

# Details to Remember

- ◆ **HOTEL RESERVATIONS.** Please make reservations using one of the methods below. DO NOT send hotel reservation information to MBAA International.

**Option 1—Online:** Go to [mbaainternational.org](http://mbaainternational.org) and select “Click Here for Online Hotel Reservations” (directs to the Hilton reservation site). This is the fastest and most convenient reservation method.

**Option 2—Telephone:** Call 1-877-865-5321 and ask for the MBAA International rate.

- ◆ **CONFERENCE SESSIONS** include presentations on scholarly research, teaching techniques, and media technologies in higher education. Getting your research published will also be covered.
- ◆ **PUBLISHER EXHIBITS** and **CYBER CAFE**
- ◆ **ENJOY** two great shows at the Palmer House Hilton Hotel: Chicago Blues Review and a great night of good listening.
- ◆ **PROCEEDINGS** are not included in either your primary or secondary conference registration fee. Please make sure to mark the proceedings you want and include their cost in your total.

---

## Two Great Fun Nights = More Great Value!

MBAA International offers you TWO great nights of fun—we call them FUN NIGHTS—including FREE open bar, all at NO ADDITIONAL CHARGE! TWO GREAT FUN NIGHTS = MORE GREAT VALUE—it’s an MBAA International tradition!

Our **Wednesday evening** tradition features world class musicians up close and personal offering a great night of good listening. In 2020 we’ll add another wonderful performance to our history that has included greats such as Corky Siegel’s Chamber Blues, Amadeus Consort, Irish music with the incomparable John Williams, and even a Big Band Swing night!

Energy, excitement, and dancing (or listening)—really, it’s a PARTY—are **Thursday night** traditions at MBAA International! Whether it’s the popular Chicago Blues Review or last year’s Beatles Tribute band, it’s an exciting and fun evening of great music for incredible time together.

**And remember this:** It’s all at no additional charge to conference registrants—including a **free open bar**.

***MBAA International—  
America’s Best Conference Value***



---

## Business Research Impacting Business Practices

**Publishing: Practical Help for Publishing Success**

The 56th Annual MBAA International Conference

**March 25–27, 2020**

Palmer House Hilton Hotel • Chicago, IL  
[www.mbaainternational.org](http://www.mbaainternational.org)

