



**MARKETING EDUCATORS' ASSOCIATION  
2012 Conference Registration Information  
April 19-22, 2012  
Long Beach, California USA**

**MEA Pre-Conference Faculty Development Workshop**

- Held at the conference hotel on Thursday, April 19, 2012, from 8 a.m. to 3 p.m.
- Limited to 20 attendees
- Cost is \$110 (includes lunch and snack breaks)

**Conference Hotel**

- The Hilton Long Beach & Executive Meeting Center, 701 West Ocean Boulevard, Long Beach, CA 90831-3102
- MEA rate of \$172 per night (single or double) is available from Wednesday, April 18 - Sunday, April 22, 2012.
- To secure the MEA rate, make your reservation on or by March 28, 2012. After March 28, 2012, any MEA blocked rooms not reserved will be released back into the hotel room inventory. If you make your reservation by telephone, please ask for the Marketing Educators' Association rate. NOTE: It is recommended that you make your reservation early as the hotel may fill.
- Make your reservation either through a link on the MEA website ([www.marketingeducators.org](http://www.marketingeducators.org)) or by calling 1-800-HILTONS. To call the Hilton Long Beach directly (562) 983-3400.
- Hotel parking is \$10.00 per day. Make sure to request the MEA rate.

**Conference Registration Information**

- The conference registration fee includes your annual membership dues for MEA, most meals, and a one-year subscription to the leading marketing education journal - the *Journal of Marketing Education*. Access to the Journal includes all current and past issues.
- All conference attendees are **required** to register, regardless of the duration of their participation.
- The conference registration fee is discounted for registrants who stay at the conference hotel. This pricing is listed below.

Date	Staying at Hilton Long Beach	Not Staying at Hilton Long Beach
Registration prior to <b>March 1, 2012</b>	\$360	\$400
Registration after <b>March 1, 2012</b>	\$400	\$425

Meal	Cost for Spouses/Guests
Thursday evening reception and dinner	\$60
Friday breakfast	\$25
Friday lunch	\$30
Friday Night Networking Event	\$60
Saturday breakfast	\$25

**MEA Friday Night Networking Event**

- Enjoy an evening of networking and music at this optional event at the Long Beach Museum of Art.
- Cost is \$60 per person for those registered for the conference and their guests.
- Cost includes transportation, dinner, beverages, and live entertainment by the Grammy nominated David Rawlinson Band.

*\* If your institution will not process payment for the Friday night event and/or for spouse/guest attendance you may mail a check for that portion directly to Clay Daughtrey, MEA Secretary and Treasurer, PO Box 173362, Campus Box 79, Denver CO 80217-3362. Please make the check payable to the Marketing Educators' Association.*