**OLA Conference Committee Handbook**

**CONFERENCE COMMITTEE PROCEDURES**

**By-Laws -** [**http://www.olaweb.org/mc/page.do?sitePageId=66147**](http://www.olaweb.org/mc/page.do?sitePageId=66147)

**Purpose of Conference Procedure Manual**

The purpose of this manual is to delineate duties and procedures necessary to the planning of the Annual Conference of the Oregon Library Association. The manual is purposely general in nature; the Handbook committee hopes that any future conference chair and committee will find this helpful in planning a future conference.

If more details and examples are needed, the Washington Library Association has compiled a very detailed and comprehensive handbook which can be viewed at

<http://files.wla.org/conferences/manual/complete.pdf>

**Purpose and Scope of the OLA Annual Conference**

The Annual Conference of the Oregon Library Association is held to provide an opportunity for members to conduct the business of the Association. The conference should also afford an opportunity for business meetings of standing and special committees and special interest groups of the Association. The conference also gives participants an opportunity to attend workshops, visit exhibits and meet informally with colleagues from a variety of types of libraries and regions of the State.

The site and dates for a conference are determined three years in advance and are made by the immediate past president of the Association. The site contract should be signed by the immediate past president with copies retrained by the OLA Board until Conference planning begins. A representative of the current conference committee – typically the Chair, Program Chair, or Exhibits Chair – may be consulted to assist with site location and negotiations.

Past contracts are used as patterns in negotiating conference contracts. Special care should be given to estimating probable attendance, based on past experience in a particular location and impact of other events. It is extremely important to find a location that can support 450 – 600 attendees, seven or more simultaneous sessions, substantial exhibit space, and the mixed food/business needs of the lunches. Proximity to additional hotels and local restaurants and shopping are also appreciated by conference attendees.

**General Fiscal Policy Guidelines**

OLA members, except for the President, will not generally be paid for travel, meals (in transit or at the site of conference), or an honorarium. It is believed that this is part of the professional obligation of OLA members.

The President of the Association will be provided with registration, housing, and meals while at the conference and transportation if required. Generally, the housing facility will provide a complimentary room which can be used by the President.

Any division or other body which proposes to produce a preconference will be assessed a fee (currently $10 per registrant) by the Conference Committee. This surcharge is designed to compensate the Conference Committee for the following: coordination and planning, securing and paying for meeting room, assisting Division planners with meal and other arrangements, distributing materials in preconference mailing, registering preconference participants, bookkeeping and accounts payable activities by the Conference Treasurer, and the provision of basic equipment (microphone, lectern, technology equipment).

Speaker fees and expenses are to be paid by the sponsoring Division or other OLA group and are not covered by the surcharge. Equipment not readily provided by the conference location is not covered by the surcharge. Preconference sponsors are responsible for providing camera ready copy to the Conference Committee by the date specified, for inclusion in the website and printed program.

Depending upon the conference location, the Conference Committee may decide to assist with conference housing for committee members (such as Treasurer and Local Arrangements) because of the nature of their conference duties. If such a decision is made, it must be reflected in the conference budget and approved by the OLA Executive Board. Use of complimentary rooms for this purpose is encouraged if enough remain after accommodating the OLA President and the keynote speaker(s).

**Liability Insurance**

Conference planners should carefully read the facility contract and be sure they understand any references to requirements for liability insurance. More and more conference facilities are making this requirement, usually for the exhibits area. Contracts may stipulate certain wording be included on the agreements the OLA Conference Committee has with exhibitors.

**Committee Structure and Function**

**The conference committee consists of the following positions, supplemented with assistants as needed under each sub-chair.**

* Conference Chair
  + Conference Treasurer (usually held by OLA Treasurer)
  + OLA President
  + Speaker Arrangements and Hospitality
* Program Chair (usually held by future conference chair)
  + Showcase Coordinator
* Local Arrangements Chair
  + Technology Coordinator
  + Food Coordinator
* Registration Chair
  + Onsite or Online Registration Coordinator
  + Volunteer Coordinator
* Exhibits Chair
  + Assistant Exhibits Chair
  + Fundraising Coordinator
* Communications Chair
  + Webmaster
  + Printed Program Coordinator

**Conference Chair**

The General Chair (aka Conference Chair) is appointed by the OLA President two years in advance, typically rising from serving as the Program Chair for the previous conference. A Chair can be appointed one year in advance if appointee has chaired a previous conference.

1. Establishing conference goals in accordance with the charge given by the OLA President. The goals are then approved by the OLA Executive Board.
2. Establishing a conference theme and logo in consultation with the OLA President and approved by the OLA Executive Board.
3. Setting the conference planning calendar and timeline.
4. Formulating the conference budget in cooperation with the conference treasurer and approved by the OLA Executive Board.
5. Scheduling appropriate conference committee meetings.
6. Appointing committee members, subcommittees and chairs with approval of the OLA Executive Board.
7. Serving as a member of all conference subcommittees (ex-officio).
8. Supervising all planning and coordination of conference activities.
9. Obtaining Treasurer’s approval for any financial agreements made.
10. Approving disbursements as allowed by conference budget.
11. Providing appropriate conference reports to OLA Board (by attending all meeting during the conference year).
12. Maintaining close contact with conference facility manager throughout the conference planning process and the conference itself.

**Treasurer**

This position is filled by the OLA elected treasurer.

1. Assisting in the formulation of the conference budget.
2. Working closely with Local Arrangements chair and Chair to encumber funds and pay bills**.**
3. Receiving all conference income for registration, exhibits and other sources and paying all invoices in accordance with the conference fiscal policies.
4. Developing refund policy and making sure it is clearly noted on the registration forms.
5. Preparing itemized income and expense records for submission to the conference coordinator for inclusion with the final report on the conference to the OLA Executive board.

