



24th National Conference for College & University Bursars, Cashiers, Treasury Managers and Student Financial Services

April 18-21, 2010 • St. Petersburg, FL • The Hilton St. Petersburg Bayfront

Become A Part Of This Great Conference

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 2009 visit www.prodev.com. Make your reservations soon to assure your company will reach these potential buyers!

A conference fact sheet is enclosed for your review. Also enclosed are materials highlighting a variety of ways that your organization can become involved with the National Conference for College and University Bursars, Cashiers and Treasury Managers, along with a conference registration form.

Space at the Bursar Conference is limited to a maximum of forty-five exhibitors, 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. As always, the conference is open to non-display vendors. Exhibitors now have the option to bring a tabletop display or full booth (full booth extra charge of \$150). This policy will be strictly enforced.

For additional information, please see the enclosed information or feel free to call us at 812-339-6374.

Sincerely,

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

EXPOSURE OPPORTUNITIES FOR 2010

PDG has many ways to reach the attendees at the Bursar Conference:

- Inexpensive Bronze Level Sponsorship
- Have your advertisement inserted into the conference bag
- Place a banner on the web site registration or start-up page
- PowerPoint ad rotation during lunch

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

PDG?

Professional Development Group II, Inc. was founded in 1986. Since then we have established several conferences that are national in scope. Each year we host the National Conference for College and University Bursars, Cashiers and Treasury Managers, the National Cards on Campus Conference and the National Student Loan/Receivables Collection Conferences. 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 in St. Petersburg this year; stemming from well over 200 private, public and proprietary colleges, universities, trade and technical schools throughout the United States — typically from 35 to 40 states.

WHAT EXHIBITORS WILL BE ATTENDING?

In the past, participating exhibitors have included collection agencies, billing services, tuition management firms, software houses, hardware companies, skip-trace specialists, law firms, and credit card providers.



24th National Conference for College & University Bursars, Cashiers, Treasury Managers and Student Financial Services

April 18-21, 2010 • St. Petersburg, FL • The Hilton St. Petersburg Bayfront

CONFERENCE HOTEL



THE HILTON ST. PETERSBURG BAYFRONT

333 First Street South
St. Petersburg, FL 33701

The Hilton St. Petersburg Bayfront hotel is located in the waterfront district of downtown St. Petersburg, Florida. There, the best of St. Petersburg beckons nearby. World class accommodations along with legendary Hilton hospitality add up to pleasure, pure and simple. As the centerpiece of St. Petersburg, downtown offers some of the finest cultural attractions in Florida, coupled with some of the top businesses in the nation - all conveniently located just outside the front doors.

HOTEL RATE: \$155 single/double

HOTEL RESERVATIONS: Contact the *The Hilton St. Petersburg Bayfront* at 800-944-5500 to make your reservation.

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*.

BOOTH SETUP / REMOVAL AND SHIPPING INFORMATION

Conference setup begins Sunday, April 18, 2010 from 3:00 p.m. until 6:00 p.m. All displays must be broken down by noon on Wednesday, April 21, 2010. Conference materials and booths should be shipped to the following address:

THE HILTON ST. PETERSBURG BAYFRONT

Attn: Company Representative
PDG Bursars Conference
333 First Street South
St. Petersburg, FL 33701

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) on or before March 12, 2010. Cancellation by telephone is not sufficient. Registrants who fail to cancel will not be refunded the registration fee. A \$50 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 e-mail info@prodev.com.

Approximately two weeks before the conference, PDG will send *each Sponsor/Exhibitor (but not Attending Non-Display Vendors)* a current electronic 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.



