

THE 22ND ANNUAL SOCIAL MARKETING CONFERENCE Ideas Beyond Borders

Training Academy: June 13-14, 2012

Main Conference: June 15-16, 2012

Sheraton Sand Key Resort
Clearwater Beach, FL

Sponsored by:



CONFERENCE DESCRIPTION

The University of South Florida Social Marketing Conference enters its 22nd year with a renewed commitment to social marketing's robust capacity to influence complex or "wicked" social problems. Social marketing has potential applications in a wide array of fields such as environmental studies, sustainability, transportation, financial literacy, education, not-for-profit management, labor relations, engineering, public health, and healthcare. All of these and others can benefit from social marketing's consumer centered, strategic approach to influencing change. In recognition of social marketing's expansive reach and increasing interest to persons in other disciplines, we are shifting the scope of the Social Marketing Conference beyond public health to welcome all professionals who work in or value the use of social marketing.

This year's theme – "**Getting Better at Doing Good**" – reflects the global reality that government institutions, not-for-profit groups, non-governmental organizations (NGOs), universities and colleges, and businesses are searching for better ways to improve people's health, the environment, infrastructures, and social welfare. This international gathering will bring together social marketers and other social innovators in a forum where people can engage their collective wisdom and talents to discover new and creative ways social marketing can change the world for the better.

The four-day event consists of two major offerings: **The Social Marketing Training Academy** and **The Social Marketing Conference**.

The Training Academy will continue its 20-year tradition of training professionals and students new to social marketing and others who want to enhance their understanding of the basic social marketing model.

This two day workshop provides an overview of the social marketing approach and its distinctive features. It also teaches participants how to use marketing's systematic approach to planning programs. Participants learn new methods for selecting target audiences, selecting realistic behavioral objectives, and identifying behavioral determinants that must be addressed by the program intervention.

During the workshop, formative (or sometimes referred to as consumer) research is discussed and the role it plays in shaping interventions and how you can manage the research process. A brief overview of quantitative and qualitative research methods is reviewed, as well as a discussion of the importance of using both quantitative and qualitative research methods.

Strategy development is a key ingredient in the social marketing process. The strategy development session is highly interactive; participants use formative research results from a social marketing project to learn how to identify the right product benefits to promote, costs that must be lowered, intermediaries and proper placement of tangible products and services, and promotional activities.

Case studies are used to illustrate key concepts and 'hands on' exercises allow participants the opportunity to apply principles.

The Social Marketing Conference will be enhanced to meet the needs of social marketers at all levels of experience. It will include conversational plenary sessions, interactive panels, and focused collaboratory sessions. We welcome social marketers, students and faculty, not-for-profit and government leaders, program planners and designers, all who share the commitment of **getting better at doing good**. The two-day conference will consist of opening plenary sessions with national leaders in education, design, organizational development, and continuing professional development, and a closing plenary session with leaders in social marketing education. Each morning Opening Session speakers will introduce ideas from a variety of perspectives with time allocated in each one for participant questions and discussion. These will be followed by five (5) parallel sessions. On the first day four of these sessions will be seeded with panel presentations and conversations that focus on a variety of topics relevant to the practice, application, and dissemination of social marketing. The fifth parallel session will be for presentations of exemplary work in social marketing research and practice. A poster walk and reception is scheduled to close the first day to present additional examples of social marketing practice and research and create more opportunities for conversations among participants.

Following the Opening sessions on Saturday, participants may attend one of five collaboratories – facilitated discussions designed to dive more deeply into emerging issues and ways to apply innovative ideas for social marketing education, training, and practice. Collaboratories will focus on the public sector, non-profit organizations, academic settings, and education and training consultation. Additionally, six "incubators" (small conference rooms) will be available for groups that want to explore specific topics they determine will help them, and the field of social marketing, **get better at doing good**. Our Closing Session will discuss integrative innovations in social marketing.

Networking and Co-Creation are Key Goals: The conference is designed to offer numerous informal opportunities for networking with some of the world's best social marketers and leaders from other social change disciplines. In addition to networking breaks, concurrent sessions are structured to give participants an opportunity to interact with presenters and other participants to explore and integrate new ideas into their own projects and organizations.

LEARNER OBJECTIVES

Upon completion of the **Training Academy**, participants should be able to:

- **Define and list** five distinctive features of social marketing;
- **Describe** the six steps that comprise the social marketing process;
- **Articulate** the major tasks to be accomplished during the initial planning phase;
- **List** at least two types of research used to design a social marketing campaign;
- **Describe** at least two decisions that must be made in developing a campaign strategy; and
- **List** at least three new professional contacts.