**Speaker Arrangements and Hospitality**

This position works closely with the Conference Chair, Program Chair, and facilities and is responsible for:

1. Serving as liaison with keynote and special event speaker(s).
2. Coordinating speaker contracts with the Conference Chair.
3. Coordinating speaker travel, meals, and lodging as necessary with cost approvals from the Conference Chair.
4. Purchasing thank-you gifts for speakers.

**Program Chair** (aka Assistant or Vice-Chair)

This position is appointed two years in advance of serving as Conference Chair and is responsible for:

1. Serving as Chair in absence of Conference Chair.
2. Keeping minutes of meeting and other records.
3. Preparing forms to be used for general evaluation of conference and for individual sessions (as desired by workshop presenters).
4. Appointing program committee members, primarily liaisons from OLA divisions, round tables, and committees.
5. Planning and organizing sessions, workshops, banquet speakers and entertainment (the last two in conjunction with the Chair).
6. Approving all preconference sessions, and either planning and coordinating these meetings or providing support and liaison to the sponsoring group.
7. Preparing program information for pre-registration mailing and/or posting to the web with assistance from the Webmaster.
8. Making signs for meeting rooms and for schedule changes, in cooperation with Local Arrangements and Technology.
9. Providing for program evaluation.
10. Working closely with OLA divisions, committees, and round table liaisons to be sure speakers receive name badges and that understandings about registrations are clarified. Information must then be passed along to Registration and Treasurer.
11. Maintain detailed program grid for distribution and review to all committee members.
12. Coordinate contracts and equipment request forms to all session liaisons.

**Local Arrangements Chair (with Food Coordinator)**

1. Serve as primary contact with facility, coordinating with Conference and Program Chairs and overseeing work of the Food and Technology Coordinators.
2. Choosing the menus for all conference meals, including breaks and other special events. (FC)
3. Keeping a tally of meal reservations and submitting totals to the Conference Chair and Treasurer. (FC)
4. Working with program committee to arrange for needed signage.
5. Arranging for a message board.
6. Providing conferees with information about conference activities.
7. Assisting other groups (such as OSL Board, vendor user groups, etc.) in finding space at conference site for their meetings and informing of any costs involved.

**Technology Coordinator**

1. Providing technological equipment such as computers, projectors, etc. requested for general sessions, preconferences, meal events, and other special conference events.
2. During the conference setting up and troubleshooting equipment during sessions and events.
3. Working with conference facility technology liaison on Internet issues and other equipment if provided by conference center.
4. Recruit assistants to help during conference.

**Registration Chair – *may be split into Online and Onsite Registration coordinators***

1. Develops the registration form with all of the basic information and fees about the conference for posting on the web. This includes meals and name badge only forms.
2. Receives and compiles registration payments from MemberClicks.
3. Working with MemberClicks, manages a registration log to be used for printing name badges and a list of attendees.
4. Handles all queries from registrants.
5. Carries out all registration activities relating to the conference and also organizing and operating the registration desk during the conference, which includes scheduling of registration assistants and other conference volunteers.

**Exhibits Chair**

The Exhibits Chair is appointed a year in advance of the conference and acts as Assistant Exhibits Chair the previous year.

1. Selling exhibit space.
2. Formulating and following guidelines and procedures for exhibitors.
3. Making mailings or posting information on the web for exhibitors.
4. Acting as spokesperson for exhibitors and providing a liaison between exhibitors and the Conference Committee.
5. Planning for and confirming exhibit space, table assignments, etc.
6. Working with Conference Chair to solicit donations to the conference and with subcommittee members to solicit prizes.
7. Developing a fee schedule for “nonprofits”, library groups, etc. This will vary depending upon space available, costs of a particular site, etc.

**Assistant Exhibits Chair**

1. Assisting the Exhibits Chair in all duties.
2. Preparing to become Exhibits Chair for the conference to be held the following year.

**Fundraising Coordinator**

1. Works closely with the Exhibits and Communications Chairs
2. Solicits donations to the Conference from vendors, library and publishing organizations, local businesses, etc.
3. Sells advertising in the print program.
4. Works with Conference Chair to ensure donations meet budget expectations.
5. Coordinates thank-you messages, signage, etc. as appropriate for each donor.

**Communications Chair**

1. Publicizing the conference to the membership and general public.
2. Responding to requests for help in publicizing events for Conference and Program Chairs, as well as special interest groups related to the promotion of the annual conference.
3. Formulating of media calendar with necessary deadlines.
4. Arranging media coverage of appropriate speakers and events.
5. Coordinating coverage of awards recognition events with Chair of Honors, Awards, and Scholarships Committee.
6. Working with Program and Registration to design and produce pre-registration mailing materials and conference program.
7. Coordinates design, layout, and printing of printed conference program. *(May be delegated to a Print Program Coordinator.)*
8. Coordinates timely presentation of conference information on the conference website; works closely with OLA management services to ensure website functionality; coordinates with (Online) Registration Chair to ensure timely and accurate registration pages. *(May be delegated to a Webmaster.)*

**Good advice for all committee members:** Before volunteering to be on a conference committee, get approval from your institution of employment and verify who will pay for travel and other conference committee expenses.

* + Will your employer pay for mileage to and from planning meetings?
  + Where will the planning meetings take place? Will there be fees for parking, meals, or printing? Can your institution bear some of this cost or will you need to work with the Conference Chair and Treasurer for reimbursement or advance payment?
  + If your institution cannot pay, or can only pay a portion, which expenses if any can you charge back to the OLA Conference Committee? If you expect this to be an issue, okay it with the Conference Committee Chair before committing to serve on the committee.
  + Verify whether or not the conference committee pays for your hotel room during the conference then book accommodations for accordingly. Conference Committee members have to register and pay to attend the conference and eat meals, so submit a travel and professional development reimbursement request as applicable at your institution.

