June 25, 2013

To the Conway area business community:

In an effort to reach new students at the University of Central Arkansas and welcome them into the UCA community and city of Conway, the Department of Orientation and Concierge Services are excited to offer Conway Daze! Finding a place to get a haircut, shop for groceries, grab a bite to eat, or get an oil change are just a few of the challenges of adjusting to a new community. Conway Daze is an opportunity for local businesses and organizations to reach new students during their first week on campus and to provide them with information about the resources and services they offer.

Conway Daze will be held on Wednesday, August 21, 2013 from 3:00 - 5:30 p.m. at the UCA Practice Field. Guests will be able to browse the vendor areas, pick up information, coupons, discounts, and free give away items, participate in games and leave more knowledgeable about Conway. Immediately following Conway Daze 2013 are the annual Back to School Pep Rally hosted by the Bear Den and UCA Bear football scrimmage game!

Enclosed you will find a registration form along with additional information regarding Conway Daze and advertising placement to complement your business or organization. If you are interested in participating please complete and send the enclosed registration form, appropriate fee (cash, check or money order only) and business logo in a camera ready format to:

Attention: Colin Stanton
RE: Conway Daze
UCA P.O. Box 5101
Conway, AR 72035

We must receive your registration form on or before Friday, July 26, 2013 to be considered. If sending a check please make payable to the UCA Foundation. A confirmation letter and receipt will be emailed to the contact person listed on the application. Set-up time is 2:00 p.m. You may unload on Bruce Street and then park anywhere on campus. Volunteers will be available to assist you with unloading. One table and one chair will be provided.

In the meantime, if you have any questions please do not hesitate to contact me by phone at (501) 450-5873 or by emailing cstanton@uca.edu. Thank you in advance for your time and support of the UCA community.

Colin Stanton
Director of New Student Programs
**Please make checks payable to the UCA Foundation**

CONWAY DAZE 2013 REGISTRATION FORM

Name of Participating Business/Organization: ______________________________________________________________

Contact Person: ______________________________________________________________________________________

Address: _________________________________________ City: ___________________ State: _____ Zip: ___________

Phone Number: (_____)__________________________ Email: ______________________________________________

Please provide an accurate email that you check on a regular basis. Important reminders, updates, information relating to Conway Daze along with a receipt of your payment will be sent to this address.

The total cost to participate in Conway Daze is $150.00

** Not-for-profit - $50
We accept cash/check or money orders.
Make checks payable to the UCA FOUNDATION

Submit application and payment to:
Attention: Colin Stanton
Re: Conway Daze
UCA P.O. Box 5101 * Conway, AR 72035
Application and payment due no later than Friday, July 26, 2013.

You will be provided with one table and one folding chair for your vendor area. Should you need an additional set-up and/or additional space please indicate below and you will be notified of availability. Please understand your business/organization will be responsible for any fees incurred from additional set-up and/or space needs.

___ Yes, I will need an additional set-up and/or space. If so, why? ___________________________________________

___ Yes, I will be needing electricity? If so, why? ____________________________________________________

___ Yes, I will be needing a water hook-up? If so, why? __________________________________________________

GUIDELINES & INFORMATION

- Once the application and payment is received, there will be NO refunds made.
- Set up time is 2:00 p.m.
- Space is limited, and your order will be processed on a “first come, first serve” basis. We will do our best to accommodate your request for spacing.
- Please make sure there is a representative at your booth at all times. UCA and/or the Office of Orientation is NOT responsible for any lost, stolen, or damaged materials.
- Selling of items is prohibited.
- The endorsement of a political candidate is prohibited.
- Each booth is responsible for cleaning up their space.
- In the event of rain, Conway Daze will be cancelled and rescheduled for Thursday, August 29, 2013 from 10:00 a.m. - 2:00 p.m. at an alternate location. The decision to cancel Conway Daze will take place on the morning of the event should inclement weather be an issue. You will receive an email notification and a phone call updating you on the status and how we will proceed should inclement weather occur.

I have read and agree to the above guidelines pertaining to Conway Daze.

Signature: ________________________________________________________ Date:____________________________