Upon completion of **The Social Marketing Conference**, participants should be able to:

- **Critically comment** on the current status of the application of social marketing practice nationally and internationally;
- **Discuss** three examples of advanced application of social marketing practice;
- **Explain** at least five programs in which social marketing was used as a tool for development and discuss the strengths and weaknesses of those particular applications;
- **Apply** the primary theoretical and applied principles of at least one training module;
- **Suggest** at least one new collaborative project or application; and
- **List** at least five new professional contacts.

AGENDA

| WEDNESDAY, JUNE 13, 2012 SOCIAL MARKETING TRAINING ACADEMY | |
|---|--|
| TIME | SESSION |
| 8:00 – 5:00 PM | REGISTRATION DESK OPEN & EXHIBITS |
| 9:30 – 9:45 AM | Welcome and Introductions |
| 9:45 – 10:15 AM | What's so Different? Overview of Social Marketing's Distinctive Features |
| 10:15 – 10:50 AM | Overview of Social Marketing Process and Case Study |
| 10:50 – 11:15 AM | BREAK |
| 11:15 – 12:00 PM | Determining Your Research Needs |
| 12:00 – 1:15 PM | LUNCH ON OWN |
| 1:15 – 1:30 PM | Initial Planning: What You Need to Know About Your Consumer |
| 1:30 – 2:00 PM | Selecting the Target Behavior |
| 2:00 – 2:30 PM | Situational Analysis |

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| 2:30 – 2:50 PM | BREAK |
| 2:50 – 3:30 PM | Segmenting and Selecting Priority Populations |
| 3:30 – 4:00 PM | Anticipating the 4 Ps |
| THURSDAY, JUNE 14, 2012 SOCIAL MARKETING TRAINING ACADEMY | |
| TIME | SESSIONS |
| 7:00 – 5:00 PM | REGISTRATION DESK OPEN & EXHIBITS |
| 8:00 – 9:00 AM | CONTINENTAL BREAKFAST |
| 9:00 – 9:30 AM | Recap and Q & A |
| 9:30 – 10:30 AM | Breakout Sessions |
| | Developing the Research Plan |
| | Advanced Formative Research Issues (for Researchers) |
| 10:30 – 11:00 AM | BREAK |
| 11:00 – 12:15 PM | Creating the Marketing Plan |
| 12:15 – 1:15 PM | LUNCH ON OWN |
| 1:15 – 2:30 PM | Evaluation |
| 2:30 – 3:15 PM | Are You Reaching Your Audience? Pre-Testing |
| 3:15 – 3:35 PM | BREAK |
| 3:35 – 4:00 PM | Staying on Track for Long-Term Success |
| 4:00 – 4:30 PM | More Questions and Lingering Doubts |
| FRIDAY, JUNE 15, 2012 THE 22ND ANNUAL SOCIAL MARKETING CONFERENCE | |
| 8:00 AM – 9:00 AM | CONTINENTAL BREAKFAST |
| 8:30 AM – 9:00 AM | Welcome. Introduction to <i>Collaboratories</i> and <i>Incubators</i> |
| 9:00 AM – 9:20 AM | Why Social Marketing is so Important <i>Ayman El-Mohandes, MBBCh, MD, MPH</i> |
| 9:20 AM – 10:00 AM | Discussion |
| 10:00 AM – 10:20 AM | Advancing (Disruptive) Social Innovation in Academic Settings <i>Erin Krampetz, MA</i> |
| 10:20 AM – 11:00 AM | Discussion |
| 11:00 AM – 11:30 AM | BREAK |
| 11:30 AM – 11:50 AM | Emerging Ideas in Commercial Marketing and Their Relevance for Social Marketing <i>Philip Kotler, PhD</i> |
| 11:50 AM – 12:30 PM | Discussion |
| 12:30 – 12:45 PM | Presentation of: The Kotler Distinguished Service in Social Marketing Award |
| 12:45 PM – 1:45 PM | LUNCH ON OWN |
| 1:45 PM – 3:00 PM | Concurrent Collaboratories: Short presentations followed by facilitated discussions. |
| | A1: Social Marketing in Academic Settings |

