



Conference:
January 12-15, 2010

Exhibit Hall:
January 13-15, 2010

**Ernest N. Morial
 Convention Center
 New Orleans, LA USA**

ADVANCE REGISTRATION

www.thespecialeventshow.com

1. GENERAL INFORMATION

SOURCE CODE: AB

First Name _____
 Last Name _____
 Title _____
 Company _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____
 Zip/Postal Code _____
 Country: _____
 Phone[†] _____
 Cell Phone** _____
 Fax ^{†*} _____

E-Mail* _____
*By providing your fax and/or e-mail, you agree to provide Penton Media, exhibitors and sponsors permission to contact you regarding registration, updates and promotional materials. **By providing my cell number, I am giving The Special Event and its exhibitors/sponsors permission to contact me via call or text regarding registration, emergency situations, updates and promotional materials. †International guests, please include country and city codes.

Check here if you need accommodations that meet the regulation of the American Disabilities Act. Please indicate the specific requirements you have _____

2. PROFILE INFORMATION

1. What would you consider your primary business? (check only one)

- AA Hotel/Resort/Casino
- AB Caterer
- AC Equipment Rental/Sales
- AD Corporate Planning
- AE Event Planning/Producing/Consulting
- AF Convention or Meeting Center
- AG Club
- AH Event Site/Banquet Facility
- AI Golf/Country Club
- AJ Destination Management Company
- AK Entertainment Company
- AL University/Education/
Government Including Military
- AM Student
- AN Décor/Design
- AP Floral
- AQ Audio Visual/Lighting/Special Effects
- AR Advertising Agency
- AS Wedding Planning
- AT Props/Staging
- AU Public Relations/Marketing
- AV Press
- AW Speakers Bureau
- AX Premium Incentives/
Specialty Advertising
- AY Manufacturer/Supplier
- AZ Tabletop Products/Design
- BA Association/Non-Profit Planning
- BB Food Services
- AO Other: _____

2. Are you an executive/owner? (check only one)

- CA Yes CB No

3. Are you a current ISES member?

- DA Yes DB No
 If yes, please indicate in which ISES chapter you have a membership: _____

4. What is your primary job title/function? (check only one)

- EA General Manager or Administrator
- EB Corporate Event Planner (employed by a corporation)
- EC Independent Event Planner/Meeting Planner/Consultant
- ED Travel Industry Manager
- EE Food & Beverage Director or Manager
- EF Caterer /Banquets Director/Manager
- EG Entertainer
- EH Purchasing Director/Manager
- EI Store Manager
- EJ Trainer/Developer
- EK Decorator/Designer
- EL Sales or Marketing Professional
- EM Wedding Planner/Consultant
- EN Journalist/Editor/Publication Manager
- EP Floral Designer
- EQ Hotel/Resort Manager
- ER Event Producer
- ES Owner
- EO Other _____

- Please be sure to fill out both pages of the registration form. Incomplete forms cannot be processed. **To ensure real-time availability, REGISTER ON-LINE!**
- Children under the age of 16, including infants in strollers and/or carriages will NOT be admitted into the exhibit hall and/or educational sessions. Individuals under the age of 21, including infants in strollers and/or carriages will NOT be admitted into the Showcasing Events (this includes lunches, brunches and evening events). For the safety of everyone, especially your child, no exceptions will be made. There are many attractions for children in New Orleans. For additional information on childcare resources or New Orleans attractions for children, please contact the New Orleans Convention and Visitors Bureau.
- Photography is not permitted.
- Confirmations will be sent to all registrations received pre-show.
- **PLEASE NOTE**, badges WILL be mailed. However, event tickets must still be picked up on site in the registration area at the show. Your confirmation will serve as a guarantee for your registration. Please bring your confirmation with you to The Special Event 2010. Please note that badges for speakers and international guests will not be mailed.