**A GENERAL PLANNING TIMELINE FOR AN APRIL OLA ANNUAL CONFERENCE**

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| --- | --- |
| **Timeframe** | **Activity** |
| **April-June** | **Conference Chair**   * Confirm conference facility contract with venue. * Start gathering conference committee members * Start thinking about meeting dates and find out OLA board meeting dates * Set up first meeting of committee, the earlier the better but no later than mid-July * Create rough timeline for conference year * Chair and program (or vice-chair) meet with catering manager at venue to discuss rooms and go over the contract. * If possible, contact incoming OLA president to get an idea of a possible theme * Obtain copy of last year’s survey results for program and speaker ideas * Start investigating possible keynote and banquet speakers * Look over conference schedule and revise if necessary (will discuss at first committee meeting) |
| **July** | * Initial meeting of committee members at venue and all members tour site. * Go over basic duties of each person and sub-committee * Review basic timeline and set preliminary dates for specific conference timeframe |
| **August** | * Brainstorm keynote and banquet speakers; collect information for September discussion   **Program**   * Confirm contacts for divisions, round tables and committees * Call for speaker and program ideas (only if committee doesn’t have enough ideas) via publication channels (Hotline, LIBS-OR, ARCL listserv, etc.) * Revise form for program and preconference proposals; put on conference webpage * Post call for preconference and program proposals, due [date—usually late September] * Publish a general timeline for upcoming months on conference website   **Exhibits**   * Prepare initial mailing * Confirm fees * Confirm no-conflict times * Get basic layout of exhibit space and details of electricity, Internet, booth options   **Registration**   * Start working out registration form and ensuring successful MemberClicks posting. * Tour Facility and work out placements for Registration, Exhibits, Breaks locations, keynote and banquet speakers, etc.   **Local Arrangements**   * Initial meeting with conference center to review menu options and start planning * Review technology options to standardize with Program committee proposal forms   **Communications**   * Set up basic website with info page, space for program info, space for exhibit info * Solicit logo ideas and get drafts ready |
| **September** | * Discuss keynote and banquet speakers; get initial confirmations completed   **Program**   * Review initial proposals; look for gaps, reminder needs (Sept. committee meeting) * Proposal deadline in September * Major Program meeting before October Conference Committee meeting to: * Review all programs looking for overlap and gaps * Make preliminary selection of programs to accept * Create rough sort of programs by day (and by track if the committee decides to create themes or tracks for programs) * Make preliminary preconference decisions * Proposal deadline in September * Start Showcase planning   **Exhibits/Fundraising**   * Set up tracking tools * Send initial (email) message to vendors and other potential exhibitors * Post exhibitor info packet to website   **Local Arrangements**   * Select initial menus and prices for October Conference Committee meeting * Prepare menu info sheets for groups that want to host their own meals as part of the conference (e.g., Lampman breakfast)   **Communications**   * Finalize logo, implement on website * Create conference letterhead using logo (for contracts, program acceptance letters, etc.) |
| **October** | * Prepare draft budget for OLA board including registration fee proposals * Get contracts to keynote and banquet speakers   **Program**   * Present draft program plan at October Conference Committee meeting * Create initial list of technology needs by room and time for local arrangements * Contact program proposers with status (accepted, rejected, backup, possible showcase) * Set up showcase proposal form * Send menu options to preconferences (due Nov), programs and events that have food needs   **Exhibits/Fundraising**   * Follow-up calls to vendors * Set rates for sponsorship of specific events (lunch, exhibit times, etc.) and for print program advertising; communicate to vendors   **Local Arrangements**   * Present draft menu for approval * Set prices for ticketed meals run by the conference committee * Review program technology needs   **Registration**   * Set up draft registration form; check content with program |
| **November** | * Present budget and target income at OLA Board meeting   **Program**   * Present initial conference grid with all preliminary program information * Clarify single point of contact for each program and preconference * Finalize preconference meals and set prices and minimum registration levels * Solicit preconference announcements for website * Send out confirmation letters to program sponsors with final draft title and *brief* description for web and printed program   **Exhibits/Fundraising**   * Set up online registration form with options and prices * Announce form to interested vendors * Follow-up calls to non-responsive potential vendors and donors * Work with Local Arrangements on tech and food needs   **Registration**   * Final review and testing of registration form   **Local Arrangements**   * Work on exhibit hall (and setup) food, beverage, and tech needs * Set up tasting session with conference center for December   **Communications**   * Draft announcement postcard and get mailing information from MemberClicks * Select printer for postcard and printed program * Set up timetable for announcements and reminders * Set up printing and editing timetable for printed program |
| **December** | * Small meeting only this month (Chair, Food, Tech, Local Arrangements, Program (optional)) * Tasting on-site at conference center * Review tech needs and options * Review room setups   **Program**   * Signed program confirmation forms due * Clarify who is paying (and how) for any programs that have paid speakers; clarify due date (in January) for return of signed forms with paid speakers * Final program grid (with final titles and brief descriptions) due to communications   **Communications**   * Finalize postcard and send to printer (mailing in early January) * Set up program information and preconference announcements on website |
| **January** | **Communications**   * Post registration form to website (early January) * Post preliminary program to website (early January) * Full preconference announcements linked to online program on website * Mail announcement card * Start regular OLA hotline articles and Libs-Or messages promoting the conference * Start layout of printed program   **Program**   * Showcase proposals due   **Fundraising**   * Donor follow-up and printed program advertising push |
| **February** | * Review of all areas done at February Conference Committee meeting   **Program**   * Showcase selections made and info posted to website   **Fundraising**   * Finalize advertising and sponsors * Work on signage to acknowledge sponsors onsite * Finalize sponsor and advertising info for printed program   **Communications**   * Finalize printed program * Review of printed program by Conference Chair, Program Chair, at least one other committee member * Finalize printed program printing schedule   **Local Arrangements**   * Start compiling “special needs” registrants list * Create template for meal tickets |
| **March** | * Early registration and preconference cutoffs will be in mid-March * Hotel guarantee cutoff usually 2 – 3 weeks before event * Hold meeting later in March to review details * Set date (usually Sunday before the conference) for registration packet stuffing (all hands on deck)   **Local Arrangements**   * Finalize menus * Finalize any local events and maps * Final technology and cost review   **Program**   * Draft evaluation forms for review by committee |
| **April** | * Registration packet stuffing party * Final meal counts due to conference center * Final walkthrough (Monday before conference) * Have payments and thank-you gifts ready for key speakers * CONFERENCE * Send out evaluation survey (online) by email Tuesday after conference * Compile evaluation data |
| **May** | * Reconcile hotel and conference center bills * Compile final conference budget report * Reports due from each unit of the conference committee * Chair compiles final report on conference and budget for June OLA Board meeting |