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| | <ul style="list-style-type: none"> ❖ Teaching Social Marketing at GWU: Answers, Challenges & the Road Ahead (<i>Monique Turner, PhD</i>) ❖ Teaching Social Marketing at Brighton Business School, Brighton, UK (<i>Matthew Wood, MBA</i>) ❖ Title TBD (<i>Rebekah Russell-Bennett, PhD</i>) |
| | B1: Social Marketing in the Public Sector <i>Mike Newton-Ward, MSW, MPH; Speaker TBD</i> |
| | C1: Social Marketing in NGOs <i>Donna Sherard, MPH; Brian Day; Katherine McElhinny, MA</i> |
| | D1: Social Marketing Training or Consulting <i>John Strand, PhD</i> |
| | E1: Social Marketing in Environmental Sustainability <i>Doug McKenzie-Mohr, PhD; Jay Kassirer, MBA</i> |
| 3:00 PM – 3:30 PM | BREAK |
| 3:30 PM – 4:45 PM | Concurrent Collaboratories: New presentations and discussion. Participants may attend the same or a different topic. |
| | A2: Social Marketing in Academic Settings <i>Robert John, PhD; Georgina Cairns, PhD</i> |
| | B2: Social Marketing in the Public Sector |
| | C2: Social Marketing in NGOs <i>Bev Schwartz, MS; Erin Krampetz, MA</i> |
| | D2: Social Marketing Training or Consulting <i>Francois Lagarde, MA</i> |
| | E2: Social Marketing in Environmental Sustainability <i>Doug McKenzie-Mohr, PhD</i> |
| 5:00 PM – 6:00 PM | Poster Walk and Reception |
| SATURDAY, JUNE 16, 2012 THE 22ND ANNUAL SOCIAL MARKETING CONFERENCE | |
| 8:00 – 8:45 AM | CONTINENTAL BREAKFAST |
| 8:45 AM – 9:00 AM | Welcome |
| 9:00 AM – 9:20 AM | The Creative Discipline of Social Marketing <i>Lynda Bardfield</i> |
| 9:20 AM – 10:00 AM | Discussion |
| 10:00 AM – 10:20 AM | BREAK |
| 10:20 AM – 10:40 AM | Title TBD; <i>Doug McKenzie-Mohr, PhD</i> |
| 10:40 AM – 11:20 AM | Discussion |
| 11:20 AM – 12:30 PM | LUNCH ON OWN |
| 12:30 PM – 2:30 PM | Traditional Concurrent Sessions with Abstracts |
| | F: Competencies for Social Marketers <i>Carol Bryant, PhD; Kelli McCormack Brown, PhD; Nancy Lee, MBA</i> |

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| | <p>G:</p> <ul style="list-style-type: none"> ❖ <i>Best Bones Forever!: A Case Study in Social Marketing</i> <i>Elizabeth Osborn, MPH; Darcy Sawatzki, MA; Lynne Donner Lotenberg, MA; Valerie Borden, MPA</i> ❖ <i>Plate It Up Kentucky Proud: Statewide Social Marketing Campaign to Increase Consumer Purchase and Consumption of Locally Grown Fruits and Vegetables</i> <i>Laura Stephenson, PhD</i> |
| | <p>H:</p> <ul style="list-style-type: none"> ❖ <i>Social Marketing Group Projects: A Strategy for Introducing Students to Social Marketing Concepts</i> <i>Jane McKay-Nesbitt, PhD</i> ❖ <i>Practitioners to Professors: Bringing the Real World into the Classroom</i> <i>Jennifer Nichols, MPH; Melissa Taylor, MA</i> |
| | <p>I:</p> <ul style="list-style-type: none"> ❖ <i>The Role of the Servicescape on Emotional Regulation: An Exploration of Novice Blood Donors</i> <i>Kay Russell</i> ❖ <i>Influencing Breastfeeding Behavior: The Use of Technology to Provide a Peer Support Service</i> <i>Rebekah Russell-Bennett, PhD</i> |
| | <p>J: USF Showcase</p> <ul style="list-style-type: none"> ❖ <i>Using Mobile Phones to Track and Influence Multimodal Travel Behavior</i> <i>Philip Winters, BS</i> ❖ <i>Personal Health Systems: New Technologies for Improving Personal Health</i> <i>Andrew Rajj, PhD</i> |
| 2:30 PM – 3:00 PM | BREAK |
| 3:00 PM – 4:00 PM | Integrative Themes and Action <i>Robert Gold, PhD, DrPH, FASHA, FAAHB</i> |
| 4:00 PM | Adjourn |

ACCREDITATION

Certified Health Education Specialists (CHES):

USF Health has been designated as a Multiple Event Provider (#FL0027, exp. 12/31/12) of Category I continuing education contact hours in health education by the National Commission for Health Education Credentialing, Inc. This program has been reviewed and approved for up to 21, 60-minute contact hours for CHES event number 1155.

