



Second Annual CRMA National Conference
Return2Customer 2008: “[Deepening the Customer Experience](#)”
Villa Christina

4000 Summit Boulevard, Atlanta, GA 30319

Tuesday, April 1, 2008: 8:00 AM – 6:30 PM
Wednesday, April 2, 2008: 8:00 AM – 5:00 PM

Dear Exhibitor,

Thank you for participating in the CRMA 2008 National Conference! Your involvement supports the growth and promotion of the entire Customer Relationship Management Association on a national scale, and we hope that participating in the conference brings value to your company.

Following you will find the information you need to prepare for the conference. Please complete the attached forms and return via email to crma.apg@gmail.com or fax to **678-302-7635**. If you have any questions, please do not hesitate to call: **770-381-9616**. Additional conference information can be found by visiting the CRMA website [Click Here](#).

The Association Planners of Georgia (APG) will be assisting you with all preparations for the upcoming CRMA National Conference. They are looking forward to working with you!

Among the benefits you receive as an exhibitor include a 6 foot skirted tabletop for displays as well as tickets to the conference (exact number of tickets per exhibitor varies, pursuant to rules and regulations as deemed appropriate by CRMA).

Important Deadlines:

- Tabletop display – indicate whether you will use your table space by **March 14, 2008**
- Power requests – must be submitted to APG by **March 14, 2008**
- Event Attendees – names due to APG by **March 27, 2008**

Sponsorship Benefits

- Please see attached the sponsorship benefits form to determine the exact benefits and conference admission tickets that correspond with each level of sponsorship.

** For more information, or to discuss sponsorship packages in detail, contact **Doug Schuster** at **(404) 915-3310** or email at dschuster@alltel.net



Tabletop Displays

Display Area

As a sponsor, you have a tabletop where you can have a display and/or offer materials:

- You will be provided with a six (6) foot skirted table
- Exact exhibit location will be dependent upon your prompt RSVP to APG/ CRMA. All items highlighted below must be addressed by **March 14, 2008**
- Exhibitors will be allowed to use floor displays if they choose to do so.
- Power will be supplied by CRMA; however you **MUST** reserve your exhibit space in advance to ensure that your booth will be located in close proximity to a power source. To reserve your space, please contact APG crma.apg@gmail.com or by phone: **770-381-9616**. We must have an accurate count of booths that need power prior to the conference. Please have your exhibit power request submitted no later than **March 14, 2008**
- **Wireless Internet connectivity** is available at the conference site and will be provided to exhibitors free of charge throughout the entire duration of the conference.
- **Shipping Address:** Please ship all exhibit related items to:
 - **Villa Christina**
 - 4000 Summit Boulevard, Atlanta, GA 30319
 - Attn: Brittany Barker (Sales Assistant)/ CRMA National Conference
 - Phone: 678) 686-4268

Onsite Services Management: Association Planners of Georgia (APG)

Floor contact: APG, office: **770-381-9616** cell: **404-556-2786**

Email address: crma.apg@gmail.com

Exhibitor Set-up Schedule: Two designated set-up times are available to accommodate all exhibitors. All sponsors are allowed to set up their respective exhibits between **2:00 – 5:00 PM** on **Monday, March 31, 2008** (day preceding the conference), or between **6:00 – 7:00 AM** during the morning of the conference, **Tuesday April 1, 2008**. Please note that no exhibitor will be allowed to begin set-up preparations prior to 6:00 AM on Tuesday, April 1 and all table set-ups **MUST** be completed by 7:00 AM. The conference will begin promptly at 8:00 AM.

- **SET-UP TIMES:**
 - **Monday, March 31: 2:00 – 5:00 PM**
 - **Tuesday, April 1: 6:00 – 7:00 AM**
 - All Set-ups **MUST** be completed prior to the start of the conference at 8:00 AM on Tuesday, April 1.



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COMPANY NAME: _____

MAIN CONTACT NAME: _____

MAIN CONTACT PHONE: _____

MAIN CONTACT EMAIL: _____

Name and phone number of person(s) responsible for set-up: (Important)

Name: _____ Mobile Phone: _____

For directions and more info about Villa Christina, please visit:
[Villa Christina Website](#)

Tabletop/ Exhibitor Display

- _____ *Monday, March 31 SET UP* - Yes, we will have a tabletop/ exhibitor display and will be at Villa Christina – The Retreat between **2:00 – 5:00 PM** for set up the day preceding the conference. All set ups must conclude by 5:00 PM sharp.
- _____ *Tuesday, April 1 SET UP* – Yes, we will have a tabletop/ exhibitor display and will be at Villa Christina – The Retreat between **6:00 – 7:00 PM** for set up the day of the conference. All set ups must be completed prior to the commencement of the conference promptly at 8:00 AM.
- _____ No, we will not have a tabletop/ exhibit display.

Exhibitor Booth Breakdown

- Exhibitors may begin breaking down their booths at the conclusion of the conference, at approximately **5:00 PM** on **April 2**. All exhibits must be completely broken down and loaded out of the hotel no later than 6:30 PM.

Attendees:

List your attendees below, including first and last name as well as company affiliation. Please see attached the sponsorship benefits form to determine the exact number of conference admissions tickets you will receive.

1. _____
First Last Company

2. _____
First Last Company

3. _____
First Last Company

4. _____
First Last Company

5. _____
First Last Company

6. _____
First Last Company



CONFERENCE SITE

THE RETREAT OF DUNWOODY

1001 Summit Boulevard, Atlanta, Georgia 30319

Phone: 404.303.0133 / Fax: 404-303-0118

DIRECTIONS FOR VENDORS UNLOADING AT THE DOCK

From the Airport:

Take I-85/I-75N (14 miles) to GA 400 (exit 87) to I- 285 East (4B). *Refer to directions below.*

From GA 400:

Take I-285 East to Ashford Dunwoody Road (Exit 29). Stay in the far right hand lane, which will put you onto Lake Hearn Drive. Keep going on Lake Hearn Drive (go past Parkside Place) until you come to the first driveway. Turn left into the driveway. Take the stairs up to the telephone. Pick up the phone and let the person who answers know that you are there for an event and have items to bring in. If no one answers the phone call Louise Curotte at 678-462-6027 and let her know that you have items for the event being held there.

Form I-85 & I 285 (Spaghetti Junction):

Take I-285 West to Ashford -Dunwoody Road (Exit 29) and turn LEFT. Crossover I-285. At the first traffic light and turn RIGHT onto Lake Hearn Drive. Drive (go past Parkside Place) until you come to the first driveway. Turn left into the driveway. Take the stairs up to the telephone. Pick up the phone and let the person who answers know that you are there for an event and have items to bring in. If no one answers the phone call Louise Curotte at 678-462-6027 and let her know that you have items for the event being held there.

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If you have other questions or need additional information regarding your exhibit booth at the upcoming CRMA conference, please do not hesitate to contact one of the following individuals:

Art Hall

Chair, 2008 CRMA Conference
Office Phone: 404-260-4155
Cell Phone: 404-759-9158
Email: ahall@alvarezandmarsal.com

DOUG SCHUSTER

Chair, Sponsorship Committee
Cell Phone: 404.915.3310
Email: dschuster@alltel.net