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| **Event Budget for 2009 OLA Conference** | | | | | | |
| **Expenses** |  |  |  |  | **Estimated** | **Actual** |
| **Total Expenses** |  |  |  |  | **$70,999.90** | **$50,303.41** |
|  |  |  |  |  |  |  |
|  | **Estimated** | **Actual** |  |  | **Estimated** | **Actual** |
| **Site** |  |  |  | **Meals** |  |  |
| PEDCO fees | $6,000.00 | $2,597.00 |  | Preconference Meals | $6,251.05 | $2,816.19 |
| Vendor snacks and supplies | $100.00 | $99.12 |  | PLD Dinner / Reception | $2,643.20 | $2,971.00 |
| Equipment | $6,820.00 | $6,478.20 |  | ALA/PNLA Breakfast | $882.05 | $506.28 |
| Showcase Tables | $500.00 | $300.00 |  | Thursday Breaks | $5,603.82 | $3,167.12 |
| Hotel & Conf. Center Deposits | $2,000.00 | $0.00 |  | Thursday Lunch | $8,469.45 | $5,997.94 |
| **Totals** | **$15,420.00** | **$9,474.32** |  | All Conference Reception | $4,177.79 | $2,624.32 |
|  |  |  |  | All Conference Banquet | $4,897.00 | $3,034.25 |
| **Publicity** |  |  |  | OCLC Breakfast | $617.44 | $1,498.84 |
| Postcard | $450.00 | $477.00 |  | Lampman Breakfast | $882.05 | $747.47 |
| Program | $2,000.00 | $1,102.00 |  | Friday Break | $3,386.60 | $1,622.50 |
| Postage | $350.00 | $232.43 |  | Friday Lunch | $8,469.45 | $6,399.14 |
| **Totals** | **$2,800.00** | **$1,811.43** |  | **Totals** | **$46,279.90** | **$31,385.05** |
|  |  |  |  |  |  |  |
| **Administrative Costs** |  |  |  | **Speakers (Keynote and Banquet)** |  |  |
| Memberclicks fee | $1,000.00 | $4,091.70 |  | Honoraria | $1,700.00 | $1,700.00 |
| Board Meeting Technology | $0.00 | $177.00 |  | Travel | $500.00 | $609.80 |
| Office Supplies | $250.00 | $200.99 |  | Hotel | $0.00 | $156.38 |
| Tote Bags and Notepads | $2,000.00 | $0.00 |  | Meals | $100.00 | $24.25 |
| Registration Supplies | $750.00 | $477.86 |  | Thank You Gifts | $200.00 | $194.63 |
| **Totals** | **$4,000.00** | **$4,947.55** |  | **Totals** | **$2,500.00** | **$2,685.06** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | **Estimated** | **Actual** |  | Complete - SCC |  |  |
| Total income | $109,400.00 | $84,501.84 |  | Complete - Other |  |  |
| Total expenses | $70,999.90 | $50,303.41 |  |  |  |  |
| **Total profit (or loss)** | **$38,400.11** | **$34,198.43** |  |  |  |  |

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| **Event Budget for 2009 OLA Conference** | | | | | | |
| **Income** |  |  |  |  | **Estimated** | **Actual** |
| **Total income** |  |  |  |  | **$109,400.00** | **$84,501.84** |
| **Conference Registrations** | |  |  |  |  |  |
| **Estimated** | **Actual** |  |  |  | **Estimated** | **Actual** |
| 250 | 157 | OLA Members - Full Conference - Early @ | $130.00 |  | $32,500.00 | $20,410.00 |
| 50 | 39 | OLA Members - Full Conference - Regular @ | $160.00 |  | $8,000.00 | $6,240.00 |
| 100 | 110 | OLA Members - One Day @ | $90.00 |  | $9,000.00 | $9,900.00 |
| 30 | 26 | Non-Members - Full Conference - Early @ | $160.00 |  | $4,800.00 | $4,160.00 |
| 10 | 4 | Non-Members - Full Conference - Regular @ | $190.00 |  | $1,900.00 | $760.00 |
| 40 | 63 | Non-Members - One Day @ | $120.00 |  | $4,800.00 | $7,560.00 |
| 20 | 27 | Other\* - Full Conference - Early @ | $100.00 |  | $2,000.00 | $2,700.00 |
| 5 | 3 | Other\* - Full Conference - Regular @ | $130.00 |  | $650.00 | $390.00 |
| 15 | 20 | Other\* - One Day @ | $70.00 |  | $1,050.00 | $1,400.00 |
| **TOTAL REGISTRATION** | | \*Trustee, Friend, Student, Unemployed, Conference Committee |  |  | **$64,700.00** | **$53,520.00** |
| **520** | **449** |  |  |  |  |  |
| **Pre-Conferences (not including profit disbursed to sponsoring groups; all are full-day)** | | | |  |  |  |
| **Estimated** | **Actual** |  |  |  | **Estimated** | **Actual** |
| 200 | 86 | Conference fee per registrant @ | $5.00 |  | $1,000.00 | $430.00 |
| 200 | 86 | Meal & equipment fee per registrant @ | $35.00 |  | $7,000.00 | $3,010.00 |
|  |  |  |  |  | **$8,000.00** | **$3,010.00** |
| **Exhibitor/Vendor Registration** | |  |  |  |  |  |
| **Estimated** | **Actual** |  |  |  | **Estimated** | **Actual** |
| 37 | 25 | Corporate Booths @ | $400.00 |  | $14,800.00 | $10,000.00 |
| 15 | 6 | Non-Commercial Booths @ | $300.00 |  | $4,500.00 | $1,800.00 |
| 3 | 9 | Corporate Tables @ | $250.00 |  | $750.00 | $2,250.00 |
| 2 | 6 | Non-Commercial Tables @ | $150.00 |  | $300.00 | $900.00 |
| 15 | 10 | Free Tables @ | $0.00 |  | $0.00 | $0.00 |
|  |  |  |  |  | **$20,350.00** | **$14,950.00** |

