



## *Southeastern K F C Franchisee Association, Inc.*

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\*\*\*What do warmer weather, flowers blooming, birds returning and Southeastern KFC's meeting all have in common??? They are all signs of Spring, of course!! Make sure you mark your calendars right now for Southeastern KFC Franchisee Association's Spring Meeting taking place **April 25 - 28, 2010 in Atlanta, Georgia at the exceptional Renaissance Waverly Hotel.** Plans are definitely in the works for a fantastic meeting so be sure you make your plans to get in on the excitement.



John January has coordinated a fun Golf Outing on Sunday, April 25, at Bradshaw Farms which is the same location as the Fall. The tournament is open to beginner players as well as seasoned players so if you're at all interested, please feel free to participate! A registration form is available on our website – [www.sekfcfran.org](http://www.sekfcfran.org). The fee is \$80 which includes the cart, golf fee and prize monies. Everyone participating should plan to arrive at the course well before the 10:30 start. Be sure and return your forms by April 5 to assure your spot.

On our website, you will find several very important items. First, you should find your registration and exhibit form. We have established a deadline for these forms to be back in this office of **APRIL 2. PLEASE PUT THIS IMPORTANT DEADLINE ON YOUR CALENDARS!!!** This date is especially important for companies who plan to exhibit and need multiple booths to do so. All reserved booths need to be paid in full by this date. We cannot hold unpaid booths past the deadline date. Your booth fee is \$550 per space. This fee includes a **piped and draped 8 X 10 space**, a 6' **draped** table and two chairs and a sign for your company. The registration fee is \$150 per person attending. Please remember that absolutely no one is allowed in the exhibit hall unless they are registered and wearing a SEKFCFA nametag. Registration fees entitle you to all social functions which include cocktail parties, breakfasts and luncheons. Secondly, you should find the hotel reservation info that you will need to make your reservations **directly with The Waverly.** Deadline for rooms is March 26, 2010. After that date they will release the block and rooms will be on a space available basis only so it is very important that, if you want a room at The Waverly, you call or go online by **March 26.** If you choose to call them, be sure to tell them that you are with the KFC group so that you will get the special rate. Their number is **(888) 391-8724.** Reservations can be made online. Please check our website for the correct links to make your hotel reservations online.

Freeman Decorating Company will be handling booth set-up and freight for our show. Starting around March 28, Freeman's transfer company will receive freight, store it until show dates, take it to The Waverly and set it in your booth, then ship it back to you after the show. The address for shipping is:

**(NAME OF YOUR COMPANY)  
SOUTHEASTERN KFC SHOW  
C/O FREEMAN DECORATING CO.  
841 JOSEPH E. LOWERY BLVD, NW  
ATLANTA, GA 30318**

Their telephone number is **(800) 995-3579** in case you need to contact the warehouse to check on arrival of freight. The phone number for the Exhibitor Services office that handles our exhibits is (404) 253-6494. When you register, you should log on to [www.sekfcfran.org](http://www.sekfcfran.org) to download your exhibitor service manual that will contain all the information for your booth including shipping rates and prices for services. Please look over this packet carefully. To read the forms you will need Adobe Acrobat Reader which you can download for free from the Adobe website. If you need forms faxed or mailed to you, please call.

Please note: WE ORDER ALL THE ELECTRICAL THAT YOU NEED FOR YOUR BOOTH. TWO (2) 110 VOLT OUTLETS COME STANDARD WITH EVERY BOOTH AT NO ADDITIONAL CHARGE. ANYTHING IN ADDITION TO THAT WILL BE BILLED TO YOU AFTER THE SHOW BUT YOU SHOULD ORDER ALL ELECTRICAL ON THE ELECTRICAL REQUEST FORM INCLUDED WITH THE REGISTRATION FORM. **PLEASE RETURN THIS FORM WITH YOUR REGISTRATION. DO NOT ORDER ANY ELECTRICAL THROUGH FREEMAN DECORATING.**

Regarding extra furniture or special services, please be aware that Freeman Decorating needs a **strict two week notice for any additional furniture and a full four week notice for any special services or special furniture.** Please order **all** additional furniture (except for extra chairs) from Freeman Decorating. They will bill you directly for these services.

If you have small parcels, such as printed material, the hotel will receive those only during the week before the show. Their address is:

**RENAISSANCE WAVERLY HOTEL  
HOLD FOR "YOUR NAME and COMPANY"  
SEKFC MEETING APRIL 25-28, 2010  
2450 GALLERIA PARKWAY  
ATLANTA, GA 30339**

Let me stress that **only small parcels will be accepted by the hotel.** You will be able to claim them at the business center office at the hotel upon arrival.

If any of you will be sending food product to the hotel or need the hotel to do your cooking, please find the Product Preparation form on our website. It is very important to return this form to the hotel in advance of the show so that the proper arrangements can be made for storing, handling or preparing your food items.

The agenda for this meeting was not ready as of mailing but we do expect the schedule to run as follows: Our exhibit times will be: Booths need to be set up by noon on Monday and the exhibit hours will be 4:00pm – 7:00pm with cocktails being served in the exhibit hall on Monday from 5 – 7. Tuesday's exhibit hours are from 4:00pm til 7:00pm. There will be a cocktail party on Tuesday in the exhibit area starting at 5:00 p.m. and ending when the exhibit hall closes at 7 p.m. We will post the agenda on our website when it is available and I will e-mail you when the agenda is posted.

Door Prizes are an integral part of our program. The franchisee family as well as our exhibitors bring the prizes. They will be given out at the Wednesday morning breakfast. Everyone is eligible to receive door prizes that are given out Wednesday unless specifically designated for franchisee only. Some of you choose to have door prize sign-ups at your booth and that is great too. You know everyone looks forward to this part of our program and we appreciate your participation.

If you have any questions, please feel free to call Debbie Deane in the office at (434) 836-1237. Otherwise, start sending in those registrations and we'll see you in Atlanta!!

**\$\$\$ Extra Note: DUES \$\$\$**

If you are a new member or a returning company that did not attend the Fall, 2008 meeting, you will need to pay your dues for the 2009-2010 year. Dues are \$300 per year. Please download the Registration Form with Dues to include your dues with your registration. Thanks!