

# *SERC-NAHRO* *Annual Conference*

**75**  *Years*



*A Celebration of Sparkling Success*

*June 14-17, 2015*

*Louisville Marriott Downtown*

*Louisville, Kentucky*





To: **Exhibitors & Professionals**  
From: Susan C. Lillis, Exhibit Chair  
Subject: **Exhibitor/Professional Registration**  
Date: January 28, 2015

We invite you to attend the **75th Annual Conference** of the **Southeastern Regional Council of NAHRO** to be held at the **Louisville Marriott Downtown, Louisville, Kentucky, June 14-17, 2015.**

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.

Attached is the **Exhibitor/Professional Registration and Contract form**. You may also register online at [www.serc-nahro.org](http://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 email packet from Fern Exposition & Event Services, who will be handling any shipment that may be requested on your behalf. I was informed all shipments will be sent to the Fern Company warehouse and be placed in your booth before your arrival to the Conference.

Hotel room reservations should be made by calling 1-800-266-9432 or online at:

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=1164874](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1164874) Be sure to give them the Group Name. The group rate is \$165.00 (per night + tax). The hotel is the **Louisville Marriott Downtown 280 W. Jefferson Street Louisville, Kentucky 40202**. All requests for the group rate must be made by **May 19,2015**

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 **Susan C. Lillis at 859-623-4246 extension 3201 or scroberts2@hotmail.com**.

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 June 15, 2015 with opportunities for sponsorships.

*See attached information and deadlines.*

- SERC, Inc. checks should be sent to:

Susan C. Lillis, Exhibit Chair  
c/o Richmond Section 8 Housing  
P.O. Box 250  
Richmond, KY 40476-0250

## GUIDE FOR THE ENCLOSED INFORMATION

### ***Schedule of Events:***

This is the schedule for the events to take place at the SERC Conference, June 14-17 2015 at Louisville Marriott Downtown, Louisville, Kentucky. However, it is subject to change.

### ***Exhibitor/Professional Registration and Contract:***

This is a front and back form. Completing this form will register you for the Conference. Please fill in all lines. One may also register online with a credit card. Note: This will **not** register you for a hotel room you will need to contact the hotel at 1-800-266-9432.

### ***Affiliate Membership and Renewal Application:***

Completing this form makes one a member of SERC. The advantage to this is one has access to the website and membership contact, a reduced cost for exhibiting and reduced cost for attending the Fall Workshop to network with the membership.

### ***Sponsorship Opportunities:***

Completing this form will sponsor several functions and recognize your business in the SERCulator Magazine.

### ***Advertisement in Conference Program:***

Completing this form will advertise your business in the Conference Program. Please note there is a deadline date for this Ad to be posted.

### ***Door Prizes:***

Completing this form confirms that your business will be providing a door prize to be given away at the Conference. I will be visiting each booth and let the vendor give a brief summary about their business before drawing a name. Remember to bring tickets/paper, pens and bowl for clients to complete and drop ticket into. An example of past prizes are cash, gift certificates, iPod, radio and any item related to the Theme.

### ***Golf:***

For your convenience, I have stapled the Golf information together in this packet. It consists of three (3) pages. This is the only information that needs to be directed to a different Chairperson if you plan to be in "The Battle Between States & Vendors".

**Please call me for any information or to help with online registration.**

**Susan C. Lillis 859-623-4246 (w) or 859-353-7668 (c)**

# SCHEDULE OF EVENTS

## SUNDAY, JUNE 14

- 9:00 - 11:30 A.M. EXHIBIT HALL OPENS  
 9:00 A.M. CONTINENTAL BREAKFAST  
 (IN EXHIBIT HALL)  
 1:00 - 6:00 P.M. REGISTRATION  
 & BANQUET EXCHANGE  
 1:00 - 3:00 P.M. EXHIBIT VIEWING  
 1:00 - 2:00 P.M. ICE CREAM SOCIAL  
 (IN EXHIBIT HALL)  
 3:00 P.M. OPENING SESSION  
 4:30 - 5:30 P.M. KENTUCKY  
 HOUSING ASSOCIATION  
 "WELCOME RECEPTION"  
 5:30 - 7:00 P.M. EXHIBIT HALL RECEPTION  
 (IN EXHIBIT HALL)  
 7:00 - 10:00 P.M. DINNER & "AWARDS"  
 CEREMONY  
 WITH ENTERTAINMENT  
 - BUSINESS ATTIRE

