



9th ANNUAL CONFERENCE

Special Thanks to Our Presenting Sponsor:



Just the Facts

- Conference location: MeadowView Conference Resort & Convention
1901 Meadowview Parkway
Kingsport, TN 37660-7375
(423) 578-6600

- Room rate: \$109.00 plus tax (guaranteed until February 3)
 - A room block has been reserved for the conference and the nightly rate is guaranteed until February 3. The nightly rate for single or double occupancy is \$109.00/night plus tax. To make reservations: Attendees may call directly to 1-888-632-3697 or 1-800-228-9290 and ask for the Southeast Festival Annual Conference or go directly to the MeadowView's website and use Group Code: sfesfea

- Conference Check-In/Registration: February 20, 9:00 – 5:00 pm
- Opening Session: February 20, 1:00 pm EST
- Closing Session: February 22, 8:30 am EST
- Trade Show: February 20, 3:00-5:00 pm & February 21, 11:30 – 1:15 pm
- Pre-Conference Function: February 19
- Scholarship Application deadline: December 15
- Early bird registration deadline: January 20
- Kaleidoscope Award initial deadline: November 23, Final deadline: December 16
- Notebook Ad: Due to SFEA Office by February 1, 2012
- Airport: Tri-Cities Regional Airport (TRI), www.triflight.com
 - A shuttle is available from the hotel for \$20 per person/one-way
 - To coordinate shuttle times – please note your flight arrival/departure times on the registration form

- Recommended Dress: Business Casual or Festival Attire is encouraged. Business Dress is suggested for the Kaleidoscope Awards Banquet.

Registration Fee

- Before Jan. 20: Member \$290, Non-member \$390, Student/Spouse \$225
- After Jan. 20: Member \$330, Non-member \$430
- After February 15, for registrants, please call our office at 678-443-9619 to confirm availability to register

Tradeshow Fee

- Before Jan. 20: Member \$400, Non-Member \$500, Additional Attendee \$225
- After Jan. 20: Member \$500, Non-Member \$600
- After February 10, for tradeshow participants, please call our office at 678-443-9619 to confirm availability to register

CONFERENCE SCHEDULE AT A GLANCE

Sunday, February 19

- 7:00p - 9:00p Dinner in Kingsport *
- 9:30p - 11:30p Hospitality Suite

Monday, February 20

- 9:00a – 5:00p Conference Registration
- 8:00a – 10:30a Bus Tour of Bristol Motor Speedway*
- 11:00a – 12:30p Roundtable Discussions
- 1:30p – 3:00p Welcome & Opening Session
- 3:00p – 5:00p Tradeshow & Tradeshow Reception
- 5:00p – 6:00p First Time Attendees Reception, (invitation only)
- 5:00p – 6:00p Session for Return Attendees
- 6:15p – 7:00p Shuttle to Opening Night Event
- 7:00p – 9:30p Opening Night Event
- 9:00p – 9:30p Shuttle begins departing to Hotel
- 9:30p – 11:30p Hospitality Suite

Tuesday, February 21

- 8:00a – 8:45a Breakfast Reception & Networking
- 8:00a – 5:00p Registration re-opens
- 8:45a – 9:45a General Session
- 10:00a – 11:15a (3) Breakout Sessions

Tuesday, February 21 continued...

- 11:30a – 12:30p Tradeshow
- 12:30p – 1:30p Tradeshow Luncheon
- 1:30p – 2:45p Breakout Session/Panel Discussion
- 3:00p – 4:15p (3) Breakout Sessions
- 4:30p – 5:30p (3) Breakout Sessions
- 6:00p – 7:30p Cocktail Reception & Silent Auction
- 7:30p – 9:30p Kaleidoscope Awards Banquet
- 10:00p – 12:30a Hospitality Suite

Wednesday, February 22

- 8:30a – 10:30a Breakfast Buffet and Closing Session

****Sunday Evening Dinner is not covered in registration fee and Monday morning tour is a separate fee***