



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

## Become A Part Of These Great Conferences

PDG's 29th National Student Loan/Receivables Collection Conference is the premier conference for higher education professionals in the student loan/receivables collection area. 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.

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 Student Loan/Receivables Collection Conference along with a conference registration form.

Space in both locations is limited to a maximum of thirty-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. Exhibitors will be limited to tabletop displays. This policy will be strictly enforced. As always, the conference is open to non-display vendors.

For additional information, please see the enclosed information sheet or call us at 800-488-6341.

Sincerely,

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

### EXPOSURE OPPORTUNITIES FOR 2008

PDG has several ways to reach attendees at this year's Student Loan/Receivables Collection Conference:

- Have your promotional piece inserted into the conference bag
- Place a full page ad in the conference handbook
- Become a Gold Sponsor
- Become a Silver Sponsor, which includes your logo on the Handout Materials, Session Signs & Programs
- Provide your customers a conference discount form (attached)

*See the sponsorship page for more information*

### WHO IS PDG?

Professional Development Group 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, National Cards on Campus Conference and two National Student Loan/Receivable Collection Conferences. In addition, PDG offers a variety of consulting, meeting planning, seminar and association management services.

### HOW MANY SCHOOLS WILL BE PARTICIPATING IN THE CONFERENCE?

We expect between 100 and 200 people at each location this year. They will be from about 100 private, public and proprietary colleges, universities, trade and technical schools throughout the United States -- hailing 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.



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

## Conference Hotel and Transportation



**ST. PETERSBURG**  
**Hilton St. Petersburg Bayfront**  
333 First Street South  
St. Petersburg, FL 33701-4342

The **Hilton St. Petersburg Bayfront** hotel is located in the waterfront district of downtown St. Petersburg, Florida. Whether you have come to St. Petersburg to conduct business or simply relax, 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:** \$139 single/double (plus tax)

**HOTEL RESERVATIONS:** Call **727-894-5000** or visit <http://www.prodev.com/hotels> to make your reservation and be sure to mention that you are attending PDG's Student Loan/Receivables Collection Conference. This rate extends three days prior to the conference dates and three days after.

**RENTAL CAR:** Call AVIS at **800-331-1600** and mention code # **J097836** for special pricing.



**RENO, NV**  
**The Silver Legacy Reno**  
407 N. Virginia Street  
Reno, NV 89501

Silver Legacy Resort Casino is a historically themed masterpiece, with turn-of-the-century elegance and over 1,700 luxurious rooms and suites. Located in the heart of Downtown Reno, Silver Legacy offers every amenity for a perfect getaway destination. All located within minutes of world-class skiing, golfing and a multitude of other activities.

**HOTEL RATE:** \$129 single/double (plus tax) Friday - Saturday; \$89 single/double (plus tax) Sunday - Thursday

**HOTEL RESERVATIONS:** Call 800-687-8733 or visit <http://www.prodev.com/hotels> to make your reservation and be sure to mention group code **PDG**. This rate extends three days prior to the conference dates and three days after.

**RENTAL CAR:** Call AVIS at **800-331-1600** and mention code # **J097836** for special pricing.

## Booth and Setup Information

Conference setup begins Sunday from 2:00 p.m. until 5:00 p.m. Booths must be taken down by noon on Wednesday. **Conference materials and booths should be shipped to the following address:**

**Hilton St. Petersburg Bayfront**  
*HOLD FOR "YOUR NAME"*  
PDG's SLRC Conference  
333 First Street South  
St. Petersburg, FL 33701-4342  
# OF BOXES \_\_\_\_\_ OF \_\_\_\_\_

**Silver Legacy Reno**  
*HOLD FOR "YOUR NAME"*  
PDG's SLRC Conference  
407 N. Virginia Street  
Reno, NV 89501  
# OF BOXES \_\_\_\_\_ OF \_\_\_\_\_



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

### VENDOR PARTICIPATION LEVELS

#### EXHIBITOR • \$1,400 TABLETOP DISPLAY

The fee includes two conference registrations, one exhibit space, two continental breakfasts, two luncheons, one breakfast buffet, 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.