5. Thinking about the event products/services you use throughout the year, approximately what percentage do you rent vs buy (should total 100%)

FA Rent (%) _____
 FB Buy (%) _____

6. What products/services do you plan to rent or purchase in the next 12 months? (check all that apply)

- GA Air Conditioning
- GB Amusement Rides
- GC Audio Visual Equipment
- GD Audio Video Documentation
- GE Awards
- GF Fog, Helium Tanks
- GG Bands/DJ Services
- GH Bars, Portable
- GI Beverage company
- GK Bleachers, grandstands, Skyboxes
- GL Books/Publications, Industry
- GM Cakes
- GN Candles, Candelabra
- GP Candy
- GQ Carpet, carpet runners
- GR Chair Covers
- GS Chairs
- GT China
- GU Chocolate, incl. chocolate fountains
- GV Communication Equipment/Services
- GW Computer Hardware/Software
- GX Confetti
- GY Convention Services
- GZ Coolers; Freezers
- HA Costumes, Makeup
- HB Décor
- HC Destination Management
- HD Disposable Products
- HE Dividers, Partitions
- HF Drapes; Background, Booth
- HG Educational courses
- HH Embroidery
- HI Entertainment
- HJ Event Planning Services
- HK Event Production/Producers
- HL Fabric Décor (stretch)
- HM Fabric sculptures
- HN Fabrics
- HP Fans, Misters
- HQ Feathers and feather novelties
- HR Fencing, barricades, crowd control stanchions
- HS Flags, banners, pennants
- HT Flooring: Portable, Turf, Carpet, Dance Floors
- HU Floral products/containers
- HW Flowers dried/fresh
- HW Fog, Bubble, Snowmaking Machines
- HX Food Services Equipment, Catering, Banquet, Barbeque
- HY Fountains
- HZ Furniture, custom event
- JA Gazebos, Arches
- JB Generators/Power
- JC Glassware
- JD Hats, Party
- JE Heaters, portable, outdoor patio
- JF Hotel/Lodging/Resort
- JG Ice Sculpture/Ice Bars
- JH Inflatables
- JI Invitations, custom
- JJ Lace, Tulle, ribbons
- JK Laser Shows
- JL Lighted Products, Glow Products, Accessories
- JM Linens
- JN Metal Decorative Items
- JP Neon Props, Centerpieces
- JQ Party Favors, Supplies, Themes
- JR Photography
- JS Picture Frames
- JT Plants
- JU Props
- JV Puppets (life-sized) giant characters
- JW Pyrotechnics
- JX Restroom, executive
- JY Security Systems
- JZ Signs, graphic arts
- KA Silverplate/Aluminum
- KB Silverware/Flatware
- KC Skirtings
- KD Stages, Platforms, Rigging
- KE Tabletop Accessories
- KF Tables
- KG Tape: Duct, Vinyl
- KH Tents, Tent Accessories, Canopies
- KI Torches, Party
- KJ Transportation: Buses and Limousines/
Mobile Suites
- KK Trolleys
- KL Umbrellas/Umbrella Bases
- KM Costumes/Uniforms
- KN Wearables
- KP Wedding Equipment, Accessories
- KQ Winery
- KR Wristbands/Tickets
- KO Other (Please Specify): _____

7. What Best Describes Your Purchasing Role (check only one)

- LA Make final decision to purchase
- LB Recommend/Specify purchase
- LC No purchasing role

8. I would be interested in receiving information about subscribing to Special Events magazine:

- MA Yes MB No

9. I would be interested in receiving information about becoming an ISES member:

- NA Yes NB No

IMPORTANT!

Please be sure to fill out both pages of the registration form. Incomplete forms cannot be processed. To ensure real-time availability, REGISTER ON-LINE!

Name _____

Phone/E-Mail _____

**Please be sure to fill out both pages of the registration form.
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3. PROGRAM REGISTRATION

■ BASIC REGISTRATION PACKAGES (Select One)

For complete package descriptions on inclusions and exclusions, please check the show site or the online form.

	Through 12/11	After 12/11
E <input type="checkbox"/> Full Education Package	\$695	\$825
<small>Includes 4 days of education program, Opening General Session, Session Handouts available online, Exhibit Networking Reception, Hot Ideas and NACE Fast Track. Excludes tickets to showcasing events, The Wedding Luncheon Table Pictorial CD, Masters' Program, NACE Exam, all Workshops, and Wedding Gallery.</small>		

DEC <input type="checkbox"/> Full Conference Deck	\$695	\$825
<small>15 individual session tickets which can be used once over the 4 Days of the Education Program: Tuesday (1/12), Wednesday (1/13), Thursday (1/14) and Friday (1/15)</small>		

