



**American Collegiate
Retailing Association**
educating tomorrow's retail leaders

AMA/ACRA First Triennial Retailing Conference
Seattle, WA
April 18-21, 2012

*Sponsored jointly by the American Marketing Association Retail SIG
and the American Collegiate Retailing Association*

REGISTRATION FORM

ACRA and AMA Retail SIG members **MUST** register through ACRA to participate in any of the ACRA activities. You will not be able to present your research paper or participate in ACRA activities unless you register **using this form and submit payment to ACRA or submit your AMA Member number for 2012. Please register by March 9, 2012.**

Name _____ Title _____
 Company _____
 Address _____
 Phone # _____ Fax # _____ Email _____

If you are an AMA Retail/Pricing SIG member, please list your Membership number: _____

Payment Information:

\$350.00 per person (ACRA or AMA Members) is DUE March 9, 2012

\$400.00 per person (ACRA or AMA Members) after deadline.

If you have not paid your 2012 ACRA dues or are a non-member, add \$75 to total amount

TOTAL AMOUNT TO BE PAID

I would like to pay with a credit card via PAYPAL on the ACRA website (www.acraretail.org)

I would like to pay by check (send separately to Susan Fiorito, Treasurer)

**No matter the payment method, this form MUST be completed
and returned to Rodney Runyan, ACRA secretary.**

Send checks made out to ACRA 2012 Conference to:

Susan Fiorito, 312 Sandles, Florida State University, Tallahassee, FL 32306-1492.

Please check ALL activities and meals you will be attending indicating the number of people:

	# of people		# of people		# of people		# of people
Wed. April 18		Thurs. April 19		Fri. April 20		Sat. April 21	
Reception		Breakfast		Breakfast		Breakfast	
		Lunch		Lunch		Lunch	
		Dinner					
		Columbia Tower					

Please indicate if you have special dining needs.

Accommodations: Hotel Monaco - 1101 4th Avenue, Seattle, WA Special room rates of \$160 available for attendees (same rate for doubles). Reservations: call 206-516-5097 and reference "AMA/ACRA Group" for the special rate (available until 3-28-12). The conference fee is \$350 and includes two dinners, two luncheons, continental breakfast each day, and a wine/snacks reception each evening.

Please print this form and Fax to: FAX: 865---974---5236; or mail to: Rodney Runyan 110 Jessie Harris Bldg. University of Tennessee, Knoxville, TN 37996; or scan and Email to: rrunyan@utk.edu