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| **Meals, Sponsorships, Other** | |  |  |  |  |  |
| **Estimated** | **Actual** |  |  |  | **Estimated** | **Actual** |
| 80 | 71 | PLD Banquet @ | $35.00 |  | $2,800.00 | $2,485.00 |
| 50 | 19 | ALA/PNLA Breakfast @ | $18.50 |  | $925.00 | $351.50 |
| 50 | 29 | Lampman Award Breakfast (direct repayment) @ | $18.50 |  | $900.00 | $536.50 |
| 35 | 114 | OCLC Breakfast (direct repayment) @ |  |  | $700.00 | $1,498.84 |
| 150 | 96 | All-Conference Banquet @ | $35.00 |  | $5,250.00 | $3,360.00 |
| 0 | 14 | Cancellation Fees @ | $10.00 |  | $0.00 | $140.00 |
| 1 | 1 | Sponsorships (including bags and pads) @ | $3,650.00 |  | $3,650.00 | $3,650.00 |
| 1 | 8 | Program/Flyer Advertising @ | $125.00 |  | $125.00 | $1,000.00 |
| 1 | 0 | Credit for Deposit @ | $2,000.00 |  | $2,000.00 | $0.00 |
|  |  |  |  |  | **$16,350.00** | **$13,021.84** |
|  |  |  |  |  |  |  |

**PROGRAMS**

**Charge**

The Conference Program Committee is responsible for planning and organizing preconferences, general sessions, and showcases. They are further responsible for providing support to Divisions, Committees, Round Tables, Associations, and Alumni Associations for business meetings and provide support to the Keynote and Banquet speakers once selected by the full committee. They work closely with the Local Arrangements, Registration, and Communications committees.

**Committee Structure**

* **Chair** – Appointed by the OLA Board, this individual serves as the Conference Committee Chair in the year following their service as Program Committee Chair. Also serves as the Conference Committee Co-Chair and keeps minutes of the meetings. Further duties include: selecting committee members; coordinating program committee activities; preparing evaluation forms for the general conference and individual sessions; preparing content for printed program and web site.
* **Preconference Coordinator** – Responsible for planning and coordinating all preconference sessions including liaison activities and support to sponsoring organizations.
* **Showcase Coordinator** – Responsible for planning and coordinating all showcase sessions including support to presenters and layout of showcase space working with Local Arrangements.
* **Remaining Committee Members** – Five to six additional members representing the main program sponsors PLD, SSD, ACRL, CSD, OYAN, and TSRT. This best practice provides a direct conference liaison to the sponsoring organizations. Duties include: assistance with the selection of programs; liaison activities and support to sponsoring groups; general conference assistance during the conference with room counts and evaluations.

**Committee Activities**

* Meet with full committee on a monthly basis beginning in the August prior to the conference. Note that after this initial meeting the Chair, Preconference Coordinator, and Showcase Coordinator are the only members who need to attend all full committee meetings.
* Prepare preconference, conference program, showcase and business meeting proposal forms. Solicit preconferences, programs, showcases and business meetings via appropriate email lists and the OLA Hotline and website.
* Meet to select preconferences and general programs. Programs are selected for variety and interest. Note that each OLA unit may act as primary sponsor for only one preconference and no more than 6 preconferences are presented each year; this is established in OLA bylaws. Once selections finalized, contact program sponsors/presenters with results.
* Prepare speaker agreements for all presenters. Agreements include final program titles and descriptions plus equipment/technology needs.
* Coordinate OLA unit business meetings.
* Assist Conference Chair with keynote and banquet speaker arrangements including content for program.
* Prepare program content for web site and printed program.
* Prepare program and conference evaluation forms. The program evaluation template is offered to program sponsors. Program evaluations are printed, distributed, and collected by program sponsors.
* Prepare signage for meeting rooms.
* Program liaisons maintain contact with program sponsors regarding presenters and registration needs, program descriptions, and equipment and room set-up requirements.
* During the conference, committee members act as room monitors to make sure room is set up correctly and to take room counts.
* At conclusion of conference, the Program Chair compiles the conference evaluations and writes a program report.

