



February 2004

Subject: ERAPPA 54th Annual Conference, September 26-29 2004

Dear Business Partner,

On behalf of the host committee for the Eastern Region of the Association of Higher Education Facilities Officers (ERAPPA), I extend to you an invitation to participate as a business partner at our ERAPPA 2004 Annual Conference. This event continues to be highly successful because of active support of companies like yours. We hope you will join us at the Syracuse Oncenter for this great occasion for education, networking, and marketing in addition to having a darn good time!

The absolute best opportunity to market to academic institution facility professionals is at the ERAPPA Annual Conference. The ERAPPA region includes more than 800 campuses and more than one billion square feet of buildings. We expect record attendance, with representatives from institutions in our region that extends from Maryland to Newfoundland. We pride ourselves on the high level of interface opportunities between our membership and business partners.

In addition to exhibiting your unique facility-related expertise, a wide variety of sponsorship opportunities are available, affording you the opportunity to receive additional business exposure. Registration directories, web links, and special recognition are but a few examples. The enclosed descriptions of sponsorship options and benefits will help you in deciding your best marketing strategy.

The conference theme, Changing Times, Enduring Values, will, as is traditional, focus on professional development and information sharing. We hope you'll take advantage of continuing education classes that will be included with your registration. If you wish to consider making an educational presentation (normally in conjunction with an institution), use the enclosed form or visit the NYAPPA.org web site.

We intentionally limit the number of business exhibitors to ensure excellent attendee-to-vendor ratios; thus, you are urged not to delay in mailing the enclosed registration form. Annually, booths are sold out. Also, please note that booths will be reserved on a first-payment-received /sponsorship-level basis, as will preference for booth locations. Extra or late requests will be held on a standby list.

I look forward to hearing from you soon. If I can be of assistance, please call (585)-395-5205 or send an e-mail to TDreyer@Brockport.edu. Thank you in advance for your interest and support.

A handwritten signature in blue ink that reads 'Tom'.

Tom Dreyer, P.E.
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