Registered Dietitians:



USF Health, CO001, is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR) from 2/22/10 to 2/21/13. Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive up to 21 Level 2 continuing professional education units (CPEUs) for completion of this program. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program or materials.

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PLANNING COMMITTEE

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Beverly Schwartz, MS

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Ashoka
Arlington, VA

Bill Smith, EdD, PhD (Hon)

Editor, Social Marketing Quarterly
President, makingchange4u
Washington, DC

OTHER EDUCATIONAL OPPORTUNITY:

FOSTERING SUSTAINABLE BEHAVIOR WORKSHOP (JUNE 13-14)

Fostering Sustainable Behavior Workshop:

The introductory workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behavior. Those who attend the workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting pilots, and broad scale implementation) and be exposed to numerous case studies illustrating its use. As such, this workshop provides an in-depth exposure to community-based social marketing and

provides participants with the knowledge they need to design and evaluate their own community-based social marketing programs.

*This workshop occurs concurrently with the Social Marketing Training Academy on June 13th - 14th, and is held at the Sheraton Sand Key Resort in Clearwater Beach, FL. **Registration for, and management of, this workshop is separate from The Social Marketing Conference.***

For more information go to:

<https://www.htfsolutions.com/HTFSolutions/forms/mma/index.htm>

REGISTRATION

Online registration now available at www.cme.hsc.usf.edu! (You may register online even if paying by check.)

| Option | Early Bird (Until 5/31/12) | Regular (After 5/31/12) | Full Time Student* |
|---|-------------------------------|----------------------------|-----------------------|
| Full Conference (Wednesday through Saturday) | \$525 | \$625 | \$375 |
| Training Academy Only (Wednesday & Thursday) | \$350 | \$400 | \$250 |
| Main Conference Only (Friday & Saturday) | \$350 | \$400 | \$250 |
| Single Day | \$200 | \$200 | \$200 |

If you need to pay via **Purchase Order**, you must email smakar@health.usf.edu for permission to do so.

**Students must submit a valid photo ID copy and a letter/email from their department head to qualify for the discount. This can be faxed to 813-974-5172 or emailed to brose@health.usf.edu.*

Cancellation Policy

Cancellations must be requested in writing via fax to 813-224-7864 or email to smakar@health.usf.edu, and received by May 25, 2012 in order to receive a refund. A \$75 cancellation fee will be assessed to cover administrative costs. There are no refunds for no-shows or for cancellations received after May 25, 2012; however, substitutions are welcome without penalty.

USF Health reserves the right to cancel this activity due to unforeseen circumstances. In the event of such cancellation, only the registration fee will be returned to the registrant. USF Health will not be responsible for travel expenses incurred by the participant in case of cancellation.



BRING YOUR LAPTOP OR MOBILE DEVICE!

Conference information, handouts, and other interactive opportunities will only be available online before and during the conference. Free wireless internet service will be available in the conference rooms and conference lobby area. It is recommended that you bring your wireless laptop or internet capable mobile device to access conference information.

LOCATION



Sheraton Sand Key Resort

1160 Gulf Blvd.

Clearwater Beach, FL 33767

727-595-1611

www.sheratonsandkey.com

A limited number of rooms have been reserved for this meeting at the special group rate of **\$163** single/double plus tax. As an added bonus, the group rates above come with a **complimentary internet access code**, which will be

provided at check-in.

For reservations, please call **727-595-1611** and identify yourself as a participant of the **Social Marketing Conference** to receive the special group rate. You may also book your room online at <http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1202093733&key=2FAEF>.

Group rates cannot be guaranteed after **May 27, 2012**, so be sure to make your reservation early!

Parking – The Sheraton Sand Key Resort offers complimentary self-parking; however, parking is limited, so it is recommended that attendees arrive early to allow sufficient time to locate a space.

INTERESTED IN SHARING A HOTEL ROOM?

If you are interested in sharing a hotel room for the 2011 *Social Marketing in Public Health Conference*, please email brose@health.usf.edu to complete a questionnaire. Your information will be made public to any attendee that contacts us looking for a roommate.

