



MPC 46
Mobile

Music Personnel Conference
February 17-20, 2008
The Battle House Hotel
Mobile, Alabama

GENERAL CONFERENCE INFORMATION

MEETING

The Association of Music Personnel in Public Radio is an organization dedicated to music of all varieties on public radio. AMPPR has been in existence for 45 years; and although we've undergone many changes over those years, now, in 2007, we're more enthusiastic about the viability of music on radio than ever before.

AMPPR will hold its annual Music Personnel Conference in Mobile, Alabama, Sunday, February 17, through Wednesday, February 20, 2008. AMPPR's Conference provides the opportunity for its members to discuss the latest research in music and music programming and how this information can be used to increase the number of new listeners and enhance the music listening experience on public radio.

SCHEDULE

Registration and an orientation session for newcomers will begin on Sunday afternoon. Sunday evening we welcome attendees with an opening reception. The Conference will run through Wednesday.

HIGHLIGHTS

Sessions at this year's conference will focus on digital rights, digital channel use, getting your news listeners to sample your music programming, improving your on-air performance, and much more.

REGISTRATION FEE

The Early Bird rate is \$485 paid on or before January 16. Registration includes admission to all sessions, exhibits, receptions, continental breakfasts, lunches, AMPPR membership, and conference welcome tote. [Click here](#) for Registration form. Please mail or fax your completed registration form and payment to:

The Conference Group, Inc.
1580 Fishinger Road
Columbus, Ohio 43221
Fax (614) 488-5747

All questions concerning conference registration should be directed to The Conference Group at (800) 783-6338, or (614) 488-2030, or register@confgroupinc.com.

EXHIBITS

A limited number of exhibit tables are available in the AMPPR Marketplace. The Marketplace is centrally located and affords exhibiting organizations the opportunity to present their goods and services to a wide array of conference attendees. The cost to reserve 1 skirted 6-ft x 30-in table is \$510. The fee includes one staff admission to conference sessions, all food functions, and a welcome tote. All exhibiting organizations have the opportunity to place one item in the welcome tote free of charge. Additional items can be placed in the welcome tote for a fee of \$79.

PAYMENT

Acceptable methods of payment include credit card (Mastercard/Visa/American Express/Discover/Diners), check, or money order.

HOTEL

MPC 46 will be held at The Battle House Hotel, 26 North Royal Street, Mobile, Alabama 36602. The room rate is \$139 single or double occupancy plus 14% tax. The Conference rate will apply three days prior and three days after the conference dates, subject to availability. The group rate will be in effect for reservations made by January, 16, unless the block sells out before that date. We recommend that you register early to make sure you get a room. Make your reservation directly with The Battle House by phone at (866)-316-5957. Your must mention the group code **AMP** to receive the special group rate.

You can also make your reservation online at <http://www.rsabattlehouse.com>. NOTE: The group code for reservations made online is AMPAMPA. Please insert the code in the Group Code box located on the main reservation page.

The Battle House requires that all reservations be guaranteed. A check equal to one night's room and tax, or a major credit card, will guarantee a reservation. Stations and organizations must provide individual names for each room reserved.

HOTEL CANCELLATION POLICY

Cancellations must be made 24 hours prior to arrival to avoid charges for the first night. No-shows will be charged accordingly.

HOTEL PARKING

Valet parking is \$16 per day.

GROUND TRANSPORTATION

Airport shuttle service is provided by Mobile Regional Airport. Reservations are required and can be made by calling 800-357-5373 or 251-633-4510. Fees are \$18 one way and \$33 round trip. Taxi service from the airport is available for \$30-\$32 one way. Several rental car agencies maintain counters inside the airport for your convenience. Detailed ground transportation information is located on the Mobile Regional Airport web site: <http://www.mobairport.com>.