

APCA NATIONAL PROGRAMMING CONFERENCE MILITARY REGISTRATION



Sun  *Sational*
PROGRAMMING

March 14-18, 2012

800-681-5031 www.apca.com



/TheAPCA



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APCA.com



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What Is The APCA National Conference?



The APCA national conference is a great resource for MWR recreation programmers. APCA events feature:

1. An APCA cooperative buying program that helps MWR recreation personnel find entertainment and training resources for their programs at reduced prices.
2. Showcases of musical, comedy and speaking talent to give entertainment and training buyers a sample of what they can expect on their campuses and installations.
3. An exhibit hall full of novelty items, audio visual services, clothing and novelty imprint vendors and other resources to enhance student and service member engagement.

School/Military Swap!

Trade t-shirts, shoe laces, mugs, sweatshirts, hats, frisbees or any unique items that promote your campus activities at the APCA Conference School Swap. Come get some great promotional ideas!



School/Military/Associate Graphics Competition!

Bring your artwork to registration to have it submitted in the APCA Graphics competition. Refer to www.APCA.com for categories. Awards will be given out at the Saturday Dinner Showcase.



Volunteer for APCA!

Be a part of the APCA by volunteering! Just let us know at the registration desk that you want to be a part of this excitement! Get in on the most fun part of the conference, volunteer behind the scenes at APCA!



Hospitality and Networking

Mingle with the other potential cooperative buying partners to help facilitate more talent savings opportunities for your conference delegates in attendance. Various networking sessions and engagement software and technology will be utilized on site to help you retain all the contact information you receive at the APCA National Conference.

Late night jams are also organized in the hotel lounge to simulate how artists will perform in club / lounge settings. APCA conference delegate fees also include all conference materials necessary to participate in the event.



Who Attends the APCA National Conference?

LIVE ENTERTAINMENT VENDORS

Agencies handling live entertainment featuring musical, comedy and novelty artists appropriate for MWR audiences and locations will exhibit at the APCA national conference. Novelty attractions, imprint vendors, audio visual and other resource vendors also attend. These vendors must be willing to discount their prices for MWR block booking efforts. Exhibiting vendors come from an extensive membership list of APCA national vendors, many with past MWR booking experience and MWR appropriate artists.

MWR STAFF AND ENTERTAINMENT BUYERS

Staff from MWR programs from various military installations and military entertainment coordinators regularly attend the conference, and information is forwarded to MWR staff liaisons for approval and forwarding to selected MWR field personnel. The main demographic target comprises MWR decision makers from garrisons and operations interested in live entertainment. This market also includes military installation nightclubs and recreation center decision makers.

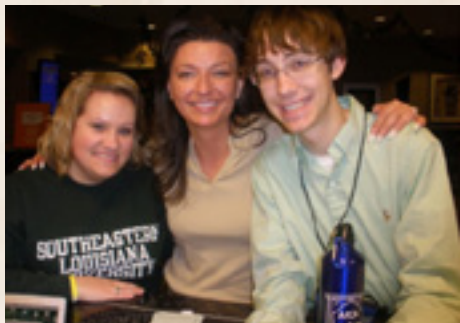
COLLEGE ENTERTAINMENT BUYERS

From schools, universities and community colleges throughout the country. Their programming boards train and purchase entertainment right along with our MWR partners and enhance each other's cooperative buying discounts.



APCA Handles All The Details

All legwork and conference services are executed by APCA meeting planning staff, including APCA conference registration, exhibit hall and showcase setup and implementation, marketing and registering vendors, audio visual and sound check services, etc.



APCA handles all registration, welcome reception, audiovisual, showcases and other conference needs with experienced conference staff.

APCA sets up showcases of talent at reduced pricing for Military MWR programs from a variety of vendors, provides a cooperative buying system and handles all conference logistics. Additionally, APCA provides all logistical support necessary to produce any required training seminars for the MWR delegates attending.

