

SOUTHERN DAIRY QUEEN OPERATORS 2020 REGIONAL CONVENTION



Dear Dairy Queen Supplier,

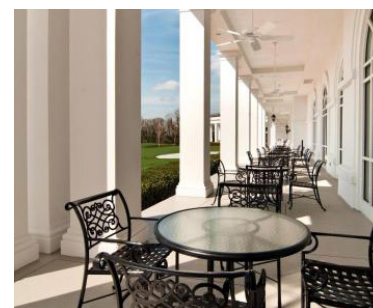
You are cordially invited to attend the Southern Dairy Queen Operators Regional Convention at Hilton Atlanta/Marietta Hotel Resort & Conference Center, 500 Powder Springs Street SW, Marietta, Georgia 30064. The convention will be held Sunday, March 1st through Tuesday, March 3rd, 2020.

In an effort to reduce expenses for both DQ franchisees and our DQ suppliers, the TN/KY and SESOA Associations are holding one combined regional convention. Dairy Queen Owners/Operators from Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee will be attending. The success of any convention is due mainly to the interest of our loyal suppliers and manufacturers. All Dairy Queen operators look forward to seeing you at the convention.

We understand you have many commitments at this busy time and may not be able to attend the full convention; however, we hope you will take the time to participate in booth set-up Sunday afternoon and in exhibits on Monday, March 2, 2020. You are encouraged to take part in the Sunday night buffet and cocktail reception that will provide a great opportunity for you to connect with your DQ customers. This option, at a cost of \$100 will help reduce expenses for the full three day meal/entertainment package. Reservation information and a schedule of events is listed on the next page.

The **Exhibit Booth Package** includes your 8'X10' booth, a skirted table, two chairs and a trash can for \$795. An electrical hookup will be provided at no charge and three-phase hookups are \$200 each. Vendors will be allowed to use kitchen facilities for cooking and warming food. It is anticipated that some vendors may require use of a deep fryer. A \$20 per vendor fee will be charged to cover oil replacement and clean up.

Shipping Instructions: Label each package with:
Name of Person, Company Name
Southern Dairy Queen Convention
Hilton Atlanta/Marietta Hotel & Conference Center
500 Powder Springs Street S.W., Marietta, GA 30064



Boxes should be received no earlier than 7 days prior to start of meeting. After the conference, any boxes to be shipped out of the hotel must be properly labeled and packaged with shipping label and guest is responsible for contacting their shipping company for pickup. Any boxes not picked up within three days after event will be discarded. Package handling charges: None, except Ice Cream Machines and Nieco Machines. These should be shipped to arrive no more than 2 days ahead to avoid charges. All packages will be held and stored with hotel security.

If you have any questions, please do not hesitate to contact Joyce Perrine at 864-650-6305, or e-mail bojjoyceperrine@bellsouth.net.

We would like to thank you for your participation and look forward to seeing you in Marietta, GA.,
Southern Dairy Queen Operators Convention Committee

Alabama•Florida•Georgia•Kentucky•Mississippi•North Carolina•South Carolina•Tennessee

SOUTHERN DAIRY QUEEN OPERATORS

2020 REGIONAL CONVENTION

SUNDAY, MARCH 1, 2020 - TUESDAY, MARCH 3, 2020



SCHEDULE OF EVENTS

Sunday, March 1, 2020

Sun	10:00 am	Golf Tournament
Sun	2:00 pm - 5:00 pm	Convention Registration
Sun	2:00 pm - 11:00 pm	Vendor Setup
Sun	6:00 pm - 7:00 pm	Cocktail Reception
Sun	7:00 pm - 9:00 pm	Dinner Buffet/Music
Sun	9:00 pm - 11:45 pm	Hospitality Suite

Monday, March 2, 2020

Mon	7:00 am - 9:30 am	Breakfast Buffet
Mon	10:00 am - 2:00 pm	Vendor Exhibits
Mon	11:00 am - 12:00 pm	Lunch Buffet w/Vendors
Mon	2:00 pm - 3:00 pm	Board Meetings
Mon	3:00 pm - 4:00 pm	Operators Operational Tips Forum
Mon	4:00 pm	Afternoon & Evening Free
Mon	9:00 pm - 11:45 pm	Hospitality Suite

Tuesday, March 3, 2020

Tue	7:00 am - 9:00 am	Breakfast Buffet
Tue	9:00 am - 10:00 am	Josh Schmieg, DQOA
Tue	10:15 am - 11:00 am	General Session
Tue	11:00 am - 12:00 pm	Goodman-Gable-Gould Adjusters International
Tue	12:15 pm - 1:30 pm	Lunch Buffet
Tue	1:30 pm - 2:30 pm	Guest Speaker
Tue	6:00 pm - 7:00 pm	Cocktail Reception
Tue	7:00 pm - 9:00 pm	Dinner Buffet with Entertainment
Tue	9:00 pm - 11:45 pm	Hospitality Suite



HOTEL ACCOMMODATIONS

Hilton Atlanta/Marietta

Hotel Resort & Conference Center

500 Powder Springs Street SW, Marietta, GA 30064

Sunday, March 1 through Tuesday, March 3, 2020

Make reservations by calling 678-819-3227.

