

Meet Murfreesboro

**"Meet Murfreesboro
was a fun and
interactive way
for our company
to increase our
exposure to the
MTSU community"**

Bryan Nale, US Bank

*24,000 potential
customers are
here for you!*

**10 a.m.-2 p.m. • Sept. 1 - 2 • KUC Courtyard
Sponsored by the
New Student and Family Programs
MIDDLE TENNESSEE STATE UNIVERSITY**

**Tuesday and Wednesday, September 1–2
10 a.m.–2 p.m.
Keathley University Center Courtyard**

Promote Your Business at MTSU

We're continuing a tradition started in 2001 by inviting area businesses to advertise on campus during our annual *Meet Murfreesboro* event. This is your chance to promote products and services to thousands of students, staff, and faculty for two consecutive days. Few forms of advertising can reach as many potential customers at such a low cost!

Time and Location

Meet Murfreesboro will be held during festive Welcome Week—the first few days of the semester—and students will be on campus in great numbers. *Meet Murfreesboro* tables and tents will be placed in the courtyard outside Keathley University Center from 10 a.m. to 2 p.m.

For more information, call (615) 898-2454.

**New Student and Family Programs
Box 61
Middle Tennessee State University
1301 E. Main St.
Murfreesboro, TN 37132**

Registration

All spaces will be \$250 each. Registration fees include one booth space (with access to electricity) for two days. Lunch for two persons per day will also be provided. Locations will be randomly assigned when your registration and check are received. **If you would like to reserve a specific location, you must register in person to assure a fair process. Registration fees are nonrefundable.** Registration will continue until **Monday, August 24**, at 4:00 p.m. OR until all spaces are sold.

By Mail

Complete the attached form and return it by **Monday, August 24**, with your payment, to: MTSU Meet Murfreesboro, Box 61, 1301 East Main Street, Murfreesboro, TN 37132. Make checks payable to MTSU.

In Person

Merchants who choose to register in person may do so at the Office of New Student and Family Programs, located in Keathley University Center, Room 326, 8:30 a.m.– 4:00 p.m., Monday–Friday, beginning immediately.

What Can Vendors Do?

Students will expect to meet vendors who are giving away items. As a vendor participating in Meet Murfreesboro, you might give out free samples, prizes, and coupons. **If you choose to sell anything during the event, the item must first be approved by the Office of New Student and Family Programs.** We reserve the right to deny rental of any booth based on our determination of whether or not the services are appropriate. We encourage you to bring plenty of free samples, prizes, and coupons.

Limited Space Available

Our setup will be *one 6ft. table and two chairs per space*. The main area will accommodate two large tents, which will hold up to 36 spaces each. All spaces will have access to electricity, but you will need to provide a 100-foot extension cord. All spaces will be sold on a first-come, first-served basis.

“Meet Murfreesboro gave us a chance to expand our target audience to a variety of individuals—students from 18-45. It was a great experience.”

Amber Crisp, Coconut Bay Cafe

Coupons, Samples, and Handouts

We suggest you bring 3,000 coupons, samples, or handouts to distribute. Students love free stuff!

Promoting Your Business!

STAND OUT THROUGH CREATIVE PROMOTION

Here are some suggestions to get you started.

- Provide discount coupons.
- Give away free samples.
- Have drawings for giveaways.
- Hand out ads of your products and services.
- Bring merchandise to make a display.
- Offer interactive displays.
- Take time to talk to students who stop by.
- Make your booth stand out by decorating it.

Parking

Registered merchants will receive two visitor parking passes. This cost is covered in your registration. Parking will be provided in the Rutherford Boulevard lot, and we will have a shuttle to bring you to Keathley University Center. You will receive a map and more details about parking and loading in your confirmation packet.

You will receive your confirmation packet by mail no later than August 28, 2009.

2009 Meet Murfreesboro Registration

Business	Business Phone	Contact/Owner	Alternate Phone	
Business Address				
City	State	Zip		
Fax	E-Mail			
Type of Business				
Please list products/services at your table:				

FOR OFFICE USE ONLY

Paid _____	Date _____	Rec # _____	Table # _____	
				<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card

Amount Enclosed _____ **(full payment required to secure a space)**

I here by authorize charging my credit card for Meet Murfreesboro.

Signature _____

Visa MasterCard AmEx

Name on card _____

Address _____

Card No. _____ Exp. _____

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