864.

Registrations paid via credit card may be faxed to (865) 908-7104 or emailed to jordan@apca.com

**NO APPLICATION WILL BE REVIEWED FOR ACCEPTANCE UNTIL A FORM OF PAYMENT
FOR ALL FEES IS RECEIVED WITH THE PAPERWORK.**

APCA™ Exhibit Hall Booth Application Form, Policies & Hall Layout

All delegates and showcasing artists must be registered
guests at the conference venue



- ☐ **Northeast Regional Programming Conference - Syracuse, NY**
- ☐ **Midwest Regional Programming Conference - Chicago, IL**
- ☐ **South Central Regional Programming Conference - Houston, TX**

Associate Member: _____

1. Indicate below the number of booths desired and enclose appropriate booth fee amount.
2. This does not assure you that your particular choices will be available, but the best available booth(s) will be assigned to you. Booths must be set-up by 1:00 pm on the first day of the event and must be manned for all scheduled exhibit halls. Failure to set up or occupy booth may result in booth closure and resale of booth with no refund to previous purchaser. All booths are granted on a first come first served basis.

Number of booths desired (minimum of one per showcase): _____ **Total Booth fees enclosed: \$** _____

(Note: Booths and showcases are separate fees!)

All applications must submit payment for membership, booth and delegate fees or they will not be reviewed. If accepted for showcase, showcase fees must be forwarded within 10 business days to APCA™ office or showcase will be forfeited and other conference fees may be lost.

Booths will be assigned in the order that they were received and accepted to exhibit. Booths will not be assigned under any circumstances without payment of booth fees. Applicant must be an APCA™ member in good standing to apply. Booths are 6' x 8' pipe and drape, include one 6' covered table, 1 chair, a wastebasket, an electrical outlet (110v, 5 amp) and an identification sign. The applicant agrees to hold the APCA™, it's employees, volunteers, agents and assigns harmless for the enforcement of any membership or showcase policies outlined in this registration booklet. Applicant has read, understands and agrees to abide by the membership and showcase policies of the APCA™. Booths fees are non-refundable after notification of showcase acceptance. Applicant agrees that the APCA™ has no liability for any items of value left in the exhibit hall by the applicant. Applicant understands and agrees that all valuables placed in the exhibit area must be removed at the end of each exhibit hall, or left at the applicant's own risk. Applicant agrees at any legal disputes arising from the application process, showcasing, exhibiting, or any other aspect of their involvement with the APCA™ must be brought forth in a court of competent jurisdiction in the state of Tennessee, and that any such matters would be construed by the laws of the state of Tennessee.

Associate Member

Phone number

Authorized Signature

Date

Please mail registrations paid by check to PO Box 4340, Sevierville, TN 37864.

Registrations paid via credit card may be faxed to (865) 908-7104 or emailed to jordan@apca.com

**NO APPLICATION WILL BE REVIEWED FOR ACCEPTANCE UNTIL A FORM OF PAYMENT
FOR ALL FEES IS RECEIVED WITH THE PAPERWORK.**

Exhibit Hall Layout TBD

APCA™ Showcase Application

Make copies of this page, fill out one for each attraction submitted to showcase, & fax to (865) 908-7104, email to jordan@apca.com, or mail to APCA™, P.O. Box 4340, Sevierville, TN 37864.



Artist or Attraction: _____

Associate Member (must be authorized to represent the attraction): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____

 www.facebook.com/ _____  @ _____

Link to website demo (Required, 3-5 min. uncut live footage): _____

Authorized to book attraction? _____

Conference you are applying for:

☐ **Northeast Regional Programming Conference - Syracuse, NY**

☐ **Midwest Regional Programming Conference - Chicago, IL**

☐ **South Central Regional Programming Conference - Houston, TX**

(Complete APCA™ Conference Stage Plot form along with APCA™ Showcase Application)

Type of showcase you are applying for (You may apply for more than one):

Meal (Add \$100) _____ Non-meal _____ Roving _____

All showcase spots are 10 minutes in length. By being accepting for the showcase(s) you would like to apply for, you agree to the time limitations and pricing associated with them. **E-mail a bio of 150 words or less, a head shot, online video link to jordan@apca.com.** Bio may not exceed 150 words or it will be cut to length at the APCA™'s discretion. If no bio, headshot, or video link is submitted APCA™ will select this information from its own resources.