## MONDAY, JUNE 15

- 7:30 A.M. - 3:00 P.M. REGISTRATION & BANQUET  
 EXCHANGE  
 8:00 - 9:00 A.M. CONTINENTAL BREAKFAST  
 (IN EXHIBIT HALL)  
 9:00 - 12 NOON CONCURRENT SESSIONS  
 10:15 - 10:30 A.M. MORNING BREAK  
 (IN EXHIBIT HALL)  
 12:00 - 1:30 P.M. EXHIBITOR LUNCHEON  
 (IN EXHIBIT HALL)  
 1:30 - 4:30 P.M. CONCURRENT SESSION  
 3:00 - 3:15 P.M. AFTERNOON BREAK  
 (IN EXHIBIT HALL)  
 4:30 - 5:30 P.M. 40 UNDER 40  
 "MEET & GREET"  
 RECEPTION  
 (INVITATION ONLY)  
 5:30 - 7:00 P.M. EXHIBITOR VIEWING  
 7:00 - 10:00 P.M. 75TH ANNIVERSARY  
 CELEBRATION "PARTY"  
 - PARTY ATTIRE

## TUESDAY, JUNE 16

- 8:30 - 11:00 A.M. REGISTRATION & BANQUET  
 EXCHANGE  
 7:00 - 9:00 A.M. BREAKFAST-  
 MEET THE NAHRO  
 "CANDIDATES"  
 & BUSINESS MEETING  
 9:00 - 9:30 A.M. COFFEE WITH EXHIBITOR'S  
 9:30 - 12 NOON CONCURRENT SESSIONS  
 10:15 - 10:30 A.M. MORNING BREAK  
 (IN EXHIBIT HALL)  
 12:00 - 1:30 P.M. LUNCH (ON YOUR OWN)  
 1:30 - 4:30 P.M. CONCURRENT SESSIONS  
 3:00 - 3:30 P.M. AFTERNOON BREAK  
 6:45 P.M. 75TH ANNIVERSARY  
 "GALA"  
 (RECEPTION, DINNER  
 & ENTERTAINMENT)  
 - RECOMMEND EVENING WEAR  
 COAT AND TIE

## WEDNESDAY, JUNE 17

HAVE A SAFE TRIP HOME (NO SESSIONS)

## EXHIBITOR INFORMATION

Contact Name: \_\_\_\_\_  
(Person to receive correspondence related to the Exhibition)

Attendee Name: \_\_\_\_\_  
(Name of person to be printed in program for client contact)

Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_  
Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Products and/or services provided by your company: \_\_\_\_\_

Example: Computer Software, Audit Reports, Paint Supplies, Pest Control and Etc.

**This is the \_\_\_\_\_ year(s) your firm has exhibited at the SERC-NAHRO Annual Conference.**

**Please list the name of representatives(s) who will attend below. List First and Last name as you wish to be 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 Fern 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.

**\*\*COMPLETE OTHER SIDE OF THIS FORM\*\***

Exhibitor/Professional Registration and Contract  
75<sup>th</sup> Annual SERC-NAHRO Conference  
Louisville Marriott Downtown, Louisville, KY  
June 14 – 17<sup>th</sup>, 2015

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.

