The Consortium for Student Retention Data Exchange (CSRDE) at the University of Oklahoma invites you to participate in our 6th Annual National Symposium on Student Retention at the Renaissance Riverview Plaza Hotel in Mobile, Alabama. This symposium offers many opportunities for Exhibitors and Vendors to connect with motivated and on-target prospects while also demonstrating support for higher education’s efforts to improve student success.

Please review the following options and see what makes the most sense for your organization. If we can help answer any questions please contact Dr. Rosemary Hayes, Executive Director of the CSRDE at 405-325-2158 or csrde@ou.edu.

<table>
<thead>
<tr>
<th>Participation Options</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vendor with full Conference Access</strong></td>
<td>• Ability to interact fully with conference participants</td>
</tr>
<tr>
<td>Early Bird Rate:</td>
<td>• Copy of Conference Proceedings</td>
</tr>
<tr>
<td>$525 – Before Sept 1, 2010</td>
<td>• Hard copy of Attendees List at conference</td>
</tr>
<tr>
<td>or $595 after Sept 1, 2010</td>
<td>• Make Vendor Presentation during concurrent sessions - with or without paper (optional)</td>
</tr>
<tr>
<td></td>
<td>• Access to all sessions, meals, breaks</td>
</tr>
</tbody>
</table>

| Upgrades:                              | All the benefits above plus:                                             |
| ---Add a Display Table/Booth           | • Display table/exhibit of company’s products and services               |
| (No additional reps included)          | • Two chairs. Visit there with conferees when you are not in session    |
| ---Add $395                            | Note: Booth-Only reps do not have access to sessions or meals           |
| Total: $920 (early)                    |                                                                 |
| or $990 after Sept 1, 2010             |                                                                 |

| ---Add a Booth-Only Representative     | All the Benefits above plus:                                            |
| ---Add $295                            | • The ability to have display coverage while you are in session.         |
| Total: $1215 (early)                   | Note: Booth-Only reps do not have access to sessions or meals           |
| or $1285                               |                                                                 |

| ---Upgrade Booth-Only Reps to Full Conference Registration | Both Reps have full access to the conference, meals, and breaks         |
| ---Add $415/ $485 per upgrade             | You can team up for the Vendor Presentation!                            |
| Total for 2 full reps and booth:         | Interact with even more conferees                                       |
| $1630 early or $1770 after Sept 1, 2010  | Share Booth duties                                                      |

| Exhibit Booth Only                      | Two Booth-Only reps are included with this option. Ideal for those who prefer not to attend sessions and concentrate on Booth Visitors |
|                                       | Make your own arrangements for meals.                                   |
| Includes 2 Booth-Only reps. No access to sessions or meals included. | Conference agenda and hard copy of Attendees List is included          |
| $ 800/ display table/exhibit           |                                                                 |
| See "Upgrade Booth-Only Reps" to add in access to conference sessions |                                                                 |
Optional Vendor Presentation Abstract

Choose to present with or without a paper. Either case requires an abstract.

Vendors (with paid conference registration) are invited to present a case study (white paper) during a 50 minute time block reserved for Vendor Presentations. If you wish, you may alternatively submit a paper for peer review. This is optional. White papers that go through the peer review process will be eligible for publication in the conference proceedings. Whether you would like to just do a Vendor presentation, or additionally submit a paper for peer review and possible publication in the Proceedings of the National Symposium on Student Retention, please submit an abstract.

Whether you choose to just present or present with a paper we want your presentation to be well received. We know our audience very well and we want your presentation to be very successful. Our audience will be expecting a presentation with an educational, rather than promotional focus. Case studies that clearly identify the problem, discuss the interventions or solutions applied, and measure the success of the interventions will be well received.

STEP 1: Abstract Submission Process-  Abstracts due April 19, 2010

The Online Abstract submission process will be open through April 19, 2010. Should you come to a decision about presenting after that date, please contact the CSRDE office to check on availability of Vendor Presentation slots and the abstract submission instructions.