This listing is not monitored by The Social Marketing Conference Planning Committee (SMCPC) and individuals are responsible for their own listings and contacting others on the list. SMCPC assumes no responsibility for matching people, room share issues, hotel reservations, or insuring roommates are found. If you have found someone to share a room with please email brose@health.usf.edu to be removed from the list. Accessing the survey does not obligate you to register or attend the conference.

TRANSPORTATION

Travel and Accommodations

There are many airlines serving the Tampa Bay Region. The nearest airports are Tampa International and St. Petersburg / Clearwater.

Ground Transportation

Ground transportation to/from the airport and hotel is available through **SuperShuttle** passenger van service. Please contact Super Shuttle directly at (727) 572-1111, toll free (800) 258-3826, or online at www.supershuttle.com. Taxis and rental cars are also available at the airport.

SuperShuttle Airport Arrival Instructions *(with reservation)*

- Upon arrival at the Tampa International Airport, please proceed to baggage claim to pick-up your bags. The baggage wheels are divided by airlines, so make sure you search for your airlines baggage claim area.
- After collecting your baggage, follow signs to Ground Transportation. SuperShuttle has a booth on the ground floor (near the glass entrance/exit doors).
- Check in with the reservation agent and give either your name or your confirmation number. If you find yourself slightly off track, the SuperShuttle agent will assist you. Tell them you are traveling to the Sheraton Sand Key and they will direct you to the next departing Shuttle.
- You may wait in the heated/air conditioned room near the agents' booth. Please ensure that all of your bags are accessible to the driver to load prior to departure.



For more information regarding ground transportation to/from Tampa International Airport, please visit www.tampaairport.com/ground_transportation.

SUPPORT OPPORTUNITIES

We are actively seeking support partners for ***The 22nd Annual Social Marketing Conference***. Organizations or individuals can support specific events or become event co-sponsors in a variety of ways:

Please reference the "Support & Exhibit Prospectus." This may be found at the end of this document, or perhaps as a separate link. For more information, contact Bobbi Rose at brose@health.usf.edu, (813) 974-6158

SUPPORT THE NEXT GENERATION OF SOCIAL MARKETERS

Please consider following the instructions below to support scholarships for students to attend the Social Marketing Conference.

1. Visit <http://giving.usf.edu>.
2. Click on "Make a Gift."
3. Choose "Search all funds."
4. Click on "Search by Keyword or Fund Number."
5. Type in "Social Marketing."
6. Follow prompts to review your information and payment.



EQUAL OPPORTUNITY

Events, activities and facilities of the University of South Florida are available without regard to race, color, sex, national origin, disability, age, or Vietnam veteran status as provided by law and in accordance with the University's respect for personal dignity.

ACCOMMODATIONS FOR DISABILITIES

Please notify the USF CPD Office, 12901 Bruce B. Downs Blvd., MDC 46, Tampa, FL 33612, call 813-224-7860, or email brose@health.usf.edu by May 31, 2012 if a reasonable accommodation for a disability is needed.



SUPPORT & EXHIBIT PROSPECTUS

A circular graphic with a blue-to-white gradient, containing the conference title and tagline.

THE 22ND ANNUAL SOCIAL MARKETING CONFERENCE Ideas Beyond Borders

June 13-16, 2012

Sheraton Sand Key • Clearwater Beach, Florida

Dear Colleague,

The Annual Social Marketing Conference, held in beautiful Clearwater Beach, Florida and scheduled for June 13-16, 2012, enters its 22nd year with a renewed commitment to social marketing's robust capacity to influence complex or "wicked" social problems.

We are requesting your support for the conference through grants and as an exhibitor.

Each year *The Social Marketing Conference* attracts approximately 300 attendees. In recognition of social marketing's expansive reach and increasing interest to persons in other disciplines, we are shifting the scope of *The Social Marketing Conference* beyond public health to welcome all professionals who work in or value the use of social marketing.

Attendees will include professionals working in such fields such as environmental health, transportation, financial literacy, education, not-for-profit management, labor relations, the arts, and health.

The goals of the conference are to:

- Critically comment on the current status of the application of social marketing practice nationally and internationally;
- Advance social marketing practice and knowledge;
- Develop new professional contacts that have the potential to collaborate on current or future projects, or assist with problem solving. (This goal is attained primarily through the formal and informal networking designed into this program);
- Address the need for the development of a working knowledge of social marketing for practitioners new to this approach; and
- Share program successes and challenges.