When making reservations,
and during check-in, mention the
Southern Dairy Queen Operators Convention.

The Hilton has given us special group room rates as
follows: Single/Double \$103.00 per night.

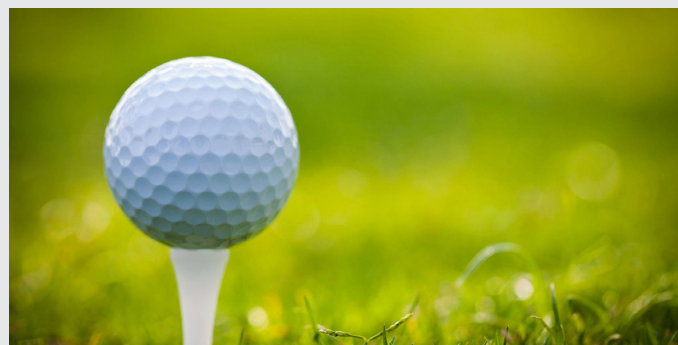
Parking fees are waived for DQ convention guests.

TRANSPORTATION

The Hilton Atlanta/Marietta is located two miles
from Marietta Square's shopping and dining spots.
Downtown Atlanta is 20 minutes from the hotel, and
Hartsfield-Jackson Atlanta International Airport is 26
miles away.

SOUTHERN DAIRY QUEEN OPERATORS

GOLF TOURNAMENT



GENERAL INFORMATION

Date: Sunday, March 1st, 2020

Time: 10:00 a.m.

Join us for the Annual Southern Dairy Queen
Golf Tournament being held at
City Club Marietta Golf Course

This beautiful 18-hole championship course is adjacent
to the hotel. Situated amidst rolling hills and towering
pines, the course has various shot selections and will
test all skill levels. Entry fee of \$100 is due 1/15/20.

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Hilton Atlanta/Marietta Hotel Resort & Conference Center

500 Powder Springs Street S.W., Marietta, GA 30064

Sunday, March 1st through Tuesday, March 3rd, 2020

Alabama • Florida • Georgia • Kentucky • Mississippi • North Carolina • South Carolina • Tennessee

DQ CONVENTION REGISTRATION FORM

Please print First and Last Names Clearly for Name Badges.

First & Last Name:	City:	State:
First & Last Name:	City:	State:
First & Last Name:	City:	State:
First & Last Name:	City:	State:

Business Information

Business Name:		
Business Address:	City:	Zip Code:
Contact Phone:	Contact Email:	

Golf Tournament Registration

First & Last Name:	Handicap
First & Last Name:	Handicap

Registration Rate (per Attendee)	# Attending	Registration Fee	Total
8X10 Exhibit Booth (Per Booth)	_____	_____ X \$795	_____
Three-Phase Electrical	_____	_____ X \$200	_____
Food/Beverage Package <i>Before</i> 12/15/19 \$259.00	_____	_____ X \$259	_____
Food/Beverage Package <i>After</i> 12/15/19 \$299.00	_____	_____ X \$299	_____
Golf Tournament <i>Before</i> 1/15/20	_____	_____ X \$100	_____
Sunday Night Reception/Dinner/Hospitality	_____	_____ X \$100	_____

*Make checks payable to Southern Dairy Queen Operators.
We are not able to accept credit cards*

Total Enclosed _____

Mail Check & Registration form to:

Southern Dairy Queen Operators, C/O Joyce Perrine, 226 Park View Drive, Fair Play, SC 29643

- Food/Beverage/Entertainment Package • Events • Trade Show & Exhibit Passes • Guest Speakers
- Board Meetings • Six Meals • Beverages • Music & Entertainment • Hospitality Suite • Two Cocktail Receptions
- Thousands of dollars in Prize Giveaways!



**SOUTHERN DAIRY QUEEN OPERATORS
JOYCE PERRINE
226 PARK VIEW DRIVE
FAIR PLAY, SC 29643**