24th National Conference for College & University Bursars, Cashiers, Treasury Managers and Student Financial Services

April 18-21, 2010 • St. Petersburg, FL • The Hilton St. Petersburg Bayfront

VENDOR PARTICIPATION LEVELS

EXHIBITOR • \$1,600 TABLETOP DISPLAY

The Exhibitor tabletop display registration fee for the conference is \$1,600. The fee includes two conference registrations, one exhibit space, two continental breakfasts, two luncheons, one full breakfast, one reception, all refreshment breaks, all conference materials and inclusion in the Sponsor/Exhibitor Fact Sheet. Exhibitors wishing to bring additional representatives may do so by paying an additional \$600 per person. Tabletop exhibitors will be limited to tabletop displays. This policy will be strictly enforced.

EXHIBITOR • \$1,750 FULL BOOTH DISPLAY

Includes same items as above but allowed full booth space. Full booth exhibitors will be limited to full booth displays.

ATTENDING NON-DISPLAY VENDOR • \$950

The registration fee for an Attending Non-Display Vendor is \$950. The fee includes one regular conference registration, all conference materials and admission to all sessions and functions. Attending vendors do not exhibit and are not included in the Sponsor/Exhibitor Fact Sheet. Also, attending vendors do not receive the pre-event list of attendees.

SPONSOR

All sponsors are included in the Sponsor/Exhibitor Fact Sheet.

THE SPONSOR/EXHIBITOR FACT SHEET

We at PDG believe that you, the Sponsor/Exhibitor, are special and vital to the success of our conferences. It is our policy to extend every courtesy to our Sponsors/Exhibitors. One way we express our appreciation is by publishing a Sponsor/Exhibitor Fact Sheet and making it available in the conference packet. If you plan to sponsor or exhibit, please return an electronic document (sorry, no trademarks or logos) of 100 words or less (PDG reserves the right to edit for length) headed by company name, mailing address, phone and fax numbers, a paragraph containing a brief description of your services, etc. and names and titles of representatives attending the conference. Please return the information along with your completed registration materials (e-mail to: info@prodev.com). Only Sponsors and Exhibitors are eligible for inclusion — attending Non-Display Vendors are not. Information must be received by March 8, 2010.

Platinum advertising during lunch!

Each platinum sponsor may provide PDG with a 5 slide PowerPoint. PDG will place all Platinum sponsor slides into a rotating presentation that runs during both lunches. Slide material must be provided to PDG in advance and may promote any product or service the sponsor wants.

SPONSORSHIP LEVELS *(All sponsors are included in the Sponsor/Exhibitor Fact Sheet.)*

PLATINUM STANDARD SPONSORSHIP • \$11,000

Platinum Standard Sponsorship includes all Gold Standard Sponsorship items. In addition, receive credit as keynote sponsor; have a promotional insert included in each conference bag and advertise during lunch with a PowerPoint presentation! This is a special level and must be pre-approved.

GOLD STANDARD SPONSORSHIP • \$8,000

Company logo on front cover of brochure (must commit by December 18, 2009 to receive this benefit); company logo on conference signage; pre-release list of attendees via e-mail (three weeks prior to the conference); one full booth exhibit space and three conference registrations (priority selection of booth space); logo to be placed on the conference information web page; and, receive credit as reception sponsor. This premier sponsorship is limited to one company from each specialty (no competitors allowed). Please call to check availability of the Gold Sponsorship at 812-339-6374.

SILVER STANDARD SPONSOR • \$5,500

Company logo on back cover of brochure (must commit by December 18, 2009 to receive this benefit); company logo on session posters for each session of the conference; pre-release list of attendees via e-mail (three weeks prior to the conference); one full booth exhibit space and two conference registrations; and, receive credit as the sponsor for two lunches. Silver Sponsorship is limited to a maximum of five companies.

BRONZE STANDARD SPONSOR • \$3,000

You've asked for a less expensive way to gain exposure at this meeting — here it is! Company name listed on front of 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 and for all breaks. This sponsorship includes a table top display with two attendees.



24th National Conference for College & University Bursars, Cashiers, Treasury Managers and Student Financial Services

April 18-21, 2010 • St. Petersburg, FL • The Hilton St. Petersburg Bayfront

SPONSORSHIP OPPORTUNITIES

TOTE BAGS • \$1500

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. For more information contact us at 812-339-6374 or info@prodev.com.

