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To: **Exhibitors & Professionals**
From: **LaNelle Davis, Exhibit Co-Chairperson**
Marilyn J. Medley, Exhibit Co-Chairperson
Subject: **Exhibitor/Professional Registration**
Date: **February 15, 2010**

We invite you to attend the **70th Annual Conference** of the **Southeastern Regional Council of NAHRO** to be held at the **Marco Island Marriott Beach Resort, Marco Island, Florida, June 6 – 9, 2010.**

What an opportunity to come in contact with hundreds of delegates from the ten southeastern states – Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia – who purchase and use the products and services you provide for housing and community development activities. Special treats and breaks will be provided in the exhibit area to encourage participants to visit the vendors.

Professionals are encouraged to purchase a booth so you can display examples of your work and the type of services your firm can provide to Housing Authorities and Community Development Agencies. Enclosed is a copy of the exhibit hall layout for your booth selection.

Attached is the **Exhibitor/Professional Registration and Contract form**. You may also register online at www.serc-nahro.org. Booth reservations will be made on a first come first serve basis. After we receive your registration form, you will receive an information packet from Encinosa Exposition, Inc., who will be handling our decorations and drayage at the conference. Electrical hook-up information will be included in this information packet.

Hotel room reservations should be made directly with the **Marco Island Beach Resort Golf Club and Spa** at **239/394-2511** or online at www.marriott.com. Be sure to give them the Group Name and Group Code **nahnaha**. The group rate is **\$173 per night single or double**. All requests for the group rate must be made by **3:00 pm on May 3, 2010**.

We look forward to seeing those who have exhibited in the past and welcoming new exhibitors who will be with us for the first time this year. If you have questions regarding this information, please contact **LaNelle Davis** at **228/863-8256** or lbhousing@cableone.net or **Marilyn J. Medley** at **423/586-5115** or mmedley@morristownpha.org.

Please note:

- **Checks for exhibiting should be made payable to SERC, Inc.**
- **Checks for Sponsorships should be made payable to SERC, Inc.**
- **There will be a charity golf tournament on Monday, June 7th with opportunities for sponsorships.**
See attached information and deadlines.
- **SERC, Inc. checks should be sent to:**

**Marilyn J. Medley, Exhibit Co-Chair
c/o Morristown Housing Authority
P.O. Box 497, Morristown, TN 37815-0497**

Annual SERC-NAHRO Conference
Marco Island Marriott Beach Resort, Marco Island, Florida
June 6 – 9, 2010

Exhibitor's Tentative Agenda

Sunday, June 6, 2010

10:00 a.m. – 5:00 p.m.	Conference Registration
2:00 p.m. – 4:00 p.m.	Exhibit Viewing
2:00 p.m. – 3:00 p.m.	Ice Cream Social
3:00 p.m.	Opening General Session
6:00 p.m. – 7:30 p.m.	Exhibit Hall Reception (Exhibit Area–No Prize Drawing until Monday)

Monday, June 7, 2010

Golf Tournament –The Rookery
(The Battle between PHA's and Vendors)

7:30 a.m. - 3:00 p.m.	Registration & Ticket Exchange
7:45 a.m. – 8:45 a.m.	Continental Breakfast (Exhibit Hall)
9:00 a.m. – 12:00 p.m.	Concurrent Training Sessions
10:15 a.m. – 10:30 a.m.	Morning Break (Exhibit Hall)
10:30 a.m. – 12:00 p.m.	Concurrent Training Sessions
12:00 p.m. – 1:30 p.m.	Lunch (on your own)
1:30 p.m. – 4:00 p.m.	Concurrent Training Sessions
3:00 p.m. – 3:15 p.m.	Afternoon Break (Exhibit Hall)
6:00 p.m. – 7:30 p.m.	Exhibitor's Reception (Exhibit Area – Prize Drawing)

Tuesday, June 8, 2010

7:30 a.m. – 10:00 a.m.	Registration & Ticket Exchange
8:00 a.m. – 9:15 a.m.	Breakfast & Business Meeting
9:30 a.m. – 12:00 p.m.	Concurrent Training Sessions
10:15 a.m. – 10:30 a.m.	Morning Break (Exhibit Hall)
12:00 p.m. – 1:30 p.m.	Lunch with Exhibitors
1:30 p.m. – 4:00 p.m.	Concurrent Training Sessions
3:00 p.m. – 3:15 p.m.	Afternoon Break (Exhibit Hall)
6:00 p.m.	Party on the Beach

Casual Attire for all Conference Sessions and Evening Events

All Exhibitor Booths Must Be Broke Down after 3:00 Break

Prize Drawings will be held at various times within the exhibit area. The winners will come to your booth or the raffle area to receive their prize. All prizes your company plans to donate should be listed on the enclosed form and returned with your registration form.