Designed to meet the needs of people at the introductory, intermediate, and advanced levels in social marketing, the conference is divided into two major parts:

Main Conference: The Main Conference, June 15-16, 2012, offers a combination of plenary presentations by internationally recognized social marketers and experts from other disciplines on topics of interest to intermediate and advanced attendees. Concurrent sessions, both invited and selected from responses to the "Call for Abstracts," round

out the agenda with special sessions on how social marketing has been applied social issues and how the field can advance its practice. The specific topics and speakers are selected to elaborate on key elements of the social marketing approach and to illustrate how social marketing can be applied to a wide variety of public issues. The Main Conference moves into a second day with additional plenary sessions, followed by additional advanced workshops and laboratories.

Training Academy: The Social Marketing Training Academy, June 13-14, 2012, gives participants an overview of the social marketing approach and basic principles and practices associated with audience segmentation and formative research, strategy development, and program development. Case studies are used to illustrate how social marketing can be applied to the development of a program and policy interventions. Participants are provided time to review a systematic logic model that they can then apply to program planning.

All supporters will be recognized in the program syllabus. Additionally, support for a reception or food event will be recognized with a poster sign.

Please review the enclosed information regarding both support and exhibit opportunities and return the appropriate form to confirm your participation. ***See you at the conference!***

Warm Regards,

Jim Lindenberger
The Social Marketing Group
College of Public Health
University of South Florida

Contact for Assistance:

Bobbi Rose, Conference Coordinator
USF - Chiles Center
3111 E. Fletcher Ave.
Tampa, FL 33613
Direct: (813) 974-6158, Fax: (813) 974-5172
brose@health.usf.edu

ENCLOSURES:

Support/Sponsorship Information Form
Support/Sponsorship Confirmation Form
Exhibit Information Form
Exhibit Reservation Form
Exhibit Responsibilities & Guidelines



**THE 22ND ANNUAL
SOCIAL MARKETING
CONFERENCE**
Ideas Beyond Borders

SUPPORT INFORMATION FORM

Support Opportunities

- An 'all purpose' unassigned grant for the conference with acknowledgement in the program and announcement from the podium.
- Social events, morning continental breakfasts, or 'health breaks' can be sponsored with acknowledgment in the program to the sponsoring organization, announcement from the podium, and on-site signage during breaks or the respective social event.
- Underwriting printing, production, and packaging of the conference manual/program and/or tote bags/attendee gifts, with the acknowledgement of the sponsoring organization in the program and from the podium, and an imprint of the sponsoring organization logo on the respective sponsored items.
- Scholarships for selected/screened public health administrators with the previously described acknowledgements for the sponsoring organization.

Sponsorship Amounts for Specific Items

- **CATERING**
 - *Training Academy*
 - Morning Coffee Service & 'Health Break' (June 13) – \$4,200
 - Continental Breakfast and Two Breaks (June 14) – \$5,800
 - *Main Conference*
 - Poster Walk Reception (June 15) – \$4,000
 - Continental Breakfast and Two Breaks (June 15) – \$9,400
 - Continental Breakfast and Two Breaks (June 16) – \$9,400
- **SUPPLIES**
 - Internet Access & Café – \$2,500
 - Printing for Conference Folders/Programs – \$2,000
 - Tote Bags – \$2,000
- **SCHOLARSHIPS**
 - \$1,550 per participant
 - Includes full conference registration, ground transportation, 4 days per diem meals, and 4 hotel nights



SUPPORT CONFIRMATION FORM

June 13-16, 2012 • Sheraton Sand Key • Clearwater Beach, Florida

| | | |
|--|-------|--------|
| Company Name <i>(as to appear on printed material)</i> | | |
| Contact Person | Title | |
| Address | | |
| City | State | Zip |
| Telephone | Fax | E-Mail |

LEVEL OF SUPPORT

GENERAL SUPPORT:

'All-purpose'/unassigned grant \$ _____

CATERING:

Morning Coffee Service & 'Health Break' (June 13) \$4,200

Continental Breakfast and Two Breaks (June 14) \$5,800

Poster Walk Reception (June 15) \$4,000

Continental Breakfast and Two Breaks (June 15) \$9,400

Continental Breakfast and Two Breaks (June 16) \$9,400

SUPPLIES:

Internet Access & Café \$2,500

Printing for Conference Folders/Programs \$2,000

Tote Bags \$2,000

SCHOLARSHIPS:

Participant Scholarship(s) \$1,550 per participant x _____ = _____

PAYMENT METHOD

Check *(payable to USF HPCC)* Credit Card: Visa MC AMEX

Card Number: _____ Expiration Date: _____ \$ _____

Name on Card: _____ Signature: _____

PLEASE RETURN CONFIRMATION FORM AND PAYMENT TO:

USF – Chiles Center • Bobbi Rose • 3111 E. Fletcher Ave • Tampa, FL 33613

Phone: 813-974-6158 • Fax: 813-974-5172 • E-Mail: brose@health.usf.edu • Tax ID# 16-1765073



EXHIBIT INFORMATION FORM

Exhibit Location & Shipping Information

- Sheraton Sand Key Resort
1160 Gulf Blvd.
Clearwater Beach, FL 33767
727-545-1611
- Packages should not arrive prior to June 11, 2012. Items must be pre-paid, packed, and labeled as follows:
 - Attn: 22nd Annual Social Marketing Conference
Hold for: _____
Company: _____
Arrival Date: _____

Exhibit Space Rental

- Tabletop display – \$900
- Includes 6-foot skirted table with 2 chairs, all program materials, access to the education sessions, and meal functions for one person.

Exhibit Hours Schedule

The conference has been carefully scheduled to allow maximum exposure for exhibits:

| | | |
|---------------------------|---------------------------|--|
| Exhibit Set-Up: | WEDNESDAY, JUNE 13 | 9:00 AM – 10:00 AM (sessions begin at 8:30 AM) |
| | | 12:15 PM – 1:15 PM |
| | | 3:00 PM – 3:30 PM |
| | THURSDAY, JUNE 14 | 8:00 AM – 9:00 AM |
| | | 10:30 AM – 11:00 AM |
| | | 12:15 PM – 1:15 PM |
| | FRIDAY, JUNE 15 | 2:30 PM – 3:00 PM |
| | | 8:00 AM – 9:00 AM |
| | | 11:00 AM – 11:30 AM |
| | SATURDAY, JUNE 16 | 12:30 PM – 1:45 PM |
| | | 3:00 PM – 3:30 PM |
| | | 5:00 PM – 6:00 PM |
| Exhibit Tear-Down: | | 8:00 AM – 8:45 AM |
| | | 10:00 AM – 10:20 AM |
| | | 11:20 AM – 12:30 PM |
| | | 2:30 PM – 3:00 PM |
| | | After 3:00 PM (or prior day, if desired) |

This schedule is subject to change.



EXHIBIT RESERVATION FORM

June 13-16, 2012 • Sheraton Sand Key • Clearwater Beach, Florida

Company Name *(as to appear on printed material)*

Contact Person

Title

Address

City

State

Zip

Telephone

Fax

E-Mail

Electrical Needs

Special Requests/Considerations

On-Site Company Representative

| Company Rep Name | Title | E-Mail | Phone |
|------------------|-------|--------|-------|
| | | | |

Will you be shipping material to the Sheraton Sand Key? No Yes – Number of boxes: _____
 Please follow **shipping instructions** on the Exhibit Information Form.

If you are unable to attend in person, we will display material for you at your table.
 Will you ship material for us to display in your absence? No Yes – Number of boxes: _____

EXHIBIT SPACE RENTAL

Tabletop Display \$900 Other opportunities – please contact Bobbi Rose

Includes 6' skirted table, two chairs, all program materials, access to the educational sessions, and all meal functions for 1 person.

PAYMENT METHOD

Check *(payable to USF HPCC)* Credit Card: Visa MC AMEX

Card Number: _____ Expiration Date: _____ \$ _____

Name on Card: _____ Signature: _____

PLEASE RETURN CONFIRMATION FORM AND PAYMENT TO:

USF – Chiles Center • Bobbi Rose • 3111 E. Fletcher Ave • Tampa, FL 33613

Phone: 813-974-6158 • Fax: 813-974-5172 • E-Mail: brose@health.usf.edu • Tax ID# 16-1765073

Exhibit Package Responsibilities

Liability: The exhibitor shall be fully responsible to pay any and all damages to property owned by Sheraton Sand Key Resort on Clearwater Beach, its owners or managers which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the USF Health Continuing Professional Development Office, the Sheraton Sand Key Resort on Clearwater Beach, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, and all agents and employees thereof (hereafter collectively called "Indemnities") from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

Insurance: It is the exhibitor's sole responsibility to obtain business interruption insurance coverage on all exhibit material, equipment or apparatus introduced into the conference location premises; to have comprehensive general liability and property damage insurance protecting against any liability which may accrue by reason of alleged wrongful or negligent conduct of the exhibitor in the amount of not less than \$100,000.00 against all claims, which may be brought for personal injury or death of exhibitor's employees. All such coverage is to include contractual liability. The USF Health Continuing Professional Development Office and the Sheraton Sand Key Resort on Clearwater Beach can accept no responsibility for the loss of, or damage to, any of the said materials or displays, and the risk of all such loss shall be on the exhibitors.