#### ATTENDING NON-DISPLAY VENDOR • \$900

The fee includes one regular conference registration, all conference materials and admission to all sessions and functions. Exhibit space and inclusion in the Sponsor/Exhibitor Fact Sheet are not included.

#### 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 email this information to [info@prodev.com](mailto:info@prodev.com). Only Sponsors and Exhibitors are eligible for inclusion - attending Non-Display Vendors are not. *Information must be received three weeks before each conference.*

#### PDG PRIZE/GIVE AWAY POLICY

PDG is implementing a new door prize/give away policy for all events due to recent concerns with inducements. Exhibitors/Sponsors may bring give aways and informational items of \$5 value or less. PDG will not be presenting any door prizes for exhibitors during the event.



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

### SPONSORSHIP LEVELS

#### **GOLD STANDARD SPONSOR • \$6,000**

*Sponsorship is limited to one company from an industry*

- Premier Exhibit space at both conferences  
*(not limited to tabletop only)*
- Signage at Breakfast on Wednesday *(two)*
- Signage at Beverage Breaks *(eight)*
- Signage at Luncheons *(four)*
- Three attendees at both conferences
- Logo and name on brochure cover  
*(must commit by July 1 to receive this benefit)*
- Signage at Receptions *(two)*
- Web site logo

#### **SILVER STANDARD SPONSOR • \$4,000**

- Premier Exhibit space at both conferences  
*(not limited to tabletop only)*

#### **SILVER INCLUDES:**

##### **SESSION SIGNS**

These signs will be placed in front of each room and provide session titles, room names and speaking time. At the bottom of each sign will be your company logo. The size of each sign is approximately 22" x 34". Session signs will be displayed in front of each room for each session.

##### **PROGRAM / AGENDA**

The programs with the conference agenda will have your company logo located on the front of this document at both conferences. It's a great way to have your company name seen repeatedly during the event. All sponsoring companies are listed alphabetically.

##### **HANDOUT MATERIALS**

This is a great way for your company to get exposure on the front cover of the handout materials. Remember, the handout materials contain the slides for every session at the conference. This book is a valuable resource for conference attendees. Silver sponsors have their black & white logo printed on the front of the handout materials. Also, each supporter is allowed to insert an 8.5 x 11 sheet into the handout materials. Sheets may be full color and double-sided but must be provided at least 4 weeks before the conference dates.

##### **TWO ATTENDEES AT BOTH CONFERENCES**

##### **PRE-RELEASE LIST OF ATTENDEES (3 WEEKS PRIOR)**



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

### 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 both conferences as well as after the conference. For more information contact us at 800-488-6341 or [info@prodev.com](mailto:info@prodev.com).

#### **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](http://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 800-488-6341 or [info@prodev.com](mailto:info@prodev.com).

#### **WIRELESS INTERNET • \$500**

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

#### **PROMOTIONAL PIECE INSERT • \$300**

The promotional insert is a great way to promote a specific product or service to our attendees. The insert is one of the first items attendees see when they open the bag. Your promotional piece may be full color and double sided but must be provided to PDG four weeks before the conference dates.

#### **PENS • \$300**

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. Pens must be provided to PDG four weeks before the conference dates.

#### **FULL PAGE AD IN HANDBOOK • \$200**

Achieve a high level of exposure with minimal cost: place a full page ad in the conference handbook. Provide PDG with an electronic version of your black and white ad (pdf preferred) and your ad will be bound with the speaker handouts and other important reading materials. Ads must be received by September 3, 2007 to be included in the handbook.