NAME BADGE SPONSORSHIP • \$1200

Have your logo imprinted on the name badges. You provide the logo and PDG handles production.

NOTE PAD SPONSORSHIP • \$600

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.

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. This allows you to tailor what information these people view when they arrive at your site. And, it's good for twelve months! It's less expensive than a magazine ad, more versatile, and can be modified up to three times in a year without any additional charges. For more information contact Jason Beard at 812-339-6374 or info@prodev.com. Banner image specifications are 468 x 60 pixels.

WIRELESS INTERNET • \$500

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

PENS • \$400

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 inserted into the conference tote bag. Your promotional piece may be full color and double-sided but must be provided to PDG three weeks before the conference dates.

HANDBOOK ADVERTISEMENT • \$300

Provide us with a full page ad electronically (pdf preferred) to be placed in the conference book. Sorry, black and white ads only.

USB DRIVES

Provide your company's USB Drive to attendees • \$500

PDG will produce and provide USB Drives with your corporate logo for the event • \$1,800

Provide our attendees with a USB thumb drive as a great gift and a way to support the green initiative.

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.



24th National Conference for College & University Bursars, Cashiers, Treasury Managers and Student Financial Services

April 18-21, 2010 • St. Petersburg, FL • The Hilton St. Petersburg Bayfront

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. • P O Box 99 • Bloomington, IN 47402.

Fax registrations to 812-339-0138. Federal ID#: 20-1758459. Please list attendees on next page.

COMPANY INFORMATION

Company Name _____

Administrative Contact _____

Address _____

City _____ State _____ Zip _____

Administrative Phone _____ Fax _____

Administrative E-Mail _____

URL: _____

SPONSOR/EXHIBITOR	PRICE		QTY.		TOTAL
<i>Exhibitor Full Booth Display</i> (2 conference registrations and 1 exhibit space)	\$1,750	×			
<i>Exhibitor Tabletop Display</i> (2 conference registrations and 1 exhibit space)	\$1,600	×		=	
<i>Exhibitor Additional Registrant</i>	\$600	×		=	
<i>Tote Bags</i>	\$1,500	×		=	
<i>Name Badges</i>	\$1,200	×		=	
<i>Attending Non-Display Vendor</i>	\$950	×		=	
<i>Note Pads</i>	\$600	×		=	
<i>Pens</i>	\$400	×		=	
<i>Web Site Banner</i> (good for 12 months)	\$500	×		=	
<i>Wireless Internet</i>	\$500	×		=	
<i>Promotional Piece Insert</i>	\$300	×		=	
<i>Handbook Advertisement</i>	\$300	×		=	
<i>USB Drive: Provided by Sponsor</i>	\$500	×		=	
<i>USB Drive: Provided by PDG</i>	\$1,800	×		=	
<i>Lunch Slide Show</i>	\$300	×		=	
GRAND TOTAL					

SPONSORSHIP LEVELS	PRICE		TOTAL
<i>Platinum Standard Sponsorship</i> (includes logo on front cover of brochure*)	\$11,000		
<i>Gold Standard Sponsorship</i> (includes logo on front cover of brochure*)	\$8,000		
<i>Silver Standard Sponsorship</i> (includes logo on back cover of brochure*)	\$5,500		
<i>Bronze Standard Sponsorship</i>	\$3,000		
GRAND TOTAL			

*Sponsor must commit by brochure press time to receive company name and logo on brochure. This level must be approved by PDG.



24th National Conference for College & University Bursars, Cashiers, Treasury Managers and Student Financial Services

April 18-21, 2010 • St. Petersburg, FL • The Hilton St. Petersburg Bayfront

COMPANY NAME _____

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.*

ATTENDEE #1

Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-Mail _____

ATTENDEE #2

Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-Mail _____

ATTENDEE #3

Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-Mail _____

ATTENDEE #4

Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-Mail _____