



**Southeast Region  
American Driver and Traffic Safety Education Association**

December 30, 2011

TO: SERA ADTSEA Exhibitors and Patrons  
FROM: Karl Logan  
SERA ADTSEA Vice President and Exhibit Chair  
SUBJECT: 42<sup>nd</sup> Annual Southeast Region ADTSEA Conference

We are fast approaching the upcoming 42<sup>nd</sup> Annual Southeast Region ADTSEA Conference and are excited to say that we are in our second year of the new conference site. The 2011 conference will be held at the beautiful Crown Reef Resort, located at 2913 South Ocean Blvd. Myrtle Beach, South Carolina, 29577, about 1 mile from the airport, on Feb. 23-25. This hotel offers us many amenities from plentiful covered parking that is in close proximity to the rooms, to free wireless internet throughout the complex.

One of the most important reasons that you'll want to attend this year is that we have increased the amount of time that you will have with the attendees. Changes in our starting time and program will create a better environment for you and our membership. As for starting the conference, there will be a full breakfast adjacent to the exhibitor/registration area Friday morning. We plan to have about one full hour before the opening of the conference in addition to the afternoon breaks and the Saturday morning exhibit time. The exhibitors' location is the conference foyer just outside the main ballroom meeting space.

Two goals of SERA ADTSEA are to inform and educate our membership through the presentation of new ideas, resources, and developments in the ever-changing world of transportation safety. This is most commonly accomplished through our annual conference and cannot be done without your help. We rely on your participation at these conferences through your presence and your resources.

We are offering an opportunity to support us through exhibiting your products and services at our conference, and/or by purchasing advertisement space in our conference program, which will include a one-year posting in our webpage. Our conference attendees will again number approximately 225, while the total conference attendance is expected to approach about 300; which include families.

To reserve your display location, please complete the enclosed exhibitor's registration form as soon as possible. Spaces can be reserved for \$200.00. Make checks payable to: SERA/ADTSEA. Please note the special equipment needs section.

We are also offering advertising space in our program to be distributed to all of our attendees.

- 1-page ad for \$200.00
- ½-page for \$125.00
- ¼-page for \$75.00

These are good for one year. The current format for the program will be in black and white (grayscale). Your ad will also appear on our website for one year.

The conference program preparations are well underway for February. We want to thank you for your past support. We look forward to hearing from you and maintaining our continued association with your company.

Sincerely,

*Karl Logan*

Karl Logan, Vice President  
Southeast Region ADTSEA



**Southeast Region**  
**American Driver and Traffic Safety Education Association**  
**EXHIBITORS APPLICATION**

**2011 Southeast Region ADTSEA Conference**  
**February 23 - 25, 2012**

Return application to:

Karl Logan  
SERA Vice President  
6930 Lakeland Drive  
Charlotte, NC 28214  
[karlogan@gmail.com](mailto:karlogan@gmail.com)  
Phone: 980/722-1848  
Fax: 980/218-9982  
Checks payable to: SERA/ADTSEA

Hotel contact for room reservation:

Crown Reef Resort  
2913 S. Ocean Blvd.  
Myrtle Beach, SC 29577  
Reservations 1-800-405-7333  
[www.crownreef.com](http://www.crownreef.com)  
Room Rates range from: \$54-69  
+ Taxes and resort fees  
Group Code: 5360  
Exhibit set up: (Th) Feb. 23, 4 p.m.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact person making arrangements: \_\_\_\_\_

Contact person(s) attending conference: \_\_\_\_\_

(For follow-up contacts and updates)

Telephone: (\_\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Would your company be interested sponsoring a meal function or refreshment break? YES NO (Please circle)

Sponsorship:

- \_\_\_\_\_ Booths needed: \_\_\_\_\_ (@ \$200.00per)
- \_\_\_\_\_ AD space(s) in program page size: ¼ ½ full (circle) (See previous page for amounts)
- \_\_\_\_\_ Break Sponsorship \$150\_\_\_\_\_ :
- \_\_\_\_\_ Silver Patron: Meal \$750. (Includes up to 15-minute presentation and all the above)

(Total check written)

*Note: Any sponsorship includes a 1-yr. space on our website. <http://www.adtsea.org/sera/conference.html>*

Do you need an electrical outlet, need a special booth, other special needs (describe here):

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