

# APCA Educational Session Application Form

Conference/Workshop You Are Applying For:

- APCA Chicago Leadership       APCA Mid-West Regional       APCA South Central Regional  
 APCA National Leadership Workshop       APCA Fall Northeast Regional

Session Title \_\_\_\_\_

Person Submitting Proposal \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_ Suite/Apt# \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Telephone \_\_\_\_\_ / \_\_\_\_\_

*(Email all Ed Session descriptions in one document to amy@apca.com to keep on file for future use.  
Ed Session Description: 100-150 words or less)*

Example:

*Promotion Without A Budget  
Del Suggs • 1-800-323-1976  
SaltwaterMusicDel@SaltwaterMusic.com  
Level: Basic    Audience: Staff*

*Advertising is the easiest thing in the world-you just buy some big ads.  
But what if you don't have the budget? are you destined to have poor attendance at your shows?  
Absolutely Not! Here are some proven techniques to promote your programs without going broke.  
We'll discuss individual show promotion, the power of series promotion and numerous ideas  
to get a crowd to your programs.*

Equipment Requested:

Screen: Yes: \_\_\_\_\_ No: \_\_\_\_\_      Overhead Projector: Yes: \_\_\_\_\_ No: \_\_\_\_\_

Flipchart&Markers/Dry Erase Board: Yes: \_\_\_\_\_ No: \_\_\_\_\_

*(sorry, no data projectors, computers, TV's or VCR's will be provided)*

*If not approved for an ed session, applicant must choose between a full refund or attending without an ed session. Ed session presenter/associate agrees to abide by APCA ed session policies outlined in this brochure. Member agrees to abide by APCA membership policies and sensitivity guidelines. Exhibitor warrants all information is true and correct. All conference fees are non-refundable. All associates attending conference **must be registered as guests of the APCA Hotel.***

\_\_\_\_\_  
Signature of Member Representative

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date