The Online Abstract Submission Site is: http://csrde.ou.edu/web/abstracts.html

Once in the form you will be presented with a number of options on presentation types. Please choose:
  • Vendor Presentation-held during concurrent sessions.

If you want to also submit a paper, please indicate this within the body of the abstract. For example: “Paper will be submitted on this topic”:

This abstract will be used in the conference brochure and conference proceedings. The abstract should provide a concise summary of what will be addressed in the presentation. A good abstract will help the reader determine the scope and level at which the issues of the paper are covered so that they can determine its appropriateness to their needs. The following information will be required for abstract submission:

  • Title of the paper or presentation.
  • Authors and affiliation.
  • Complete contact information (address, email, and phone number on each author.) Email addresses are required.
  • Indication Vendor Presentation
  • A brief abstract.
  • An indication of the track for which the paper is submitted:
    For example: Track I: Programs and Initiatives.
  • Target Level of Audience Expertise (Introductory, Intermediate, Advanced).
Abstract Submission Form

All abstracts should be submitted using the online abstract submission form. Once this form is brought online, go to http://csrde.ou.edu/web/symposium for the link. Please have ready all required information as you begin to complete the online form. A separate submission must be completed for each proposal. Up to five authors or panelists may be associated with each proposal. We will acknowledge receipt of your submission within five business days. It is our intent to notify you of the final decision on your proposal by May 5, 2010. If there are more than five authors, email CSRDE (csrde@ou.edu) for assistance. Your submission will be acknowledged within five business days.

STEP 2: Submit Paper after abstract approval - Due June 14, 2010

Vendors who are requesting to submit a paper must submit the paper by June 14, 2010. This is a hard deadline. Accepted abstracts on Poster, Vendor Presentations, and Pre-Conference Workshops do not require the submission of a paper. Final papers should be submitted by email in MS Word doc format to csrde@ou.edu. Please see the presentation types for a description of the paper required for each type of proposal, or review the table below for a summary of deadlines and requirements. Papers must be in the conference format. Description and example can be found at: How to Format.

STEP 3: Be sure to register for the conference!

Each person presenting in concurrent session must be a registered conference participant. Whether you are presenting with a team from your organization or with a customer from a college or university, each presenter must be a paid conference registrant.
Exhibit Application Form

To ensure your exhibit space, all applications for exhibits at the National Symposium on Student Retention must be received by July 1, 2010 and paid in FULL by September 1, 2010. An Exhibit booth includes Exhibit badges for 2 representatives. It DOES NOT include access to conference sessions or meals. However, Exhibit badges may be upgraded to Full Conference Registration with additional fees.

Please provide the following information (please type or print clearly):

**Primary Representative:**

- Organization:
- Preferred Salutation: [ ] Dr. [ ] Mr. [ ] Mrs. [ ] Ms. [ ] Miss
- First Name:
- Last Name:
- Title:
- Name on Badge:
- Address:
- City:
- State/Province:
- Zip/Postal Code:
- Phone:
- Fax:
- E-mail:

**Additional Representative:**

- Organization:
- Preferred Salutation: [ ] Dr. [ ] Mr. [ ] Mrs. [ ] Ms. [ ] Miss
- First Name:
- Last Name:
- Title:
- Name on Badge:
- Address:
- City:
- State/Province:
- Zip/Postal Code:
- Phone:
- Fax:
- E-mail:
Special Needs: The University of Oklahoma is committed to making their activities accessible to persons with disabilities or special needs. If you anticipate a need for service, please notify us at least three (3) weeks in advance of the conference.

Please describe the nature of the materials, processes, or services to be exhibited:

If you are planning to offer items for sale, please fill out the following:

Price range of items offered: __________________________
Average price: __________________________

Payment of the exhibitor fee includes the following:
- One one-line identification sign
- One 6' table and table cloth
- Two folding chairs and a waste bin

Requirements for display:

<table>
<thead>
<tr>
<th>Type of Display</th>
<th>Table Top Display</th>
<th>Floor Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions of your display</td>
<td>Length: ________</td>
<td>Width: ________</td>
</tr>
</tbody>
</table>

*Audio-visual equipment rental, electricity and internet access is not included. These needs should be coordinated with the Renaissance Hotel. Exhibitor will be responsible for the cost of these services.