Exhibitor/Professional Registration and Contract
70th Annual SERC-NAHRO Conference
Marco Island Beach Resort Golf Club and Spa
Marco Island, Florida
June 6 – 9, 2010

Please complete ALL items on this form and - PRINT or TYPE

The information you provide will be used in the Exhibitor's Directory and the
Conference Program.

Booth Choices:

1st Choice # _____ 2nd Choice # _____ 3rd Choice # _____

Red Carpet Booth (limited number-see floor plan) **\$1,000** _____
(Two (2) Representatives – includes tickets to all functions)

Exhibitor/Professional Registration Fee **\$750** _____
(Two (2) Representatives – includes tickets to all functions)

Professional Registration Fee – No Booth **\$650** _____
(One (1) Representative – includes tickets to all functions)

Additional Representatives **\$200** _____
(Exhibitor, Professional, or Spouse – includes tickets to all functions)

Sponsorships (Reception, lunch, breaks, dinner, golf) _____

Total amount enclosed **\$** _____

All reservations must be accompanied with full payment.
Registration fees are not refundable if cancelled after **May 15, 2010**.

Are electrical services required in your booth? **Yes** **No**
(see form in exhibitor kit for payment)

Name you desire on your booth sign:

(Check spelling carefully)

Contact Name: _____

(Person to receive correspondence related to the Exhibition)

Address _____

City: _____ **State:** _____ **Zip Code:** _____

Email Address _____

Telephone () _____ **Fax()** _____

Products and/or services provided by your company _____

This is the _____ year(s) your firm has exhibited at the SERC-NAHRO Annual Conference.
Representative(s) who will attend – (name as you wish to appear on the Conference ID Badge)

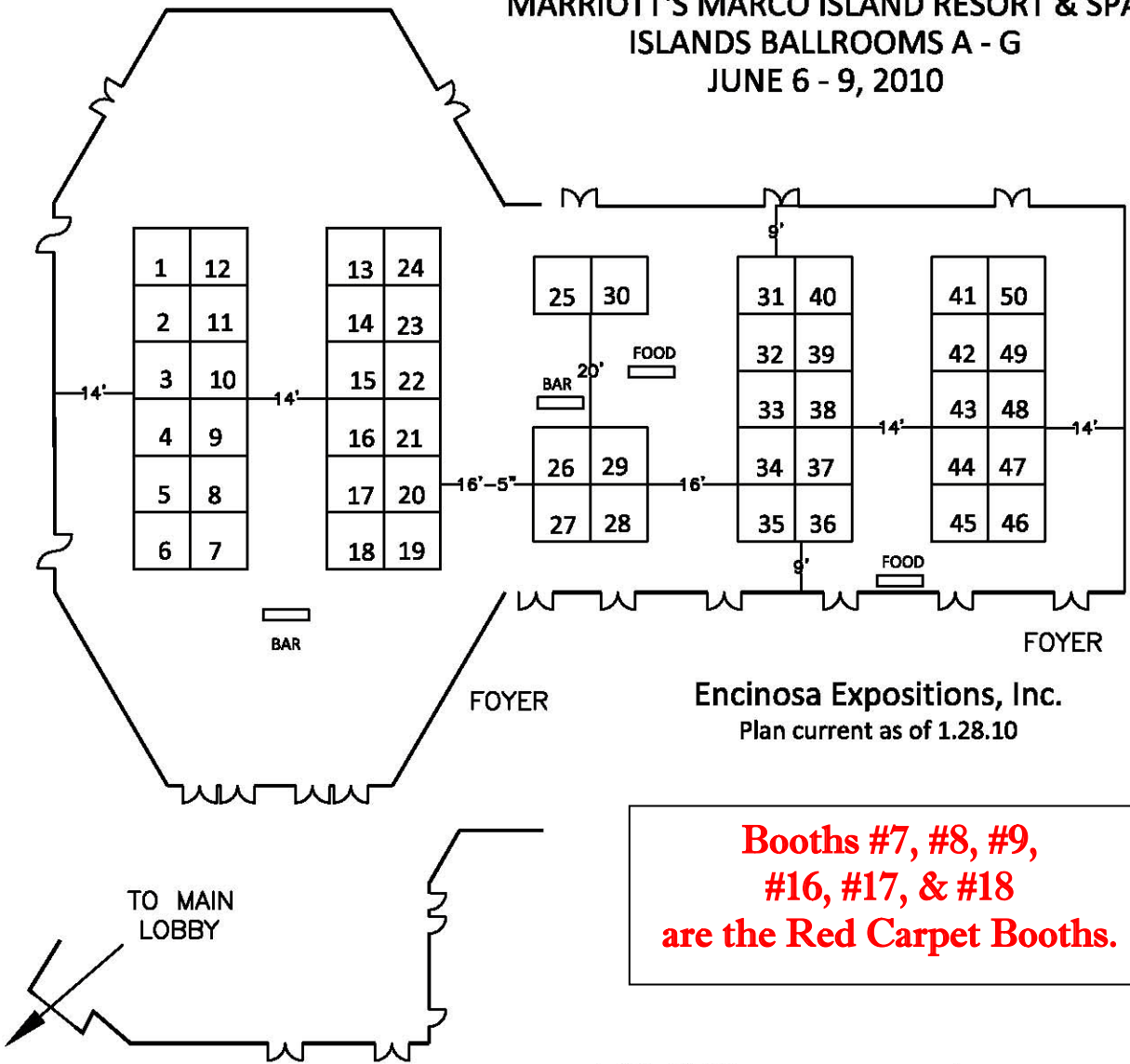
Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