Normal Isolated Price: \$ _____

APCA Booking prices: Isolated: \$ _____ **2 of 3: \$** _____ **3 of 5: \$** _____ **5 of 7: \$** _____

Is price all inclusive? _____ Is travel and / or lodging additional? _____ (if yes, see below)

Please list any additional requirements for your show here (travel, lodging, lights, sound, etc.):

If pre-approved by the APCA™ for a showcase spot, please enter total of showcase fees enclosed: \$ _____
All showcase spots are open based upon availability. There are a limited number of showcase spots available, when those spots are filled, applications will be rejected or have the option to be put on an alternate showcase list. If not approved for a showcase, applicant must choose between a full refund of the delegate and exhibit hall booth fees or exhibit without a showcase. Associate and their showcasing artists agree to abide by APCA™ showcase policies outlined in the brochure. Refund of fees or acceptance of booth without showcase assigned to it voids guarantee of showcase. If payment of fees is not made within 10 days of acceptance notification, your showcase will be removed and no refund for ANY fees will be made. Member agrees to abide by APCA™ membership policies and sensitivity guidelines. Exhibitor warrants that all information is true and correct. Showcase fees are non-refundable upon notification of showcase acceptance. Applicant agrees that any legal disputes or civil actions arising from the application process, showcasing, exhibiting, or any other aspect of their involvement with the APCA™ must be brought forth in a court of competent jurisdiction in the state of Tennessee, and that any such matters would be construed by the laws of the state of Tennessee. **All delegates and showcasing artists must be registered guests at the APCA conference hotel.** Please refer to www.apca.com for your hotel information.

Signature of Associate Representative

Print Name

Date

Please mail registrations paid by check to PO Box 4340, Sevierville, TN 37864.

Registrations paid via credit card may be faxed to (865) 908-7104 or emailed to jordan@apca.com

NO APPLICATION WILL BE REVIEWED FOR ACCEPTANCE UNTIL A FORM OF PAYMENT FOR ALL FEES IS RECEIVED WITH THE PAPERWORK.

APCA™ Programming Conference Stage Plot

Please place all artist staging requirements on this page.



Artist or Attraction: _____ Type of act: _____

Associate Member: _____ Contact: _____

E-mail: _____ Cell # (REQUIRED): _____

Conference you are applying for:

☐ **Northeast Regional Programming Conference - Syracuse, NY**

☐ **Midwest Regional Programming Conference - Chicago, IL**

☐ **South Central Regional Programming Conference - Houston, TX**

If accepted for showcase, showcase fees must be forwarded within 10 business days to APCA™ office or showcase will be forfeit and all conference fees associated with showcase will be lost.

BACKSTAGE

**STAGE
RIGHT**

**STAGE
LEFT**

Please indicate any technical requirements on this page, other than basic lighting. (See stage legend below.)

Total instrumental mic's: _____ Total # of direct inputs: _____

Total # electrical outlets: _____ Total # of vocal mic's: _____

APCA™ does not provide back line but back line is available to rent from APCA™'s production vendor. Please list all equipment to be brought by attraction (instruments, props, sound equipment, etc.). **Any show requirements not outlined on the stage plot will not be allowed.**

Sorry, no DVD players, MP3 players, or computers will be provided by APCA™. If desired, note them on the stage plot.

Applicant agrees at any legal disputes or civil actions arising from the application process, showcasing, exhibiting, or any other aspect of their involvement with the APCA™ must be brought forth in a court of competent jurisdiction in the state of Tennessee, and that any such matters would be construed by the laws of the state of Tennessee. Whatever is on the stage plot and/or showcased on stage must be offered in its totality for the price listed in the conference program. (ie. If a band is on stage then the price listed must be for the band and not part of the band)

Stage Legend:

Please place following symbols in the appropriate areas for your set-up:

M - microphone (vocal)

st - straight stand

ST - stool

Mn - monitor

dl - direct line

bm - boom mic stand

im - instrumental mic

E - electrical outlet (110v)

Signature: _____ Date: _____

Please mail registrations paid by check to PO Box 4340, Sevierville, TN 37864.

