24th Annual
International Society of Franchising
Conference

7 – 9 June, 2010
University of New South Wales
Sydney, Australia
24th Annual
International Society of Franchising (ISoF) Conference
7-9 June, 2010
University of New South Wales ~ Australian School of Business
Sydney, Australia

TO: Academic & Affiliate Participants

FROM: Cheryl R. Babcock, CFE, ISoF Executive Director

RE: ISoF Arrangement's Information and Registration Materials

DATE: 17 December 2009

The 2010 ISoF conference co-chair and proceedings editor, Lorelle Frazer (Griffith University), co-chair Jenny Buchan (University of New South Wales), co-chair Liz Spencer (Bond University), and I cordially invite you to attend the 24th annual ISoF conference that will be held 8-9 June, 2010, at the University of New South Wales, Sydney, Australia. The conference attire is business casual. Please keep in mind that meeting rooms tend to be cool, so you may be more comfortable with a jacket. Jeans are discouraged.

Authors of accepted papers please note that we will be using Power Point for all presentations. Please bring your presentation on a CD or Thumb Drive. We will not be providing the equipment for overhead projection presentations or 35mm slides. We need your paper in a Word file no later than 1 March 2010. Do not send as a pdf file, we need it as a word document. Please send to me at babcockc@nsu.nova.edu and copy Lorelle Frazer at l.frazer@griffith.edu.au. Also, please send a copy to Shannon Bonkowski, IIFE’s program coordinator, at sb1391@nova.edu as she works with me on the CD of the proceedings.

Please complete the attached registration form for the ISoF conference or register online at http://www.huizenga.nova.edu/franchise and click on the International Society of Franchising.
2010 ISoF Awards

The ISoF Best Paper Award is graciously sponsored by the *Journal of Marketing Channels*. The recipient of the award receives a cash prize and a plaque.

The ISoF Best Reviewer Award is sponsored by the ISoF, and the recipient receives a plaque.

The ISoF Best Student Paper Award is sponsored by the ISoF, and the recipient receives a plaque.

ISoF Conference Accommodations

We recommend you stay in Coogee, which is 10 minutes by bus from the University of New South Wales Campus. The following recommended hotels are a two-minute walk from each other, and we have organized a conference rate at each of them.

- [Crowne Plaza Coogee Beach](#)
- [Dive Hotel](#)
- [Coogee Sands Hotel & Apartments](#)

Book at the Crown Plaza Coogee Beach via the above link and quote group booking code US9 to receive the conference rate.

If you wish to go ahead with a booking at the Dive Hotel, email [thedive@bigpond.net.au](mailto:thedive@bigpond.net.au) and quote ISOF to receive the conference rate.

Coogee Sands Hotel & Apartments is also offering special conference rates for delegates including Deluxe Studio $155, Deluxe Courtyard Studio $165, and Deluxe Ocean View Studio $200. Pre-booked breakfast can be added at a rate of $10 per person per morning for a continental and $15 per person per morning for a hot breakfast. Please call the Hotel directly to access these special rates and quote ISOF Conference.

The alternative to staying in Coogee would be to stay in the city, which is a 25 minute bus ride to the campus. There is other accommodation near the university; however, special rates have only been negotiated with the two above.
On-Campus Accommodations Available

University of New South Wales on-campus accommodation is a few minute’s walk to the conference venue and ideal for students, junior academics or those on a lower budget.

The AGSM Kensington on-campus accommodation facilities include rooms with double bed, ensuite, fridge, and tea and coffee-making facilities. There are also two spacious common rooms with TV, billiard table and piano, as well as a laundry, kitchenette and business centre with wireless internet access.

The current rate (as at September 2009) is $90 per night and is subject to change.

To make a booking, or for further information email isof2010@unsw.edu.au.

ISoF Conference 2010 Sponsors

- Journal of Marketing Channels
- Franchise Relationships Institute
- International Institute for Franchise Education (IIFE), Nova Southeastern University

The Conference is proudly hosted by:
ISoF Academic Membership and Registration

Academic membership in the ISoF is open only to full-time university faculty, graduate students or full-time university employees in positions such as program directors.

Your 2010 ISoF conference registration fee of $400.00/$300.00 ($300.00 for Ph.D. students) includes a one-year membership in the International Society of Franchising; a CD of the 2010 proceedings, which includes an updated membership directory; and, morning coffee/tea, lunch, and refreshment breaks on 8-9 June. Please return the registration form with your payment to Nova Southeastern University on or before 1 April, 2010.

- Please complete and return the enclosed ISoF registration form to Cheryl Babcock at Nova Southeastern University by 1 April, 2010, and send as an email attachment to babcockc@nsu.nova.edu. Submit in this format, please: Your first and last name 2010 ISoF Registration, i.e. Cheryl Babcock 2010 ISoF Registration.

- Send a check for $400.00/$300.00 made payable to ISoF, Nova Southeastern University along with your registration form(s) to Cheryl, or you may pay by VISA, MasterCard or American Express.

- Cancellation Policy: Full refunds will be granted for cancellations received in writing by 1 March, 2010. Cancellations received after 31 March, 2010 subject to a 50% penalty. No refunds are permitted after 1 May, 2010. Substitutions are permitted at any time.

If you are unable to attend the 2010 conference but want to maintain your academic membership in the ISoF, membership is $100 annually and membership benefits include a copy of the 2010 CD of ISoF proceedings, which includes the current membership directory.

The 2010 proceedings will be shipped on domestic orders in June 2010. An additional shipping charge will be incurred on international orders dependent upon destination and preferred method of shipment.
ISoF Affiliate Membership and Registration

Affiliate membership in ISoF is open to franchisors, franchisees, attorneys, Council of Franchise Suppliers, etc. Affiliate members that want to attend the 2010 ISoF Conference should fill out the registration form and submit a check payable to Nova Southeastern University for $400.00, or you may pay by VISA, MasterCard or American Express.

**Affiliate Membership** available for franchisors, franchisees, attorneys, Council of Franchise Suppliers, etc., $135 annually for those who will not attend the 2010 conference and wish to maintain their ISoF affiliate membership. Membership benefits include:

- A copy of the 2010 CD of ISoF proceedings which includes the current membership directory.
- Annual membership fee of $135.00 will be waived if you attend the annual conference and pay the $400.00 registration fee.

Your 2010 ISoF affiliate conference registration fee of $400.00 includes a one-year membership in the International Society of Franchising; a CD of the 2010 proceedings which includes your listing in the updated membership directory; and morning coffee/tea, lunch and refreshment breaks on 8-9 June. Please return the registration form with your payment to Nova Southeastern University on or before 1 April, 2010.

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Contact Information

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