



MUSIC & ENTERTAINMENT INDUSTRY

NEXT STEPS EXPO

AT THE NATIONAL MEIEA CONFERENCE



NEXT STEPS EXPO FACT SHEET

What is MEIEA and MEISA?

- MEIEA is the Music & Entertainment Industry Educators Association.
- MEISA is the Music & Entertainment Industry Student Association, a subsidiary of MEIEA.
- MEIEA is an international organization that was formed in 1979 to bring together educators with leaders of the music and entertainment industries. The primary goal of MEIEA is to facilitate an exchange of information between educators and practitioners in order to prepare students for careers in the music and entertainment industries. The purpose for which MEIEA is organized and operated is exclusively literary and educational as defined in Section 501(c)(3) of the Internal Revenue Code and its regulations. There are presently 140+ MEIEA members, representing 100+ colleges and universities that offer music business programs or courses. www.meiea.org
- MEISA® is the student branch of MEIEA. MEISA empowers students pursuing music and entertainment careers to govern their own association with oversight by MEIEA. It provides valuable networking opportunities both in the industry and with other students. There are presently 600+ MEISA members. www.meisa.org

What is the National MEIEA Conference about?

- The annual conference brings approximately 400 MEIEA and MEISA members from the US and abroad, together under one roof for two days of events.
- Conference events typically include panel sessions, keynote speakers, national MEIEA and MEISA meetings, and workshop sessions.
- The 2010 conference will be hosted by the University of Miami. Each year, a different college or university is selected to host the conference. Information about past conferences can be found at www.meiea.org/pastconference.html.

Who attends the conference:

- Approximately 250 undergraduate and graduate students studying in music business programs in the US.
- Approximately 150 music industry educators teaching in music business programs in the US and abroad.

What can I expect if I decide to join you as a Graduate Program Exhibitor:

- The expo will include Employer Exhibitors and Graduate Program Exhibitors
- The expo will be held on Friday, March 26, 2010, in a meeting space at our conference hotel, the Westin Colonnade in Coral Gables, Florida.
- There will be two sessions: A: 9:30 am – 12 pm; and B: 1 pm – 5 pm.
- The set up for each exhibitor will include a 6 ft. table, covered with a tablecloth, and two chairs. Signage with the company name and/or logo will also be provided.
- What will the students do during the Expo:
 - During each session, students will circulate through the Expo, approaching the tables of graduate programs they are interested in.
 - Typically, a student will want to speak with you for a few minutes about your program and your admissions requirements and procedures.
- What will the Graduate Program Exhibitors do during the Expo:
 - During each session, your representatives will remain at their table.
 - Typically, once a student has approached you, you should:
 - Be prepared to answer detailed questions about your program and your admissions requirements and procedures.
 - Consider having the student fill out a contact form or card that you can use to contact them in the future
 - Consider making some sort of note annotation (e.g. on the back of their form or card, etc.) with regards to your future interest in the student.



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What happens after the Expo?

- It is completely up to you! You may choose to follow up with some of the students that you meet, or choose to wait until they contact you.

Why should I join you as a Graduate Program Exhibitor:

- With roughly 250 college students studying music business in music business programs across the country, all under one roof, there is no better opportunity to meet potential students interested in graduate programs that are relevant to a career in the music and entertainment industry.
- With roughly 150 professional music industry educators in attendance, you will have the chance to network with program and internship directors from many of the 100+ music business programs across the US and abroad.

What will it cost:

- The fee to be a Graduate Program Exhibitor is \$50. This fee goes towards covering administrative costs associated with the Expo. If your institution is a Institutional Member of MEIEA, this fee is waived.
- As a Graduate Program Exhibitor, you are entitled to use our group rate price of \$149 per night at the conference hotel, the Westin Colonnade, when you book your representatives' hotel stay.
- As a Graduate Program Exhibitor, you are entitled to have up to two of your representatives attend all of the conference events on Friday, March 26, 2010, including lunch, for no additional charge.
- All expenses associated with your representatives' travel, hotel, and meal needs are your responsibility.

How do I become a Graduate Program Exhibitor:

- Complete the Graduate Program Exhibitor Form, found on the next page.



NEXT STEPS EXPO GRADUATE PROGRAM EXHIBITOR FORM

Name of School: _____

Name of Primary School Representative: _____

Title of Primary School Representative: _____

School Address: _____

Phone Number: _____

Email: _____

Name of additional School Representative(s) that will be attending the Expo:

Graduate Program Exhibitor Expo Registration Fee: \$50.00 per School

Check this box if your school is an Institutional Member of MEIEA :
(No fee is due if your school is a member)

Checks should be made out to MEIEA.
Mail your completed form, along with your check to:

MEIEA
1900 Belmont Blvd
Nashville, TN 37212

To take advantage of our hotel group discount rate at the Westin Colonnade Coral Gables, visit www.meiea.org and follow the links to the Conference. You must book your hotel stay via the website link in order to use the discount.

If you have any questions, contact Serona Elton, 2010 MEIEA MEISA Conference Chairperson, at selton@miami.edu or 305-284-9856.