SPACE CONFIRMATION: Upon receipt of both the completed application and payment made to C-IDEA, confirmation and an exhibitor contract will be sent. Priority will be given to long-term exhibitors and sponsors.

PAYMENT TERMS: A $500 U.S. deposit must accompany this application. Payment of the balance is due no later than September 1, 2010. Notice of cancellation must be received in writing to the CSRDE Office by September 1, 2010, in order to receive a refund of the initial deposit, less a $200 processing fee. No refunds will be granted after September 1, 2010, unless all exhibit space has been sold and all cancelled space has been resold. If all event space is resold, a 50 percent refund of the full exhibit fee will be provided.

Organization: __________________________________________

EXHIBITOR ACCEPTANCE: I, the duly authorized representative of the above organization, on behalf of said organization, subscribe and agree to all the terms and conditions contained in this contract.

Vendor/Representative Name: __________________________________________

Signature: __________________________________________ Date: ____________

IMPORTANT NOTICE: I understand that exhibitor space is available on a paid, first-come, first-served basis. Upon receipt of this application and payment, the Consortium for Student Retention Data Exchange (CSRDE) will send me an exhibitor contract.

Authorized Signature: __________________________________________

Date: ____________

Next Step: Please return this form and the Exhibit Payment Form to The University of Oklahoma, Registration and Records (See payment form for address and fax number)
EXHIBIT PAYMENT FORM  
November 1-3, 2010  
Mobile, Alabama

(Please type or print clearly)

<table>
<thead>
<tr>
<th>Contact Name:</th>
<th>Contact Phone:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Organization:</td>
<td>Contact Email:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vendor with Paid Conference Registration</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>---Add on Booth Fee: $395</td>
<td>$</td>
</tr>
<tr>
<td>---Add Exhibitor-Only Badge $295</td>
<td>$</td>
</tr>
</tbody>
</table>

*Paid in Full By September 1, 2010*

<table>
<thead>
<tr>
<th>Exhibitor with No Conference Access</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>---Includes Exhibit Booth- Includes 6’ table, table cloth, signage, 2 folding chairs, and a waste bin. Two Exhibitor Badges. Note: these badges do not provide access to sessions or meals.</td>
<td>$</td>
</tr>
<tr>
<td>(Note: Internet and electrical hook ups are not included. Arrangements for these services can be made with the hotel and will be paid for by the exhibitor)</td>
<td>$</td>
</tr>
</tbody>
</table>

| Upgrade Exhibitor Badges to Full Conference Registration Badge: Additional $415/badge | $        |

*Note:* If you want to present a case study at the conference, the presenter(s) must have a full conference registration.

| TOTAL DUE: | $        |

| AMOUNT PAID: | $        |

The balance must be paid in full by September 1, 2010

| BALANCE DUE: | $        |

Select Payment Option:

- [ ] Check  
  Payable to: The University of Oklahoma, C-IDEA  
  Federal ID #: 73-6017987
  Mail to: The University of Oklahoma  
  Attn: C-IDEA  
  1700 Asp Avenue, Room B1  
  Norman, OK  73072-6400

- [ ] Credit Card Call-In  
  Call toll free: 800-522-0772, ext. 1316

- [ ] Fax Credit Card  
  Fax to: 405-325-7164

Card Type: [ ] Visa  [ ] MasterCard  [ ] Discover  [ ] American Express

Credit Card Number:  
Expiration Date:  
Cardholder Name:  
Signature:  

Please be sure to Fax (405-325-7164) or Mail (see address in payment box above):
- [ ] The completed Exhibit Application
- [ ] Payment form (this form) with your payment