Registrations paid via credit card may be faxed to (865) 908-7104 or emailed to jordan@apca.com

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FOR ALL FEES IS RECEIVED WITH THE PAPERWORK.**

APCA™ Registration Checklist

2014 Fall Events



Check which conference you are applying for:

If accepted for showcase, showcase fees must be forwarded within 10 business days to APCA™ office or showcase will be forfeit and all conference fees associated with showcase will be lost.

- ☐ Northeast Regional Programming Conference - Syracuse, NY
- ☐ Midwest Regional Programming Conference - Chicago, IL
- ☐ South Central Regional Programming Conference - Houston, TX

Northeast Regional Programming Conference Syracuse, NY	Midwest Regional Programming Conference Chicago, IL	South Central Regional Programming Conference Houston, TX
Membership fees \$	Membership fees \$	Membership fees \$
Delegate fees \$	Delegate fees \$	Delegate fees \$
Meal Showcase Package..... \$	Meal Showcase Package..... \$	Meal Showcase Package..... \$
Purposeful Programming Package \$	Purposeful Programming Package \$	Purposeful Programming Package \$
Ed Session Package..... \$	Ed Session Package..... \$	Ed Session Package..... \$
Vendor Package..... \$	Vendor Package..... \$	Vendor Package..... \$
Roving Package..... \$	Roving Package..... \$	Roving Package..... \$
Booth Demo \$	Booth Demo \$	Booth Demo \$
Advertising Fees \$	Advertising Fees \$	Advertising Fees \$
Day Passes \$	Day Passes \$	Day Passes \$
TOTAL \$	TOTAL \$	TOTAL \$

Total fees enclosed or to be charged to card: \$ _____

Credit Card Orders: Visa _____ MC _____ AMEX _____ Number: _____

Expires: ____/____/____ Name on card: _____

Signature of cardholder: _____ Date: ____/____/____

Billing address: _____ CV2# _____

Applicant acknowledges that the above information is true and that they have authorization to use above credit card. Applicant has read and understands all APCA™ policies and agrees to abide by them. No application will be reviewed for acceptance until a form of payment for all fees is provided with the necessary paperwork. Submissions must be made complete with all required paperwork before being considered for approval. All delegates and showcasing artists must be registered guests at the APCA™ conference hotel. Applicant agrees at any legal disputes or civil actions arising from the application process, showcasing, exhibiting, or any other aspect of their involvement with the APCA™ must be brought forth in a court of competent jurisdiction in the state of Tennessee, and that any such matters would be construed by the laws of the state of Tennessee. Please call (800) 681-5031 if you have any questions!

Signature of Associate Representative

Print Name

Date

Please mail registrations paid by check to PO Box 4340, Sevierville, TN 37864.
 Registrations paid via credit card may be faxed to (865) 908-7104 or emailed to jordan@apca.com
**NO APPLICATION WILL BE REVIEWED FOR ACCEPTANCE UNTIL A FORM OF PAYMENT
 FOR ALL FEES IS RECEIVED WITH THE PAPERWORK.**

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 the association to further the education of students working within this field of academic experience and facilitate the campus activities promotional process. We further state that APCA™ is an equal opportunity employer and that all members of APCA™ shall be expected to act in a non-discriminatory 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. An authorized representative of the organization seeking membership must sign the membership application form. 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 register for and 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. Membership fees are non-refundable. Basic annual membership fees are currently \$299 and APCA™ 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 members 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. 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, eight (8) academic members, four (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 committee.

APCA™ Showcase Policies

An exhibit hall booth must be purchased for each showcase accepted. Booth fees and at least one delegate fee are due upon submission of conference application. Fees for showcase spots are due within 14 days of showcase notification. Failure to forward showcase fees may result in loss of showcase spot assigned to that booth and all corresponding guarantees of showcase for the exhibitor. All delegates and showcasing artists must be registered guests at the official conference hotel. See travel & lodging area of registration for details.