**PROGRAM SAMPLES**

**Proposal forms**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2009 OLA Conference Oregon Reads: One State, Many Stories | | | PROGRAM PROPOSAL FORM | | |
| Thank you for your interest in presenting a program at the OLA Conference, April 1-3, 2009 in Salem, OR. Please complete this online form and submit by September 22, 2008. If you have any questions, please contact the program chair. The program committee will notify all applicants of acceptance by October 31, 2008. | | | | | |
| Program Chair: NAME | | |  | | |
| INSTITUTION | | |  | | |
| Phone | CHAIR PHONE | |  |  | |
| Fax | CHAIR FAX | |  |  | |
| Email | CHAIR EMAIL | |  |  | |
| **PROGRAM PLANNING CONTACT - Please specify *one* primary contact for this proposal.** | | | | | |
| Name | |  | | | |
| Organization | |  | | | |
| Address | |  | | | |
| Phone | |  | Fax | |  |
| Email | |  | | | |
| Sponsoring Group | |  | | | |
| Co-Sponsors | |  | | | |
| **PROGRAM INFORMATION - Remember that this information will be used to evaluate your proposal for acceptance and to promote your program in conference literature, websites, and emails.** | | | | | |
| Title |  | | | | |
| Description - This information will be used in the program, website, and other promotional materials. It may be edited for fit and clarity. Please be brief (100 words or fewer) and focus on the most interesting and inviting aspects of the program. | | | | | |
|  |  | | | | |
| Target Audience(s) - Who will most benefit from attending this program? | | | | | |
|  |  | | | | |
| Outcomes - What can attendees expect to learn from this program? How will it help them in their jobs? | | | | | |
|  |  | | | | |
| Audience Engagement / Participation - What components (if any) are included to involve the participants? | | | | | |
|  |  | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PROGRAM PREFERENCES - for regular Thursday or Friday sessions** | | | | |
| Anticipated Audience - How many participants would you expect? | | | | <MENU WITH SIZES> |
| Program Lengths - Allow time for questions; final length may be negotiated. | | | | <MENU WITH TIMES> |
| Room Setup and Technology Needs - Each room will be set up theatre style and will include: | | | | |
|  | a laptop with projector (on a cart), podium, one microphone, screen, and wireless 256K internet connection. | | | |
|  | Please list any additional requirements. | | | |
|  | THE PRIMARY SPONSORING GROUP WILL BE RESPONSIBLE FOR ALL ADDITIONAL COSTS. | | | |
|  |  | | | |
| Additional Information - Provide any special requirements regarding day, time, or layout needs, if known. | | | | |
|  |  | | | |
| PROGRAM PROPOSAL FORM - PART TWO | | | | |
| **ANTICIPATED EXPENSES** | | | | |
| Program costs are the responsibility of the sponsoring group(s). This area is a workspace for the convenience of the sponsoring group. Please see the Program Presenter(s) section for registration cost information. | | | | |
| Presenter-related expenses | | | | $ |
| Additional Room Setup and Technology expenses | | | | $ |
| Other Expenses (photocopying, etc.) | | | | $ |
| **TOTAL** | | | | $(CALCULATION) |
| Additional Information. | | | | |
|  |  | | | |
| **PROGRAM PRESENTER(S)** | | | | |
| Please provide information on your presenter(s). | | | | |
| Please note that OLA members are required to pay registration costs, meals, lodging and other fees unless the speaker is providing a major presentation that is beyond their employment responsibilities. Conference fees are waived for presenters who are unaffiliated with OLA and who plan to attend only their own program. | | | | |
| If your presenter is not registering to attend the entire conference, please complete the appropriate nametag-only or meals-only registration for them so they will receive a nametag, meal ticket and packet as appropriate. | | | | |
| Sponsoring groups are responsible for initial selection of and communication with presenters. Program Committee members are available for consultation and troubleshooting in advance and will assist with coordination immediately prior to and during the conference. | | | | |
| For logistical and practical purposes, we recommend having no more than four presenters for one program. | | | | |
| *Presenter #1* | | | | |
| Name | |  | | |
| Title | |  | | |
| Organization | |  | | |
| Phone | |  | Fax |  |
| Email | |  | | |
| Notes/ Comments | |  | | |
| *[repeat for up to four presenters]* | | | | |