After SERC receives your registration, all information to you will be done by email, regarding Encinosa Expositions, Inc. Information Packet, as well as any other correspondence that will need to be relayed to you. If you prefer not to have information sent to you by email, please state so on the email address line and information will be mailed to you.

SERC-NAHRO
MARRIOTT'S MARCO ISLAND RESORT & SPA
ISLANDS BALLROOMS A - G
JUNE 6 - 9, 2010



Encinosa Expositions, Inc.
 Plan current as of 1.28.10

**Booths #7, #8, #9,
 #16, #17, & #18
 are the Red Carpet Booths.**

TO MAIN LOBBY

Sponsorship Opportunities

70th Annual SERC-NAHRO Conference
Marco Island Beach Resort Golf Club and Spa
Marco Island, Florida
June 6 – 9, 2010

Please accept our support at the following level (check one)

- | | | | |
|------------------|-------------------------|---------|-------|
| ❖ Monday/Tuesday | All Breaks | \$1,000 | _____ |
| ❖ Monday/Tuesday | Coffee/Danish | \$2,000 | _____ |
| ❖ Sunday | Early Bird Registration | \$3,000 | _____ |
| ❖ Monday | Exhibitors Reception | \$3,000 | _____ |
| ❖ Tuesday | Lunch | \$2,000 | _____ |
| ❖ Tuesday | Party on the Beach | \$5,000 | _____ |

Golf Sponsorships – See attached information

All events may be co-sponsored except the Party on the Beach. Make sure the event you want to sponsor is checked. Sponsorships are offered on a first come first serve basis. Deadline for Sponsorship commitments must be submitted by **May 10, 2010** to be placed in the program.

Company Information

Corporate/Individual Name _____

Title _____

Address _____

City _____ State _____ Zip Code _____

Signature of Company Representative _____

Make all checks payable to SERC, Inc. and return form to:

Marilyn J. Medley, Exhibitor Co-Chair
c/o Morristown Housing Authority
P.O. Box 497
Morristown, TN 37815-0497

68th Annual SERC-NAHRO Conference

June 15-18, 2008

Door Prizes

We have found that the Exhibitor's like having the prizes given away at their booth. This year we would like to continue giving away prizes at your booth, however, we need your help. Please list below any cash or other prizes(s) to be given away during the conference.

1. _____
2. _____
3. _____

Signature

Title

Date

Please return with registration information

2010 SERC "BATTLE OF THE PHA'S AND VENDORS"

The Rookery at Marco

Where golf and nature harmoniously coexist



PARADISE
NATURALLY

2010 SERC "BATTLE OF THE PHA'S AND VENDORS"

YOU ARE INVITED TO PARTICIPATE

The Scholarship Golf Tournament will be held on Monday, June 7, 2010 at **The Rookery**, one of Southwest Florida's finest, which promises to be both challenging and fun for golfers of all ages and all golf abilities.

The "Battle of the PHA's and Vendors" will have **3** flights this year and there will be prizes for all flight winners.

The SERC Golfers Welcoming Meeting will be held at **The Rookery Grill** on Sunday night.

The Rookery will give all SERC golfers a discounted rate for any golfers that would like to play a practice round on Sunday.

You need to start getting your 'state PHA team' together and Vendor teams together.

(Last years winning team [from West Virginia] will be back to defend.)