Group Education Package

E1 <input type="checkbox"/> 3-5 People	\$645 Each	NA
E2 <input type="checkbox"/> 6 or more people	\$595 Each	NA
<small>In order to qualify for group discounts, registrants must be from the same company and all registrations forms and complete payment must be received together by 12/11/09. Each person must fill out a separate registration form.</small>		

HH <input type="checkbox"/> Hands-On Hundred Work/Study Program	\$500	NA
<small>Refer to your conference brochure or the Web page at www.thespecialshow.com for complete details and requirements. Program sign-up available only through 12/11/2009 First-come, first-served.</small>		

■ EDUCATION DAY PASS

Includes all sessions for the day selected, access to the exhibit hall for all three days and Opening General Session. Please note Session Handouts available online are NOT included with an Education Day Pass. Excludes Hot Ideas, Workshop Only and Showcasing Events.

T <input type="checkbox"/> Education Day Pass-Tuesday	\$385	\$435
W <input type="checkbox"/> Education Day Pass-Wednesday	\$175	\$235
R <input type="checkbox"/> Education Day Pass-Thursday	\$335	\$385
F <input type="checkbox"/> Education Day Pass-Friday	\$175	\$235

SS <input type="checkbox"/> Single Sessions	Qty: _____	\$75ea	\$100ea
<small>Individual session tickets which can be used once over the 4 Days of the Education Program: Tuesday (1/12), Wednesday (1/13), Thursday (1/14) and Friday (1/15)</small>			
	Session \$ _____		

CD <input type="checkbox"/> Session Handout Available Online	\$205	\$205
<small>Please note Session Handout available online are included with an Education Package registration. Session Handout available online are NOT included with an Education Day Pass, Workshop, and/or Hot Ideas. Session Handout available online will also be available for purchase post show.</small>		

■ WORKSHOPS

WXK <input type="checkbox"/> Workshop Only	\$395	\$450
<small>(Please select one workshop below) Includes selected workshop for Tuesday, Opening General Session and Exhibit Hall Networking Reception. Excludes education program, Hot Ideas, tickets to the showcasing events, Wedding Luncheon Table Pictorial CD, Masters' Program, NACE Fast Track, NACE Exam, Session Handouts available online, and Wedding Gallery.</small>		

WEC <input type="checkbox"/> Workshop and 3 Days Conference	\$795	\$950
<small>(Please select one workshop below) Includes selected workshop for Tuesday; Education Program for the following days: Tuesday sessions before 10am and after 3:00pm (sessions that conflict with the workshop cannot be attended), Wednesday, Thursday, and Friday; Opening General Session; Session Handouts available online; Exhibit Hall Networking Reception; Hot Ideas and NACE Fast Track. Excludes tickets to the showcasing events, Wedding Luncheon Table Pictorial CD, Masters' Program, NACE Exam and Wedding Gallery.</small>		

WHH <input type="checkbox"/> Workshop & Hands on Hundred	\$600	\$600
<small>Includes Selected Workshop (select below) for Tuesday and Education Program for the following days: Tuesday sessions before 10am and after 3:00pm (session that conflict with the workshop cannot be attended), Wednesday, Thursday and Friday</small>		

If you have selected Workshop Only, Workshop and 3 Day Conference, or Workshop & Hands on Hundred, please select one workshop below:

- Evolution – The Journey To Wedding Planning Excellence
- Flip the Switch on Event Power
- The Art of Floral
- Can Green Events Deliver Green Bills
- TSL – Tech as a Second Language

■ ADDITIONAL OPTIONS AND CHARITY EVENTS

EO <input type="checkbox"/> Exhibits Only (all three days)	Free!	\$50
HI <input type="checkbox"/> Michael Cerbelli's Hot Event and Entertainment	\$30	\$30
<small>Ideas 2010™ Thursday, January 14</small>		
SF <input type="checkbox"/> SEARCH Foundation Thursday, January 14	\$69	\$79
<small>A private, non-profit foundation not produced or affiliated with Penton Media or TSE 2010</small>		
GB <input type="checkbox"/> TSE Gives Back! Monday, January 11	Donation (optional): \$ _____	
<small>Join us for a day of giving back at the Samuel J. Green Charter School's Edible Schoolyard. It is our goal to leave an imprint in the communities where our conference travels and we could use your volunteer time and talents on this project.</small>		