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	<u>SERC</u> <u>Member</u>	<u>Non-SERC</u> <u>Member</u>	
<b>Exhibitor/Professional Registration Fee</b>	<b>\$750</b>	<b>\$950</b>	_____
Two (2) Representatives Includes tickets to all functions			
<b>Professional Registration Fee</b>	<b>\$650</b>	<b>\$750</b>	_____
No Booth assigned One (1) Representative Includes tickets to all functions			
<b>Additional Representatives</b>	<b>\$200</b>	<b>\$300</b>	_____
Exhibitor, Professional, or Spouse Includes tickets to all functions			
<b>TOTAL AMOUNT ENCLOSED</b>			<b>\$_____</b>

All reservations must be accompanied with full payment.

Registration fees are not refundable if cancelled after JUNE 6, 2015.

✓ Are electrical services required in your booth?                      YES              NO

**BOOTH Name:**

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\*\*\*CHECK SPELLING CAREFULLY\*\*\*

**\*\* COMPLETE OTHER SIDE OF THIS FORM\*\***



FY 2015 Dues  
October 1, 2014 - September 30, 2015

AFFILIATE MEMBERSHIP  
AND RENEWAL APPLICATION

For Payment by Check  
See reverse side for information  
On Payment by Credit Card

Step 1. Please Confirm and Correct Agency Information:

Information is Correct

New Membership

Membership Renewal

Information needs corrections, as shown

Phone:  
Email:  
Web Address:  
Membership Number:

Fax:

Contact Person		
Title		
Agency		
Address		
City	State	Zip
Phone	Fax	
Email		
Web Address		

Who will be attending exhibitions or trade shows:

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Step 2. Please tell us what goods or services your company provides:

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See reverse side for information  
on payment by Credit Card

Step 3. Go on-line and pay by Credit Card or enclose this completed form with your check for payable to SERC, Inc. and mail right away to:

SERC-NAHRO Membership / Augusta Housing Authority  
1435 Walton Way  
Augusta, GA 30901-2609

If you have any questions contact: [joglesby@augustapha.org](mailto:joglesby@augustapha.org) or (706) 312-3158



*There is a better way to pay!*

**SERC-NAHRO  
is encouraging  
Credit Cards  
on their web site!**

SERC - from their website - will accept Mastercard, Visa and American Express credit and debit cards at this time. For instructions on how to pay Membership Dues or Registration Fees on line, go to [www.serc-nahro.org](http://www.serc-nahro.org). If you have problems accessing the site or using the forms, please contact Douglas Freeman at (706) 312-3167 or [dfreeman@augustapha.org](mailto:dfreeman@augustapha.org).

Of course, we are glad to accept payment in the form of a check for your Membership Dues.

Please see the reverse side of this form for information for check payment.

Website Login:  
Username:  
Password:



# Sponsorship Opportunities

75th Annual SERC-NAHRO Conference  
Louisville Marriott Downtown, Louisville, KY  
June 14 - 17th, 2015

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

- ❖ **Diamond Sponsorship - \$7,500** \_\_\_\_\_  
Full Page ad in the SERCulator (4 issues)  
You will also be recognized in the conference program, opening session, and all other functions
  
- ❖ **Platinum Sponsorship - \$5,000** \_\_\_\_\_  
½ page ad in the SERCulator (2 issues)  
You will also be recognized in the conference program, opening session, and all other functions
  
- ❖ **Silver Sponsorship - \$2,000** \_\_\_\_\_  
1/3 page ad in the SERCulator (1 issue)  
You will also be recognized in the conference program, opening session, and all other functions
  
- ❖ **White Sponsorship - \$1,000** \_\_\_\_\_  
You will be recognized in the conference program

Sponsorship commitments must be submitted by April 30, 2015 to be placed in the program. Please make checks to SERC, Inc. and mail to Susan Lillis P O Box 250 Richmond, KY 40476. You may contact me at 859-623-4246 or scroberts2@hotmail.com

## Company Information

Corporate/Individual Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Signature of Company Representative \_\_\_\_\_



