

## 26th Anniversary Southeastern Classic Cost To Attend



### Registration

To obtain the discount for additional attendees from the same company, please register as a group.  
\*A \$50 late fee applies to registrations received after July 15, 2017

New Member (Show Managers who have joined in 2017)	\$0.00
Member Rate (Register before July 15, 2017)	\$ 225.00 Additional Attendee: \$200.00
Non - Member	\$295.00
Registrations Received after July 15, 2017/On-Site Registration	ADD \$ 50.00 to above costs
Spouse/Guest (Includes Thursday's Opening Reception and Friday's Celebration Dinner)	\$ 65.00

### Accommodations

\*REGISTRANTS ARE RESPONSIBLE FOR SECURING THEIR OWN HOTEL ROOM\*  
DISCOUNT IS GOOD UNTIL JULY 12, 2017

Sheraton Myrtle Beach Convention Center	Room Rate: \$ 159.00 Parking: \$0.00 complimentary self-parking Wifi: \$0.00 complimentary
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### Travel

Please organize your own transportation to Myrtle Beach, SC	\$ TBD
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### Educational Sessions

CEM Course (Deadline to register is July 21, 2017)	\$299.00 - CEM Course Only (Member) \$440.00 - CEM Course Only (Non-Member) As an added benefit, receive a \$50 discount off your Classic fees when registering for the CEM course.
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**Course Topic:** Event Marketing

**Course Instructor:** Kimberly Hardcastle

**Course Description:** Marketing is not an exact science. It includes a number of strategies and tactics that are constantly evolving so they can address changing social, cultural and economic circumstances effectively. The creation of a marketing plan that includes core practices as well as new ideas, innovations and unique points of view allows for the creation of an exhibition that may have begun as just a concept. The goal of an exhibition is to provide an appropriate environment in which buyers and sellers can come together face to face. Today's technology increasingly permits the show organizer to extend the useful life of an exhibition by employing digital tools, thus further enriching the show experience.

### Meals

I'll save by attending breakfast presentations, hosted networking luncheons and evening functions. I'll also take advantage of discounts provided by partner restaurants.	\$ .....
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### Personal Extras

Additional expenses: telephone charges, newspaper, laundry service, etc.
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If you have any questions, please contact the IAEE SE Executive Office at [info@iaeese.org](mailto:info@iaeese.org) or 770-433-4137.