WILL CALL PROCEDURE FOR ALL TICKETED EVENTS

Please note Will Call at the Showcasing Event is ONLY for tickets that have not previously been picked up at registration. Will Call tickets must be picked up only on the day of the Showcasing Event with the original credit card used to purchase the tickets and a state issued picture ID. On the day of the Showcasing Event, all applicable tickets must be picked up at the same time at Will Call. Not being able to pick up your tickets from Will Call because you do not have the above items is not grounds for a refund. If your Showcasing Event ticket has been picked up and printed at registration, there will be no reprints and admittance will not be granted if your ticket has been lost, stolen, damaged or destroyed. A ticket is a revocable license. Show Management may, without a refund, revoke this license or refuse admission for noncompliance with these terms or disorderly conduct.

■ SHOWCASING EVENTS

	Through 12/11	After 12/11
T1 <input type="checkbox"/> TSE Starts Here, Tuesday, January 12 (Not part of the Social Package)	\$20	\$30

The Wedding Luncheon, Wednesday, January 13
(Both include Wedding Luncheon Gallery and Pictorial CD)

T2 <input type="checkbox"/> VIP Wedding Luncheon	\$195	N/A
T3 <input type="checkbox"/> Wedding Luncheon	\$130	\$150

The Wedding Luncheon Gallery (choose time below)
(Does not include Wedding Luncheon or Pictorial CD)

T4 <input type="checkbox"/> Gallery, Wednesday, January 13, 3:30pm-5:00pm	\$45	\$45
T5 <input type="checkbox"/> Gallery, Wednesday, January 13, 5:30pm-7:00pm	\$45	\$45
WL <input type="checkbox"/> The Wedding Luncheon Table Pictorial CD ROM	\$45	\$45

T6 <input type="checkbox"/> The Welcome Event, Co-sponsored by NACE Wednesday, January 13	\$105	\$125
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T7 <input type="checkbox"/> Masters' Program & Brunch, Thursday, January 14	\$285	\$300
T8 <input type="checkbox"/> The Masters' Brunch, Thursday, January 14 (does not include Program)	\$105	\$125

T9 <input type="checkbox"/> Gala Awards and Celebration, Friday, January 15 (see details on table sales online at www.thespecialshow.com)	\$240	\$265
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T10 <input type="checkbox"/> Gala Awards Only (Does not include Dinner or Celebration)	\$75	\$75
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T11 <input type="checkbox"/> Social Package	\$310	\$355
<small>Includes ticket to Welcome Event, the Gala Awards and Celebration plus exhibit hall access for three days. TSE Starts Here not included. IMPORTANT NOTE: Social Package availability is dependent upon seating capacity of the 2 showcasing events. When one of the events sells out, this package is no longer available. No exceptions can be made.</small>		

TOTAL FEES DUE \$ _____

4. METHOD OF PAYMENT

Check # _____ (enclosed and payable to The Special Event 2010)

Charge: American Express MasterCard Visa

Card # _____

Cardholder Name _____

Expiration Date _____

Signature _____

Cancellation and Refund Policy

The Special Event will offer a refund less a \$75 administrative fee as follows: Request for conference refunds must be made in writing and postmarked or faxed stamped no later than December 11, 2009. Refunds cannot be issued on-site. No refunds will be made for amounts less than \$100. Substitutions are welcome in lieu of cancellations. This does NOT apply to Showcasing Events.

• No refunds will be made for Exhibits Only registrations.

• Before purchasing tickets, carefully review your event and luncheon selections. Policies set forth by The Special Event prohibits issuing exchanges or refunds after a ticket has been purchased or for lost, stolen, damaged or destroyed tickets.

• Please note that the conference program is subject to change including cancellations and scheduling. The Special Event is not responsible and refunds will not be provided under these circumstances. Please check the web site and the on-site directory for the most up to date scheduling.

After December 11, 2009, please register online or on-site.

5. SEND COMPLETED FORM AND PAYMENT

ONLINE registration: www.thespecialshow.com

FAX* with credit card information to: 1-708-344-4444

MAIL TO:* The Special Event 2010 Registration

P.O. Box 624 • Brookfield, IL 60513-0624

**After December 11, 2009, only online or onsite registration will be available.*

QUESTIONS? Visit: www.thespecialshow.com

Call: +1-708-486-0731 or Toll Free: 866-486-0731

Please do not mail in registration form previously faxed and risk duplicate billing.