**Advertisement in Conference Program**

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

Company Home Location \_\_\_\_\_

Company Regional Location (if applicable) \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # ( ) \_\_\_\_\_

Contact Person's Address \_\_\_\_\_

	<u>Type of Ad</u>	<u>Ad Dimensions</u>	<u>Ad Cost</u>
Type of Ad Requested _____	Full Page	5" (w) x 8" (t)	\$200.00
_____	Half Page	5" (w) x 3.875" (t)	\$150.00
_____	¼ Page	2.375" (w) x 3.875" (t)	\$85.00

The following ad specifications are recommended:

- *Digital Formats accepted: PC Format only*
- *PDF, TIF, JPEG, Photoshop 7.0, Pagemaker 6.5*
- *No bleed ads*
- *All Ads – 1 color – Reflex Blue*
- *Camera Ready scan able art accepted, but not preferred.*

Please complete form, enclose your check in the appropriate amount along with your ***Camera Ready Ad***. To insure that your company's advertising is included, this information **Must be received no later than May 25, 2015**. Please submit information to: **Susan C. Lillis, Richmond Section 8 Housing**

**P O Box 250**  
**Richmond, KY 40476-0250**  
**859-623-4246**  
**scroberts2@hotmail.com**

**75<sup>th</sup> Annual SERC-NAHRO Conference  
Louisville Marriott Downtown, Louisville, KY  
June 14 – 17, 2015**

**Door Prizes**

**This year all gifts will be given away by the person(s) in charge of the Exhibit booth. Please list below any cash or other prizes(s) to be given away during the conference**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**This is \_\_\_\_\_ year(s) your firm has exhibited at the SERC-NAHRO Annual Conference.**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**

**Please return with registration information**



# 2015 SERC

Scholarship Golf Tournament  
Battle of the States and Vendors

MONDAY JUNE 15th, 2015

# SERC Scholarship Golf Tournament

**Monday, June 15, 2015**

*Jefferson Elks Lodge & Country Club*

*4-person Scramble*

*8:30 am shotgun start*

*\$100 per person/\$400 per team*

- Register online at [www.serc-nahro.org](http://www.serc-nahro.org)
- Proceeds benefit the SERC Scholarship program
- Price includes green fee, cart, and prizes
- All golfers must be at the course and registered no later than 8:00 am
- Proper attire is required - no denim, collared shirts and Bermuda length shorts required, soft spikes only
- Rental clubs are available
- Food and beverage available at the course (on your own)

## Player Registration

Name

---

HA/Company

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Mailing Address

---

---

Phone/Email

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Are you part of a State team?   Y   N   List

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Requested playing partners:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

***All Registrations should be mailed to:***

*John Black, Norton Housing Authority  
200 6th Street NW - Norton, VA 24273*

# Business Sponsorships Only

- Hole Sponsor.....\$200
- Hole Sponsor (includes 2 golfers)..... \$350
  
- Range Ball Sponsor..... \$200
- Hole Sponsor (includes 2 golfers)..... \$350
  
- Closest to the Pin Sponsor..... \$200
- Closest to the Pin Sponsor (includes 2 golfers).....\$350
  
- Longest Drive Sponsor..... \$200
- Longest Drive Sponsor (includes 2 golfers)..... \$350
  
- Beverage Cart Sponsor..... \$200
- Beverage Cart (includes 2 golfers).....\$350
  
- Housing Authority Hole Sponsorship ONLY.....\$100**

## Sponsor Registration

Sponsor Name to be on Sign: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Player 1: \_\_\_\_\_

Player 2: \_\_\_\_\_

Sponsorship Fee/PHA Hole Sponsorship: \$ \_\_\_\_\_

Individual Player (No. \_\_\_\_\_ x \$100) = \$ \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

*Make checks payable to SERC, Inc.  
Payment must be received by May 30, 2015  
Please send company information for sign with completed form to:  
**John Black - 200 6th Street NW - Norton, VA 24273***