#### **EXHIBITOR CONFERENCE DISCOUNT FORM**

PDG would like to thank you, our supporters, by helping you to provide a discount to your customers for our upcoming Student Loan/Receivables Collection Conferences in St. Petersburg and Reno. Just provide this form to your customers and have them fax it directly to PDG to receive a discount on the registration price to this year's great locations. Please make sure to indicate your company name and who provided the form. The discounted registration form is included with this electronic document and can be duplicated for mailings or e-mailings. We want to show our appreciation to the supporters who have helped this conference grow over the years.



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
 Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

### 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. • 116 S. Madison St., Suite A • Bloomington, IN 47404.

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

#### COMPANY INFORMATION

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Http: \_\_\_\_\_

SPONSOR/EXHIBITOR	PRICE		QTY.		TOTAL FOR ST. PETERSBURG	TOTAL FOR RENO
Exhibitor Tabletop Display <i>(2 conference registrations and 1 exhibit space)</i>	\$1,400	×		=		
Exhibitor Additional Registrant	\$600	×		=		
Attending Non-Display Vendor	\$900	×		=		
Promotional Piece Insert	\$300	×		=		
Tote Bag Sponsorship	\$1,500	×		=		
Web Site Banner <i>(good for 12 months)</i>	\$500	×		=		
Wireless Internet Sponsor	\$500	×		=		
Full Page Ad in Handbook	\$200	×		=		
<b>GRAND TOTAL</b>						

SPONSORSHIP LEVELS	PRICE	TOTAL
Gold Standard Sponsorship <i>Includes logo on front cover of brochure*</i>	\$6,000	
Silver Standard Sponsorship <i>Includes logo on back cover of brochure*</i>	\$4,000	
<b>GRAND TOTAL</b>		

\* Gold & Silver Sponsors must commit by July 1st to receive company name and logo on brochure.



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

COMPANY NAME \_\_\_\_\_

*Please attach business card if all information below is included*

### ATTENDEE 1

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

LOCATION  ST. PETERSBURG, FL  RENO, NV

### ATTENDEE 2

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

LOCATION  ST. PETERSBURG, FL  RENO, NV

### ATTENDEE 3

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

LOCATION  ST. PETERSBURG, FL  RENO, NV

### ATTENDEE 4

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

LOCATION  ST. PETERSBURG, FL  RENO, NV



## 29th National Student Loan/Receivables Collection Conference

Sept. 28 - Oct. 1, 2008 • St. Petersburg, FL • Hilton St. Petersburg Bayfront  
Nov. 9-12, 2008 • Reno, NV • The Silver Legacy Resort Casino

# CUSTOMER DISCOUNT REGISTRATION FORM (\$399)

Discount registrations must be faxed to 812-339-0138. This form may be duplicated.

### VENDOR INFORMATION

Company: \_\_\_\_\_

Representative: \_\_\_\_\_

### ATTENDEE INFORMATION

Name (on badge) \_\_\_\_\_

Title \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

LOCATION  ST. PETERSBURG, FL  RENO, NV

Please list any special needs: \_\_\_\_\_

### INSTITUTION INFORMATION

My School is:  Public  Private  Proprietary

Number of Students: Full Time \_\_\_\_\_ Part Time \_\_\_\_\_

Student Software used by your institution \_\_\_\_\_

Have you attended this conference before (circle one): YES NO

### CONFERENCE FEE INFORMATION

Conference Fee \$399

Method of Payment:  Check Charge my:  Visa  MasterCard  Discover  American Express

Card No.: \_\_\_\_\_

Expires: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Signature: \_\_\_\_\_

PDG's Federal Tax Identification Number: 20-1758459

Make check payable to Professional Development Group II, Inc. No refunds will be made for cancellations after September 14, 2008 (St. Petersburg) or October 26, 2008 (Reno). Substitutions may be made at any time with written notification to PDG by fax at 812-339-0138. Please call 800-488-6341 or e-mail at [info@prodev.com](mailto:info@prodev.com) for additional information.