I. TYPES OF SHOWCASES AVAILABLE

Note: FOR ANY SHOWCASES IMMEDIATELY FOLLOWING A MEAL ADD \$100 TO PRICE. ALL SHOWCASES ARE 10 MINUTES IN LENGTH EXCEPT FOR LATE NIGHT EVENTS.

Mainstage: A Mainstage showcase is geared toward musicians, comedians, variety, and other entertainment-oriented artists. Any such acts may apply for this showcase. There is no price limitation on this category. Mainstage showcase pricing varies according to the conference attended.

Purposeful Programming: A showcase designed to teach learning outcomes to students and advisors for the acts performing. Immediately following each act, the host of the showcase will explain the specific learning outcomes that can be gathered from that particular performance or presentation. This can be very beneficial for the performers on the Purposeful Programming showcase due to the added educational value the schools can take from each of the acts seen. Purposeful Programming showcase pricing varies according to the conference attended.

Late Night Event: This showcase is designed for game shows, hypnotists, dance parties, or anything that cannot physically be showcased in 10 minutes. Late night events are one hour in length (extra time is possible depending on the conference). The total cost of a late night event is the cost of one booth and two non-meal showcases. Late Night Event showcase pricing varies according to the conference attended.

Emcee: APCA™ is selecting professional emcees for showcases at APCA™ conferences. The emcee will do up to 2 minutes to warm up the audience at the beginning of the showcase and fill in time between acts as needed by the showcase production manager. This type of emcee spot costs nothing to the emcee other than registration for the days they are emceeing. **However, this is not an opportunity to showcase.** This particular emcee spot is only to serve as an emcee and host.

If an artist is already showcasing and would like to emcee their particular showcase, then that emcee generally does his or her full 10-minute showcase in the opening slot and additional time as required by the showcase production manager for setup in between each act. APCA™ strongly cautions against applying for an emcee spot unless applicant feels confident that s/he can keep the audience energized during fluctuating amounts of time between acts.

Roving Artist: Acts in this showcase category include magicians, jugglers, mimes, and other acts capable of performing in a “no frills” (ie- no lighting, sound, or staging) environment. Typically, these acts are given a designated area in which to showcase during educational session breaks, conference registration, entrances to meals, exhibit halls, etc. A roving artist may also perform in their booth (booth demo) during all exhibit hall hours. Roving Artist showcases are priced at \$399 per attraction.

Booth Demos: Inflatables, virtual reality machines, artistic workshops, caricature artists, mentalists, sleight-of-hand, balloon twisters, face painters, and other non-musical entities fall in this category. If sound or traffic from a booth demo continuously effects the normal operation of the surrounding booths, it will be closed without a refund of any fees. Booth demos may be performed only during exhibit hall hours inside the booth of the act approved for a booth demo. Booth Demos are priced at \$199 per attraction.

APCA™ Showcase Policies

II. SHOWCASE OPTIONS

All associates wishing to showcase acts, products, or services must submit an online video demonstration for each showcase option for which they request a showcase spot. These demonstrations must be sent with showcase application and a link to the appropriate website must be included with your submission. Demonstration videos must be of an unedited, live performance and about 3-6 minutes in length. APCA™ will notify showcase applicants within 14 days of receipt of booth registration/showcase application as to which showcase options are accepted. The showcase option that is selected will be determined by APCA™. All showcase fees are non-refundable upon notification of showcase acceptance. APCA™ reserves the right to reject any showcase option for any reason. If any or all options are unacceptable to APCA™, associate member will only be charged for accepted showcases and corresponding booth fees per showcase. Exhibit hall booth and/or showcase acceptance will be at the sole discretion of APCA™, with due regard to APCA™ sensitivity statements and category availability. Only current APCA™ members or their submitted artists may be considered for showcase selection.