Security: No security will be provided during hours when the exhibit area is set but closed and unsupervised by conference personnel. It is the individual exhibitor's responsibility to safeguard equipment and material from the time it is brought into the facility until it has been removed. It is also the exhibitor's responsibility to remove any dangerous materials from their displays when their staff is not there to supervise its use and to provide and use their own proper hazardous waste disposal system.

Cancellation of Conference: The USF Health Continuing Professional Development Office may cancel the conference or exhibition for any reason. The USF Health Continuing Professional Development Office, the conference facility and official service contractors (hereafter all referred to as "Conference Management") shall not be liable for any expenses incurred by the exhibitor except for an exhibit fee refund issued in an amount deemed consistent with the expenditures and commitments already made.

Failure to Occupy: Any space not occupied by June 14, 2012, will be forfeited by the Exhibitor and may be resold, reassigned, or used by the USF Health Continuing Professional Development Office without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by the USF Health Continuing Professional Development Office Conference Management.

Special Restrictions: (1) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the exhibitor presenting the materials. (2) Exhibitors are prohibited from using amplifying equipment of any nature without permission from the USF Health Continuing Professional Development Office, and if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the exhibit area. (3) Nothing will be used within the exhibit area that will injure, mar or in any manner deface any surface of the area or any equipment contained herein. (4) It is the exhibitor's sole responsibility to pay any royalties or license fees due to, but not limited to, BMI, ASCAP, or to the host city or state. No music may be played at an exhibitor's booth without prior notice to and approval by the USF Health Continuing Professional Development Office.

Nonflammable Materials: All materials, including muslin, velvet, silken, or other cloth drape or banner used in the exhibit area MUST be nonflammable. The exhibitor agrees to accept full responsibility for the compliance with city regulation in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment under city codes. It is the exhibitor's responsibility to check with the Sheraton Sand Key convention services (Bonny Greenwood) to be certain their exhibit and accompanying equipment can be moved into the designated

exhibit area and conforms to safety and fire regulations. Any and all services needed from the service contractor or facility over and above those provided as standard is the responsibility of the exhibitor.

Sales: Direct over-the-counter cash sales will be permitted. All goods, advertised items and services must be those provided during the exhibitor's regular course of business and be listed in the appropriate place on the application for space. Florida Department of Revenue requires the collection of sales tax for all direct sales by both in-state and out-of-state companies. Filing the proper forms and complying with the regulation are the direct responsibilities of the exhibitor. Applicable sales tax is the responsibility of the exhibitor directly.

Amendment: Any point requiring a decision relative to the exhibits, if not specifically covered in writing, is subject to determination by the USF Health Continuing Professional Development Office. The USF Health Continuing Professional Development Office will have sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the conference. All such amendments and future rules and regulations will be made available to exhibitor.

Compliance: Exhibitors will comply with these terms and conditions; rules and regulations of the Conference Management; city, state, or federal regulations governing this exhibition, hazardous waste, labor unions, HCEA and the Exposition Service Contractors Association guidelines and regulations.

Exhibitor Guidelines

1. Exhibitors are responsible for reading and adhering to these guidelines, those of the Sheraton Sand Key Resort on Clearwater Beach, and the Exhibitor Terms & Conditions and Responsibilities.
2. Space assignments are ordinarily made on a first-come, first-served basis. The Exhibit area will be small and competing companies may be next to each other.
3. Payment is due with your Exhibitor Registration.
4. Exhibitors shall not assign, share or sublet any space without the written consent of USF Conference Management, nor may any portion of the display extend beyond the boundaries of their space or block the view of other exhibitors.
5. Exhibitors may take orders and complete sales only for products or categories of products they have previously listed on the Exhibitor Registration Form. The Exhibit area is in the Lobby II and III at the Sheraton Sand Key Resort on Clearwater Beach, FL. The area has wireless internet access. If you need electric, please let Bobbi Rose know. There may be a fee imposed by the hotel for the use of electricity.
6. There is no smoking in the Exhibit Area or in any meeting room.