The APCA National conference cooperative buying program provides the participating MWR buyers with unsurpassed visibility and recognition as innovators within the MWR recreation community and the national entertainment field. The military has already achieved substantial savings on talent and enhanced touring support through this process.

The APCA National Conference Logistics



MARCH 14-18, 2012
HYATT
HYATT REGENCY
JACKSONVILLE RIVERFRONT

2012 APCA MWR DELEGATE FEES:

Registration **CONFERENCE FEE**
Per MWR attendee **\$159 / attendee**

Delegate Fee includes continental breakfasts, 3 dinners, name badges, conference programs, imprint item giveaways and a welcoming reception paid for by APCA and hosted by Military MWR.



TRAVEL INFORMATION

LODGING RATES: \$80 + tax per night (up to 4 per room).

CUT-OFF DATE: The cut-off date is 2/1/12. After that, all reservations taken will be based on space and rate available basis, the room prices may go up substantially.

We recommend you arrive on March 13th. Early registration will be open from 6pm – 9pm on March 13th.

PARKING: Discounted self parking is \$10 a day and valet parking is \$14 a day.

AIRPORT & SHUTTLE INFORMATION: Contact Checker Cab Shuttle for group rates (904) 345-3333. Jacksonville, FL airport code JAX

DO NOT SEND MONEY FOR ROOMS TO APCA!

REFUNDS: Delegate fees are nonrefundable, but a \$75 credit per canceled delegate towards your choice of another APCA conference is allowable in event of cancellations (good for one year from ending date of canceled conference).

APCA National Conference Delegate Registration

Name _____ Installation _____
Address _____ City _____
State _____ Zip _____ Phone: _____ Fax: _____
Email _____
Co-op Buyer _____

CONFERENCE REGISTRATION

Registration Delegate Fee \$159 per person (Military Rate) Register by February 1, 2012

Name of Delegate attending: _____

Delegate Fees enclosed for a total of \$ _____

Dietary Restrictions: _____ Vegetarian Meal Required _____ Kosher Meal Required _____

EVERY delegate will receive a FREE APCA T-Shirt. Please fill in the appropriate sizes below:

Total # of shirts: _____ Indicate # per size _____ Sm _____ Med _____ Lg _____ XL _____ XXL _____ XXXL _____



PAYMENT INFORMATION

Credit Card Orders: ___ Visa ___ MC ___ AMEX Number: _____ Expires: ___/___/___

Name on Card: _____ Signature: _____ Date: ___/___/___

Billing Address: _____ CVV2# _____

Signature of Card Holder: _____ Date: ___/___/___

I have read and agree to abide by the APCA registration and membership policies.

TOTAL FEES ENCLOSED or AUTHORIZED TO BE CHARGED \$ _____

The APCA FEI Number is 650551461. You may fax this form with credit card information to 865-908-7104 or mail check payable to APCA to: APCA, P.O. Box 4340, Sevierville, TN 37862 (800) 681-5031 www.apca.com

REGISTRATION POLICIES: Delegate fees are non-refundable, but there are no charges for delegate substitutions. If you wish to make a reservation now but don't know who will be attending, place "to be announced" in the spaces of the number of delegates you want to bring, enclose payment and let us know later what the correct names are. All ed sessions/presenters are subject to change without notice. Although all APCA conferences carry full liability insurance, attendees should use prudent judgement while attending the conference, and the APCA shall not have responsibility or liability for the unsafe or illegal acts of any delegates, faculty, hotel, suppliers, associates, artists, or other persons that are directly or indirectly involved with the conference. If you have a physical challenge which requires special accommodations for full participation in the conference, please call us at (800) 681-5031. We will make every effort to meet your needs but please tell us as soon as possible. Please inform us in advance of any special dietary needs. I agree that any photographs or videotapes of my delegation may be used for conference promotional purposes or resale.