**SAMPLE CONFERENCE GRID**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Day** | **Start Time** | **End Time** | **Title** | **Room(s)** | **Room Setup** | **Capacity** | **Contact** | **Contact Phone** | **Contact Email** | **SCC Equipment** | **Conference Committee Equipment** | **Equipment Costs** | **Food** | **Notes** | **Sponsor** | **Program Description** | **Speakers** | **FEE** |
| **Wed Apr 01** | **6:30 AM** | **7:00 PM** | ***REGISTRATION*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Wed Apr 01** | **9:00 AM** | **4:30 PM** | ***LISTEN UP: AUDIO BOOKS IN THE LIBARARY*** | Santiam 1 | Classroom | 70 | Robin Beerbower |  |  | Wireless lapel mike, maybe ability to project sound from an Ipod:wireless mike; | Laptop, wireless internet, digital projector, screen, handheld mic | $75 |  |  | PLD | Whether for visually-impaired patrons, for commuters, or for people who just enjoy their literature out loud, audio books are increasingly high demand. What's a library to do? Audio book enthusiast including library staff, company reps… | Robin Whitten, Editor & Founder Audiofile Magazine, Sam Wallin, Fort Vancouver Regional Library, Jenny Berg, McMinnville Public Library, and Johnny Heller, Narrator | $95.00 |
| **Wed Apr 01** | **9:00 AM** | **5:00 PM** | ***SO YOU WANT TO HAVE A CIRCULATING VIDEO GAME COLLECTION*** | Santiam 2 | Classroom | 35 | Megan Dazey |  |  | microphone/AV cart | Laptop, wireless internet, digital projector, screen, handheld mic |  |  |  | TSRT | The morning portion of the pre-conference will focus on issues related to acquisitions (where to buy the games and find reviews), creating a collection development … | Megan Dazey, University of Oregon, Rosemary Nigro, University of Oregon, Andrew Cherbas, Corvallis-Benton County Public Library, and David Baker, University of Oregon | $85.00 |
| **Wed Apr 01** | **9:00 AM** | **5:00 PM** | ***INTRODUCTION TO MUSIC CATALOGING*** | Santiam3 | Classroom | 30 | Kate Cleland-Sipfle |  |  | microphone/AV cart | Laptop, wireless internet, digital projector, screen, handheld mic |  |  |  | TSRT ACRL | This day-long workshop on basic cataloging of musical scores… | Cathy Gerhart, University of Washington, Rebecca Belford, University of Oregon | $85.00 |
| **Wed Apr 01** | **9:00 AM** | **5:00 PM** | ***BASIC BOOK REPAIR FOR LIBRARIES*** | Santiam 4 | Rounds of 8 | 15 | Kristen Kern |  |  | microphone/AV cart | Laptop, wireless internet, digital projector, screen, handheld mic |  |  | Book repair tool kit for participants. The normal cost is $30 per kit | LPRT | This session will cover the selection of books for in-house mending, an introduction to book structure and archival repair materials, and hands-on instruction of several basic book repair procedures… | Carolee Harrison, Portland State University Library, Kristen Kern, Portland State University | $90.00 |
| **Wed Apr 01** | **9:00 AM** | **5:00 PM** | ***GOT TEENS? BUILDING READERS & REACHING OUT TO TEENS TODAY*** | Santiam 5 | Rounds of 8 | 50 | Kristin Starnes |  |  | microphone/AV cart | Laptop, wireless internet, digital projector, screen, handheld mic |  |  | Includes one additional conference program | OYAN | Teen Services 101! Join us for an exciting program that looks at current issues in teen services. Dr. Marc Aronson will discuss teens and reading, particularly the challenge of getting boys to read… | Marc Aronson, Author, Editor, Publisher, Speaker, Historian www.marcaronson.com, Susan Smallsreed Multnomah County Library, and April Witteveen, Deschutes Public Library | $95.00 |
| **Wed Apr 01** | **8:30 AM** | **4:30 PM** | ***Emotional Intelligence: Raise the Bar on Leader and Staff Performance*** | Santiam 6 | Classroom | 60 | Diane Bolen |  |  | microphone/AV cart | Laptop, wireless internet, digital projector, screen, handheld mic |  |  |  | SSD | Emotional Intelligence is the ability to be influential, work effectively under pressure, build trusting relationships, … | Lauren Burnett, President, Center for Inner Quality | $110.00 |
| **Wed Apr 01** | **8:00 AM** | **11:00 AM** | ***EXHIBIT HALL SETUP*** | Willamette A & B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Wed Apr 01** | **10:00 AM** | **10:30 AM** | ***BREAK*** | Santiam Lobby |  |  |  |  |  |  |  |  | Assorted pastries, individual yogurt, coffee - regular & decaf, and tea |  |  |  |  |  |
| **Wed Apr 01** | **12:00 PM** | **1:00 PM** | ***LUNCH*** | Willamette C & D |  |  |  |  |  |  |  |  | Chicken Italia, Portabella Marsala, House Salad, Key Lime Pie |  |  |  |  |  |
| **Wed Apr 01** | **1:00 PM** | **5:00 PM** | ***EXHIBITOR REGISTRATION/SETUP-WITH COFFEE SERVICE*** | Willamette A & B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Wed Apr 01** | **3:00 PM** | **3:30 PM** | ***BREAK*** | Santiam Lobby |  |  |  |  |  |  |  |  | Assorted cookies, Coffee, Tea, Soda, and Bottled Water |  |  |  |  |  |
| **Wed Apr 01** | **4:00 PM** | **6:00 PM** | ***OLA BOARD MEETING*** | Board Room |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Wed Apr 01** | **6:00 PM** | **7:00 PM** | ***OYAN Oyea Award Reception*** | Santiam Lobby |  |  | [Curtis Kiefer](mailto:gtrott@corban.edu) |  |  |  | [microphone](mailto:rbeerbower@cityofsalem.net) |  | Cash/No host bar, Grilled Asparagus in Prosciutto… |  | OYAN | Join us for a no host bar and munchies as we honor Oregon's outstanding young adult service provider. |  | Bill to OYAN |
| **Wed Apr 01** | **7:00 PM** | **9:00 PM** | ***PLD BANQUET*** | Crosian A - C | Rounds of 8 |  | [Robin Beerbower](mailto:gtrott@corban.edu) |  |  |  | Microphone, lectern, extension cord |  | Pork Tenderloin, Cajun Chicken, Wild Mushroom Lasagna… |  | PLD | Our annual PLD dinner 2009 will include the OLE' award presentation and entertainment by Marc Acito… | Marc Acito | $35.00 |

**LOCAL ARRANGEMENTS**

* **MEALS**
* **HOTEL**
* **TECHNOLOGY**
* **LOCAL SPONSORS**
* **BOOKSIGNINGS**
* **OTHER INFORMATION**

**MEALS**

**Basic Timeline**

1. Meet with Conference Center
2. Establish menu
3. Confirm division meals
4. Taste and adjust
5. Create meal tickets
6. Finalize meal counts
7. Coordinate special needs meals
8. Conference!
9. Review meal counts

TYPICAL MEALS

WEDNESDAY

* AM Break – pastries, yogurt and beverages
* Lunch – one meat option, one vegetarian
* PM Break – sodas and snack bars
* PLA Dinner – two meat options and one vegetarian; precede with no-host bar
* OYAN Reception – appetizers and no-host bar

THURSDAY

* ALA/PNLA Breakfast- Buffet organized by PNLA
* AM Break – pastries, yogurt and beverages
* Lunch – two meat options and one vegetarian (very high attendance)
* PM Break – sodas and snack bars
* President’s Reception – appetizers, one drink ticket with registration, then no-host bar
* Emporia Reception –appetizers and hosted bar
* Conference Banquet – two meat options and one vegetarian

FRIDAY

* OCLC Breakfast – OCLC typically hosts a continental breakfast before the first set of sessions
* Lampman Breakfast – Held during the first set of sessions; coordinated by CSD
* AM Break – pastries, yogurt and beverages
* Lunch – two meat options and one vegetarian (high attendance)
* No afternoon break – the year that this was eliminated there were no complaints; easy savings

TIMELINE

1. MEET WITH CONFERENCE CENTER:

* Be sure to get deadlines, especially for your final meal guarantee numbers.
* Review the basic meal needs.
* Get a menu package so you can create a draft menu for the committee to review.
* Verify that a vegan/low-allergen meal option is available.
* Double-check the process for separate billing for events not hosted by the conference committee.
* Schedule a date in early December for the tasting with key committee members.

