

Sponsored by  
New Student and Family Programs  
**MIDDLE TENNESSEE STATE UNIVERSITY**

# Meet Murfreesboro

**10 a.m.-2 p.m.  
August 30 - 31  
KUC Courtyard**

*25,000 potential  
customers are here  
for you!*

*Chad B. Lane, SunTrust Bank*

*"Meet Murfreesboro is  
always an excellent  
experience and great  
way to share our business  
with the growing MTSU  
community"*

**Tuesday and Wednesday,  
August 30–31, 2011  
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 26**, at 4:00 p.m. OR until all spaces are sold.

### By Mail

Complete the attached form and return it by **Monday, August 26**, 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 26, 2011.**

# 2011 Meet Murfreesboro Registration

Business	Business Phone	
Contact/Owner	Alternate Phone	
Business Address		
City	State	Zip
Fax	E-Mail	Amount Enclosed (full payment required to secure a space)
Type of Business Please list products/services at your table:	If you would like to pay with a credit card or debit card (Visa, MasterCard, AmEx) please register on our Web site at <a href="http://www.mtsu.edu/nsfp">www.mtsu.edu/nsfp</a> .	
	Click on Meet Murfreesboro Registration under Week of Welcome on left side of page.	
	FOR OFFICE USE ONLY	
	Paid _____	<input type="checkbox"/> Cash <input type="checkbox"/> Check
	Date _____	Table # _____
	Rec # _____	

If you would like to reserve a specific location, you must register in person to assure a fair process. Registration fees are nonrefundable.