III. RESUBMISSION OF OPTIONS



Associates denied a showcase shall have the option to resubmit another artist or performer within 7 working days, provided exhibit hall booth and/or showcase spots are still available. If no resubmission is filed or all resubmitted acts are denied, booths purchased by associate member will be resold and assigned to other showcasing exhibitors. All refunds of booth and delegate fees will be forwarded to exhibitor within 30 days after a showcase denial.

IV. SHOWCASE PROCEDURES

Specific showcase time slot requests are honored in order of conference booth registration: first-come, first-served. Sound check will be held on day of performance; sound check time to be announced by associate coordinator.

Acts failing to appear for sound check forfeit right to sound check, and may, at associate coordinator's discretion, be replaced by alternate and have fees forfeited. Any changes to stage plot submitted must be approved by showcase coordinator prior to the conference or at sound check. Live showcases will be 10 minutes in length for all showcase spots. Acts going over time allotted will have sound and lights cut off. Show call time is 30 minutes before performance. Any acts not present at this time may be replaced with an alternate act, all fees being forfeited. Agent representing act must be present with artist at sound check and during showcase. Act may not leave the showcasing area until authorized by showcase coordinator or the end of showcase. Failure to adhere to these provisions may result in loss of showcase. All controls of stage lighting and sound will be under APCA™ supervision. No acts or their representatives may run sound and/or lights without APCA™ authorization. Acts are responsible for setup and take down of any additional staging. Additional staging must be cleared by APCA™ in advance. All decisions of showcase coordinator in any of these matters are final. Firms & agencies showcasing acts warrant they have the right to represent act, have no legal barriers to acts' representation, are authorized by act to represent them, are current APCA™ members, and are exhibiting conference attendees. Firm representing act must attend their booth during all exhibit hall hours. If these requirements are not met, showcase may be forfeited. All showcasing artists will receive one-day pass that does not include meals. Meal tickets for showcasing acts may be purchased for \$25 per conference meal on the day of their showcase from the APCA™ registration desk. Artists not showcasing will require a day pass or full delegate pass to attend the conference.

APCA™ Cooperative Buying Procedures

APCA™ cooperative buying is a program that gives schools attending conferences the ability to merge their buying power, offering associates a block of booking 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), 2 of 3 days, 3 of 5 days, and 5 of 7 days (X number of shows within a Y number of days, travel and lodging can be an additional cost or the price can be "All inclusive" of travel and lodging.) A typical cooperative pricing schedule in the conference program might be:

John Doe Represented by ABC Agency: Isolated: \$1,500 2 of 3: \$1,350 3 of 5: \$1,200 5 of 7: \$1,000
Plus travel and lodging. (or "All inclusive.")

I. TYPES OF INTEREST

Attraction Interest (AI) - This option does not commit either 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 booking the attraction. If the interested school wishes to book an attraction at isolated convention price structures or join a block, the attractions representative must be notified within 21 calendar days. All requested additions to a formed block are subject to reasonable travel and time constraints as determined by the conference cooperative buying coordinator, with final approval resting with the APCA™.

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 their 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™ conference program or agreed to by cooperative buying form rider. Block prices are only available to buyers who have finalized a contract for the block pricing.

Request Contract (RC) - Buyer has agreed to purchase this attraction on site at the convention and bound to the terms of the APCA™ contract signed by both parties. Both parties agree to honor all APCA™ cooperative buying process guidelines and procedures as set forth in the APCA™ conference program. Associate artists and agencies are responsible for contacting the buyer for a final contract provided by associate member or buyer to finalize the date.

Previously Contracted (PC) - The act is previously contracted by another venue. Though blocks may form around this date and those dates are subject to the listed pricing structures in the APCA™ program, the original contract will not be altered without agreement from both school and attraction representative involved. Prior contracted dates must be submitted by the Associate prior to the conference. This information will be incorporated into the cooperative buying system to inform buyers of dates that are unavailable or dates that can be blocked around. Make sure that PC's are submitted in the proper format to make them compatible with the cooperative buying system. The Associate Coordinator will send out a template of the format.

