

## HOTEL INFORMATION

Sheraton Birmingham  
2101 Richard Arrington JR. Boulevard North  
Birmingham, AL 35203  
Phone (205) 324-5000

The 2010 Seeking Seven Conference will be held at the Sheraton Birmingham in downtown Birmingham, Alabama January 13<sup>th</sup>-16<sup>th</sup>, 2010.

### Conference Rates

The Seeking Seven Conference has reserved a block of sleeping rooms January 13-16, 2010 at a group rate of \$120/night plus applicable taxes. To make Reservations, Please visit <http://www.starwoodmeeting.com/Book/seeking7>.

Group Rates are available until December 13, 2009. Please make reservations prior to this date to insure the discounted rate. Guests can access the site to learn more about the event and to book, modify, or cancel a reservation from May 21, 2009 to January 19, 2010. You can also contact Sheraton by calling 1-800-325-3535.

### Hotel Cancellation Policy

If you cancel between the time of reservation and 6:00 PM hotel time on 09-Jan-2010, there will be no forfeiture amount. If you cancel after 6:00 PM hotel time on 09-Jan-2010, the forfeiture amount will be a 1-night stay. Cancellations may be made by modifying through the link or by calling 1-800-325-3535.

### Hotel Check-In

Guest Accommodations will be available for Check-In after 3:00pm on your day of arrival. Check-out time on your day of departure will be at 11:00am. Any Baggage can be held at the Bellmen desk located in the Hotel Lobby until the conclusion of the meeting on Saturday morning.

### Hotel Billing

Individuals will be responsible for Hotel Room, Tax, Parking, and any incidentals incurred while on property. The Seeking Seven Conference package includes all meals on Thursday, Friday and Saturday morning. Attendees are responsible for their meals on Wednesday, January 13<sup>th</sup>.

### Transportation

Transportation to and from the Birmingham International Airport is available on a complimentary basis through the Sheraton Birmingham by calling (205) 324-5000

Currently the shuttle service begin at 5:00 AM

#### **Outbound from the Hotel**

5:00 AM to 9:00 AM every ½ hour

9:00 AM to 3:00 PM every hour

3:00 PM to 11:00 PM every ½ hour

Please keep in mind the schedule is subject to change based on airline rescheduling and group contracts.

## Parking

The Hotel has parking available as follows:

Valet overnight parking is \$20.00 per car

Self parking is available in several different locations at an average price of \$8.00 per day (this rate is subject to change without notice).

Unlimited self parking is available at the BJCC Parking Deck located on 22<sup>nd</sup> Street North with a \$12.00 per day parking pass obtainable at the front desk of the hotel.

## Driving Directions

### From North

Take Interstate 65 South to Exit 261A. Then take Exit 125B, which is 22<sup>nd</sup> Street. Turn left at the second stop light and turn left again onto 9<sup>th</sup> Avenue North. Continue Straight ahead and the hotel garage and main entrance is on the right.

### From Birmingham International Airport

Take Interstate 20 West and exit at 22<sup>nd</sup> Street. Go through the intersection to the stoplight. Turn right at the light and the hotel entrance is one block on the right.

### From West

Take Interstate 20 East/Interstate 59 North to Exit 125B, which is 22<sup>nd</sup> street. Turn left at the second stop light and turn left again on 9<sup>th</sup> Avenue North. Continue Straight ahead and the entrance to the hotel is on the right.

### From South

Take Interstate 65 North to Exit 261A. Then take Exit 125B, which is 22<sup>nd</sup> Street. Turn left at the second stop light, then turn left again on 9<sup>th</sup> Avenue North. Continue straight ahead and the hotel garage and main entrance is on the right.

## Hotel Features and Amenities

Fitness Facility

Indoor Heated Pool

Room Service

Whirlpool

Check-In Kiosk

Laundry/Valet Service

Disability Accessible Facilities

Complimentary Airport Shuttle Service

Business Center

## Guest Rooms

High Speed Internet Access (charge applies)

Coffee and Tea Maker

Cable Channels

Iron/Ironing Board

The Sheraton Sweet Sleeper Bed

Television

Telephone

In-Room Movies

Hairdryer

Non-Smoking Rooms

Signature Bath Amenities

Video Check-Out

Voicemail

Work Desk

Room Service

Maid Service

Make-Up/Shining Mirror

### Hotel Dining Options

#### Casey's Sports Bar and Grill

Cuisine: American  
Hours: 11:00am-12:00am  
Atmosphere: Sports Bar

La Tazza  
Cuisine: Coffee  
Hours: 6:30am-11:00am

#### Atrium Café

Cuisine: Breakfast  
Hours: 6:30am-11:00am

#### Moretti's

Cuisine: Cocktails and Snacks  
Hours: Mon-Sat 4:00pm-12:00am

### Local Area

Visit the Greater Birmingham Convention and Visitor Bureau's Website at [www.inbirmingham.org](http://www.inbirmingham.org) for information regarding the local Birmingham Community, Culture, Restaurants and Shopping.

### Contact Information

For questions or concerns, please contact

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