

Exhibitor Guidelines and Information

45th SABEW Annual Conference

Sheraton Inner Harbor Hotel / Baltimore, Maryland

Welcome Exhibitors

Thank you for choosing to exhibit with SABEW. We are looking forward to you joining us at our 45th Annual Conference. There's nothing quite like presidential election years in Washington and surrounding areas, and SABEW's annual conference in Baltimore from April 27-29, 2008 will take full advantage of being at the nexus of business and politics.

Highlighting the tentative program are interview-style keynote sessions with prominent figures in two of the biggest ongoing stories in the business world, the housing crisis and the power of private equity money. Both David Rubenstein, founder and CEO of Carlyle Group, the Washington-based private equity giant, and Daniel Mudd, CEO of mortgage giant Fannie Mae, are scheduled to appear on Monday afternoon, April 28.

SABEW has more than 3,500 members in the U.S. and Canada. We expect as many as 300 business journalists to attend the conference. This is a wonderful opportunity to put faces with bylines, e-mails and telephone conversations and make vital future contacts.

About the Meeting and Set-up Time

EXHIBITOR SET UP MAY NOT BEGIN UNTIL SUNDAY, APRIL 27 AT 8:00 A.M. DUE TO ANOTHER GROUP'S EVENT HELD SATURDAY NIGHT. Exhibits will be open from 12:00 p.m. (noon) on April 27th through 1:00 p.m. on April 29. All exhibits must be removed by 3:00 p.m. on April 29. Exhibits will be in the Chesapeake Gallery; meals and general sessions will be held in the Chesapeake Ballroom. A tentative floor plan of the area is included for your convenience and can also be found on the SABEW website. The exhibit area is an open, unsecured area but SABEW staff will be able to secure small items for you in the Patapsco Room used for the SABEW Headquarters Office and Storage area. Most tables will be against a solid wall with no back-drape. A few tables will be placed against a half-wall overlooking an atrium. No pipe and drape will be up, so you will be close to your neighboring exhibitor.

Exhibitor Fee and Additional Meal Registration

Registration cost for a single booth is only \$3,000. This cost includes one skirted, six-foot table, one chair and a trashcan, Sunday, Monday and Tuesday. All meal events at the hotel for one person are also included with this price. If you are needing more space, a double booth can be reserved for only \$5,000 and includes two six-foot tables, two chairs and a trash can (a limited amount of double booths are available). All meal events at the hotel for two persons are included in this price. Additional representatives may attend, up to a total of 5, for the cost of the hotel meal events. The additional charge for the full conference is \$500; for Sunday only is \$225, for Monday only is \$225, and for Tuesday only is \$50. Forms can be found on the SABEW website.

[Click here for the Exhibitor Space Reservation Form.](#) [Click here for the Exhibitor Meal Registration Form.](#)

Hotel Exhibitor Form / Billing, Electrical, Telephone, Internet, Audio-Visual

The Sheraton Inner Harbor Hotel requires each exhibitor to complete the Sheraton Inner Harbor Hotel Exhibitor Request Form, and return it to the hotel no later than two weeks prior to the event. This form may be found on the SABEW website. [Click here for the Sheraton Inner Harbor Exhibitor Request Form.](#)

Exhibit Hall Diagram & Booth Selection

The exhibits will be set up in the pre-con function space of the ballroom to be used for meals and general sessions. Booth numbers will be assigned by SABEW staff, based upon "first come, first serve" – however, if you have a preference, please let us know. Your booth number will be sent to you by Alice C. Fisher, marketing coordinator. Alice C. Fisher can be reached at email address: FisherAC@missouri.edu or by calling her direct line at 573-882-5093. Tentative diagram can be found on the SABEW website. [Click here for the SABEW Exhibit Hall Diagram.](#) [Click here for the Sheraton Floor Diagram Levels II & III.](#)

Advertising

SABEW invites you to advertise in the Annual Conference Program. All advertisers who exhibit automatically receive 10-percent off the advertising rates. Advertising copy must be received by March 24 to be included in the program.

Reservation Information/Room Rate

The SABEW 2008 Annual Conference will be at the Sheraton Inner Harbor Hotel. A room block is available at the hotel through March 25, 2008, for \$155/night plus tax. Call 410-962-8300 to make reservations directly with the hotel. Please ask for the Society of American Business Editors and Writers group rate when making a room reservation.

Payment Options

SABEW can accept credit cards for conference registration, booth reservations and meals. Mastercard, Visa and American Express charge cards are accepted. Checks are to be made payable to Society of American Business Editors and Writers Inc. and mailed with the registration form.

SABEW is a not-for-profit 501 c (3) Tax ID #36-3297751. Refunds are not available.

Shipping Information

Your materials can be received by the hotel no earlier than two days prior to the conference. The Sheraton Inner Harbor requests that you please label each box as follows: (Note: Michelle Kramer is the Sheraton Convention Services Manager assigned to this event.)

Michelle Kramer
Sheraton Inner Harbor Hotel
SABEW
Alice Fisher - Exhibitors
4/24/08
300 S. Charles Street
Baltimore, MD 21201
Tel: 410.347.1804

By labeling each box in this way, the hotel receiving agent will know what group the shipment is for, when you are arriving, and who the contact is for our group. It is very important to follow these labeling instructions correctly to avoid misplaced boxes.

The Sheraton Inner Harbor will charge you per box according to the following chart:

Charge:

0-5 pounds	\$5.00 per box
6-20 pounds	\$10.00 per box
21-50 pounds	\$15.00 per box
51 pounds and over	\$25.00 per box
Crates:	TBD (must contact hotel for pricing and delivery)
Pallets	\$75.00 (must contact hotel to arrange delivery)

Charges apply in and out of hotel and apply to all delivery venues.

Please ship to arrive no earlier than DATE 2 DAYS PRIOR. Any shipments received prior to DATE 2 DAYS PRIOR will be returned at the senders cost.

All exhibitors will be responsible for their own return shipping after the event, and should be prepared to arrange for any necessary supplies needed to ship exhibit materials back to your organization.

Questions: If you have any questions or need further information, please call Alice C. Fisher at 573-882-5093. You may also e-mail your questions to FisherAC@missouri.edu. The fax number is 573-884-1372. Thank you.