TENTATIVE CONFERENCE SCHEDULE

Tuesday, March 13

- 6:00pm-8:30pm Registration/Service Projects/Novelties/
Banner Competition
8:30 pm Making the Most of Your Conference
Experience
9:00 pm Volunteer Meeting

Wednesday, March 14

- 8:00 am Registration Open
9:00 am Exhibit Hall Setup
9:00 am Ed Sessions #1
10:00 am Ed Sessions #2
11:00 am Ed Sessions #3
11:30 am Exhibit Hall - Setup (Associates/Vendors)
12:00 pm Lunch on your own
1:30 pm Conference Orientation/Training Showcase
3:00 pm ASSOCIATE MEETING - MANDATORY
3:30 pm School Swap/Military
4:00 pm Campus Speaker Showcase #1
5:30 pm Dinner / Dinner Showcase #1
8:00 pm Exhibit Hall #1
9:00 pm Mainstage Showcase #1
10:00 pm Exhibit Hall #2
11:00 pm Late Night Special Event #1

Thursday, March 15

- 8:00 am Registration Open
9:00 am Ed Sessions #2
9:00 am Co-op Caucuses
10:00 am Ed Sessions #3
10:00 am Co-op Session #1
11:00 am Ed Sessions #4
12:00 pm Lunch on your own
1:30 pm Mainstage Showcase #2
3:30 pm Exhibit Hall #3
4:30 pm Campus Speaker Showcase #2
6:00 pm Dinner on your own
8:00 pm Mainstage Showcase #3
10:00 pm Co-op Organizational Meeting
10:30 pm Exhibit Hall #6
11:30 pm Late Night Event #2

Friday, March 16

- 8:00 am Registration Open
9:00 am Ed Sessions #5
9:00 am Co-op Caucus
10:00 am Ed Sessions #6
10:00 am Co-op Session #2
11:00 am Ed Sessions #7
12:00 pm Lunch on your own
1:30 pm Mainstage Showcase #4
3:30 pm Exhibit Hall #5
4:30 pm Campus Speakers Showcase #3
6:30 pm Dinner / Dinner Showcase #2
9:30 pm Co-op Organizational Meeting
10:00 pm Exhibit Hall #6
11:00 pm Late Night Event #3

Saturday, March 17

- 8:00 am Registration Open
9:00 am Ed Sessions #8
9:00 am Co-op Caucuses
10:00 am Ed Sessions #9
10:00 am Co-op Session #3
11:00 am Ed Sessions #10
11:30 am Lunch on your own
1:00 pm Mainstage Showcase #5
2:30 pm Associate Wrap-up
3:00 pm Exhibit Hall #7
4:00 pm Value Showcase #1
5:30 pm Break Before Dinner
6:30 pm Dinner Showcase #3
9:30 pm Exhibit Hall #8
10:30 pm Co-op Session #4
10:30 pm Late Night Event #4

Sunday, March 18

- 10:00 am Conference Wrap-Up Session

What Is The APCA?

The Association for the Promotion of Campus Activities is a national campus entertainment organization that was founded in 1994 and services the needs of Campus Activities Programming Departments throughout the United States.

In 2006, the APCA partnered with MWR entertainment and recreation programmers to begin a similar effort for the military. The NAVY's Liberty program, The Single Marines Program, BOSS, Army Entertainment, Navy Entertainment and other branches and their organizations have all attended and benefited from the partnership to utilize our training, cooperative buying and logistics planning to help facilitate both entertainment and training needs.

The APCA National Conference Provides MWR With...

- An MWR friendly entertainment booking resource that connects MWR to the National Entertainment scene, increasing its visibility and accessibility to that industry's vendors.
- Extraordinary talent savings and increased tour support for MWR venues through out the country.
- Access to an innovative APCA cooperative buying system complete with specially designed software and forms customized to MWR specifics.
- Showcases of established national acts for the MWR community in a professional and luxurious setting with minimum cost to MWR budgets.

Conference Contact Info:
APCA (800) 681-5031

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