

# 8<sup>th</sup> International Conference on Services Management

## Creating Value, Innovation in Delivering Services

November 28-30, 2015

Washington D.C. Metropolitan Area

(Crystal Gateway Marriott, 1700 Jefferson Davis Highway, Arlington, Virginia 22202)

March, 2015

The 8<sup>th</sup> International Conference on Services Management will be held in the Washington, D.C. metropolitan area, U.S.A., on November 28-30, 2015. In prior years, this conference was held in the United Kingdom., N. Cyprus, and Macao (China). The main focus of this annual conference is to address creating value and innovation in delivering services, socio-economic complexities of the growth of service organizations and tourism destinations, and their responsibilities to different stakeholder groups. To reach this objective, the conference provides an opportunity to share experiences of researchers, academia, and professionals of public and private organizations who are all interested in promoting the above-mentioned ideas. The main theme of this year's conference will be creating value through innovation in delivering services performed in various business settings.

The conference will be held at the Crystal Gateway Marriott Hotel in the Washington, D.C. Metropolitan area, located in Arlington, Virginia. Arlington is just minutes from the National Mall and countless other Washington D.C. attractions, and it shows some of the best capital views you can find!

Sponsorships are a vital component of this conference. The conference provides an excellent opportunity for exchanging business research and practices and reaching professionals from around the world. The enclosed packet includes information for sponsors, including an Agreement for Sponsorship. To become a sponsor, please send the registration form and payment by November 13, 2015.

For sponsorship inquiries, please contact Carly DuPont at [ccdupont@vt.edu](mailto:ccdupont@vt.edu) or 540-231-2014. For more information about the conference, please visit: <http://www.cpe.vt.edu/icsm/>.

We look forward to seeing you in Arlington, Virginia!

Thank you,



Dr. Muzzo Uysal  
Virginia Tech  
540-231-8426  
Email: [samil@vt.edu](mailto:samil@vt.edu)



Dr. Mahmood Khan  
Virginia Tech  
703-538-8486  
Email: [mahmood@vt.edu](mailto:mahmood@vt.edu)

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## Sponsorships Opportunities

There are many exciting opportunities for your company or organization to be involved with this conference. Each level of support allows you to increase your level of visibility.

### \$5,000 — Platinum Gala Dinner Sponsor

- Company logo and URL listed on the conference website
- Two conference registrations
- Special acknowledgement at the initial plenary session
- Sign prominently displayed at the Gala Dinner listing you as the Platinum Sponsor
- Option to include company materials/giveaways for participant registration
- Company Logo included in conference program

### \$2,500 — Gold Lunch Sponsor

- Company logo and URL listed on conference website
- Two conference registrations
- Sign prominently displayed at lunch listing you as the Gold sponsor
- Option to include company materials/giveaways for participant registration
- Company Logo included in conference program

### \$1,000 — Silver Break Sponsor

- Company logo and URL listed on the conference website
- One conference registration
- Option to include company materials/giveaways for participant registration
- Company Logo included in conference program

### \$500 — Bronze Sponsor

- Company logo and URL listed on the conference website
- Option to include company materials/giveaways for participant registration

### Additional Sponsorship Opportunities

If you have an idea for a unique sponsorship, please contact Dr. Muzzo Uysal at [samil@vt.edu](mailto:samil@vt.edu) or (540) 231-8426 to discuss.

### Sponsor Logos and Giveaways

Please provide a high resolution vector EPS or PDF file of your logo, as soon as possible, for inclusion on the website and on applicable marketing materials.

Please also send any promotional items or giveaways that you would like to be distributed during conference registration.

Promotional items and logo should be sent no later than **October 30, 2015** to:

Carly DuPont  
[ccudpont@vt.edu](mailto:ccudpont@vt.edu)  
Continuing and Professional Education  
Virginia Tech (MC 0364)  
702 University City Blvd.  
Blacksburg, VA 24061

Logos or materials received after this date are not guaranteed inclusion on the website, marketing materials, or in the registration packet.

To become a sponsor, return the following Registration Form with check (payable to Treasurer, Virginia Tech).

Send by **November 13, 2015** to:

Conference Registrar  
Continuing and Professional Education  
Virginia Tech 0272  
702 University City Blvd.,  
Blacksburg, VA 24061



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Please print or type.

Company/Organization's Name: \_\_\_\_\_

Organization's name as you wish it to appear on website, banner and/or in the conference program:

\_\_\_\_\_

Company URL: \_\_\_\_\_

Contact for all correspondence: Name \_\_\_\_\_ Email \_\_\_\_\_

**Billing Information:**

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

**Sponsorship Opportunities:**

- \$5,000 Platinum Gala Dinner Sponsor
- \$2,500 Gold Lunch Sponsor
- \$1,000 Silver Break Sponsor
- \$500 Bronze Sponsor

<b>Office Use</b>	Entered	AMT: _____
		CC/CHK#: _____
		DATE: _____

Company/Organization's Name: \_\_\_\_\_

**Complimentary Registration(s)** (*Platinum-2, Gold-2, Silver-1*)

1. Name: \_\_\_\_\_

Daytime Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate any medically necessary (or vegetarian) dietary restrictions: \_\_\_\_\_

Will you attend the dinner gala on Monday, November 30, 2015?     Yes     No

2. Name: \_\_\_\_\_

Daytime Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate any medically necessary (or vegetarian) dietary restrictions: \_\_\_\_\_

Will you attend the dinner gala on Monday, November 30, 2015?     Yes     No

**Logo Submission**

Submit your logo as a high resolution vector EPS or PDF file. Any colors should be converted to CMYK. Make sure all fonts have been converted to paths or outlines. Email files to Carly DuPont at [ccdumont@vt.edu](mailto:ccdumont@vt.edu) by **October 30, 2015**.

Logos received after **October 30, 2015** are not guaranteed to be in materials.

**Refund**

No refunds will be issued.

**Cancellation Policy**

In the unlikely event that this program is cancelled or postponed due to insufficient enrollments or unforeseen circumstances, the university will fully refund registration fees but cannot be held responsible for any other expenses, including cancellation or change charges assessed by airlines, hotels, travel agencies, or other organizations.

For weather or disaster-related program cancellation or postponement information, please call 540-231-9489.

**Method of payment:** *Payment of registration fees is required prior to program attendance. Registration will be processed when payment is received.*

To pay a fee by a VT department via HokieMart, you must select "VT CPE registration fee" as your exhibitor and attach this completed form.

Check enclosed (Make payable to: Treasurer, Virginia Tech CE)

**Checks must be drawn on U.S. bank in U.S. dollars.**

*(There will be a \$50 processing fee for all returned checks.)*

Return with payment by **November 13, 2015**  
(no staples, tape, or paper clips, please) to:

Conference Registrar  
Continuing and Professional Education  
Virginia Tech, Mail Code 0272  
702 University City Blvd.  
Blacksburg, VA 24061

phone: 540/231-5182

*The information you provide is subject to the Freedom of Information Act guidelines.*