II. NOTICE OF COOPERATIVE BUYING OPTIONS FOR APCA CONFERENCES

These discounts will be offered to APCA™ member schools in an ongoing effort to enhance buying interest at the conference on the part of smaller schools. In order to participate in the APCA™ Onsite or Full-Time Enrollment (FTE) card discounts, you should indicate your intentions on the form. We will give you a sign for your booth onsite indicating your Onsite or FTE discount participation. Participation in these discounts is optional; used as an incentive tool for associates to encourage more business.

On Site Purchasing Discounts: Participating associates will offer a 10% discount on any price published in conference program (isolated or block) to schools who book onsite by using either a request contract or commitment to block form. This discount is in addition to any block discounts available. Associates offering this discount will have a sign displayed in their booth. Onsite discount must apply to all members' acts showcasing at conference.

FTE Cards & Discounts

To encourage smaller school programming, the APCA™ offers the voluntary FTE (full-time enrollment) discount card program. Based on the full-time enrollment status of the campus, a school may receive between 3% and 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: 9,999 - 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 will be published and distributed in the conference program. Additionally, all associates participating in either or both programs will be given signs to place in their booths indicating their participation. Schools accepted to receive full-time enrollment discount will be given FTE cards to present to participating associates when filling out cooperative buying forms. FTE discounts must apply to all of the member's acts showcasing at conference.

APCA™ Ed Session Policies

APCA™ Ed Session Policies

ALL ASSOCIATES PRESENTING ED SESSIONS AT THE CONFERENCE MUST BE REGISTERED AS GUESTS AT THE CONFERENCE HOTEL

Ed Sessions are NOT showcases and presenters treating them as promotional time will be removed

I. ED SESSION OPTIONS



An ed session is a breakout session for students and advisors that will educate them about some aspect of campus programming. These subjects can include, but are not limited to: leadership, diversity, event programming & planning, marketing, team-building, time management, etc. All associates wishing to present an educational session must submit an ed session proposal online here. APCA™ will notify presenters within 10 days of receipt of exhibit hall booth registration and ed session proposal(s) as to which ed session proposal(s) have been accepted. The APCA™ ed session coordinator will determine ed session selections. APCA™ reserves the right to reject any ed session proposal for any reason. Exhibit hall booth and/or ed session acceptance will be at the sole discretion of APCA™, with due regard to APCA™ sensitivity statements and category availability. Only current APCA™ members or their delegates may be considered for educational session selection.

III. ED SESSION PROCEDURES

Specific ed session time slot requests may be honored on a first-come, first-served basis, but final decision on placement will be granted to the APCA™ ed session coordinator. Room set-up will be held on day of presentation. The APCA™ ed session coordinator will announce each accepted presenter's time, date and room. Presenters failing to appear for room set-up may, at the ed session coordinator's discretion, be replaced by an alternate presenter. The ed session coordinator, prior to or during room set-up, must approve any changes to the room configuration or the changes may not be permitted.

Ed sessions will be 45 minutes in length for all sessions except keynote addresses. Keynotes may be 30 minutes or 1 hour in length, as determined by ed session coordinator. **Presenters going over time allotted will be interrupted to make the room available for the next scheduled presenter.** If the session starts late for any reason, it must still end at the allotted finish time. Ed session call time is 10 minutes before presentation. The agent representing the presenter should be present with the presenter during the ed session if at all possible.

When conducting a keynote presentation, all controls of lighting and sound will be under APCA™ control and supervision. No presenter or their representation may run sound and/or lights without prior APCA™ authorization. Acts are responsible for set-up and take down of any additional staging. Additional staging **MUST** be cleared by APCA™ ed session coordinator in advance or may not be allowed. All decisions of the APCA™ ed session coordinator in any of these matters are final. Associate agencies presenting speakers warrant that they have the right to represent a speaker, have no legal barriers to speaker's representation, are authorized by speaker to represent them, are current members, and have purchased exhibit space at the conference. Firm representing a speaker must attend their table during all exhibit hall hours or booth space may be closed. If these requirements are not met, ed session/keynote may be forfeit and replaced by an alternate presenter. **EACH ED SESSION PRESENTER MUST BE A DELEGATE OF THE CONFERENCE AT WHICH THEY ARE PRESENTING.**

**If you have any questions call
800-681-5031**