2. ESTABLISH MENU:

* Confirm basic budget with conference chair.
* Using the menu choices and serving estimates from the conference center, create a basic menu for each of the standard meals. Be sure to include salads, desserts, and all beverage choices where relevant.
* Provide draft budget impact to conference chair.
* Report on proposed menu selections to conference committee. Adjust if needed.
* Send draft menu to conference center. Specify which items you want to taste at the December tasting.
* For breaks, select menu items that are pay-as-you-go (rather than fixed price) wherever possible. For example, AM breaks included yogurt; PM breaks provided sodas.

3. CONFIRM RELATED EVENTS:

* There are a number of meals and events not officially hosted by the conference.
  + OYAN Reception
  + PLD Dinner
  + ALA/PNLA Breakfast
  + Lampman Breakfast
  + OCLC Breakfast
  + Emporia Reception
  + ACRL Reception (held off-site this year)
* With each group, discuss menu needs with the relevant chair. Links to online menus may be available for easy sharing. The facility may have If there are additional charges not reflected in the menu price, make sure to note that.
* The OCLC Breakfast requires special attention. It is a free event, but pre-registration is required. Registration and attendance may differ significantly, which has an impact on cost to OCLC. If the hotel serves complimentary breakfast, perhaps this should be noted somewhere on the conference website.
* Lampman Breakfast has been most successful buffet served outside the event room, to allow monitoring to make sure that only people with a ticket were served and to minimize the impact on the event. Make sure the buffet is set up sufficiently in advance and can serve from two sides.

4. TASTE AND ADJUST:

* Meet in December with key committee members (chair, program chair, exhibits chair, technology chair) and conference center staff to taste selected menu items.
* Make changes to the draft menu as needed. The conference staff gave us good feedback on items were better served as dinner and which were lighter fare for lunch.
* Watch that salads, dressings, etc don’t have common allergens like nuts.
* Make sure that menus are varied because many people will eat every meal at the conference (for example, both vegetarian meals on Wednesday were mushroom-based.)

5. MEAL TICKETS:

* Make a meal ticket for every option at every meal, including division dinners and breakfasts . Each ticket should list the day, meal, and menu choice (ex: Friday lunch fish) Each ticket should be a different color and should be sized to fit into the name badge holder. [Samples are attached.]
* Each Thursday attendee receives a drink ticket for the all-conference reception.
* Make meal tickets for the special category for each meal (e.g. Thursday vegan lunch) Ask the conference center if you can have a generic “special meal” ticket for those few meals that defy category.
* Have all tickets printed and cut for the registration stuffing party.
* At the conference, give a sample of each meal ticket (including special tickets) to the conference center’s banquet manager. This helps the servers quickly recognize the menu choices.
* Print extras of each ticket for those who register onsite (assuming that you can accommodate them in your final meal counts.)

6. FINALIZE MEAL COUNTS

* Work with Registration Chair to get counts for all lunches and ticketed meals.
* Get numbers one or two days before the guarantee deadline at the conference center and assemble the data. You will be billed for the guarantee numbers.
* Most locations will allow you to adjust UP until the day before the conference.
* For the Salem conference, final numbers were due at 10AM that morning. Be prepared to provide final numbers the day before the conference begins.

7. SPECIAL MEALS:

* Although many people initially request special meals, very few really need them. Good coaching about menu item selection minimizes this complex activity.
* Attendees chose the meal options on the online registration form, with a place to list any special needs. I’d suggest that the form have a check box for the common special meals requests (e.g. “vegan”, “gluten free” “dairy free”) along with a place to explain other special needs.
* Make sure to note the vegetarian option for each meal on the registration site. For example, we listed “ravioli” but didn’t specify that it was vegetarian, so some people assumed there was no vegetarian option and filled out the special needs box, creating some confusion.
* Send the special meals list to the conference center about a two weeks before the conference.
* Some of the special meals will require contacting the attendee for more details. Email the special-needs participants to let them know that they will have distinctive meal tickets. Email the people who are accommodated by regular meal choices to let them know that you have checked the menu against their needs.

8. AT THE CONFERENCE

* Breaks and lunches are included in cost of registration; other meals are paid in advance.

BREAKS:

* + It’s a fact: library people eat more than civilians. When the conference coordinator suggests a certain amount of food, you’ll want to add 5-10%.
  + Everyone will likely participate in the breaks, including speakers, vendors, and others who might not attend lunch. Plan high for the AM break; the afternoon breaks were not as well attended.
  + Vendors are quick to gather at breaks, leaving the break area picked over by the time the conference attendees arrive at the table. Consider “guarding” the table until the actual break time arrives.
  + Be aware that some sessions might let out later than others; at the Wednesday preconference, this meant that there were very few pastries available for the later-comers. It might have been worthwhile to bring out the food in stages, so that it was not consumed by the group that got out early.
  + If the break is longer than 15 minutes, people will expect to help themselves to seconds. Plan accordingly.

LUNCHES:

* Plated lunches are much more efficient than buffet meals, which is especially important when you consider how tightly scheduled OLA lunch programs are.
* Walk through each break or meal site 30 minutes beforehand. For the lunches and dinners, make sure that salads and desserts are placed ahead of time.
* Designate reserved tables. Include one table for conference committee that is near the door, so they can escape early/easily if needed. In addition, reserve one table at the back and release it once most of the other tables were full. This gets people to sit closer to the front.
* Stand in front of the dining room doors about 15 minutes before each meal to prevent people going in before the room was ready. Ask people to fill the tables farthest from the doors first. Remind them of the ticket colors for that meal.
* Once the room is crowded, deploy spotters who located empty seats and raised their hand indicating how many seats were available. The committee member at the door can direct late-comers to the person raising her hand in the distance.
* If people are missing tickets, call the registration booth to confirm that they were indeed registered for the meal. Hold a few extra tickets for this situation.

9. REVIEW MEAL COUNTS:

* The conference center will provide the conference chair with a detailed summary of each item that is billed. Help the chair review for any questions or discrepancies.

TIPS & TRICKS

Ask the conference center staff for advice at every step. Ask them to estimate how many cookies the average person will eat (answer: two cookies if they are less than 3” in diameter) and what a “napoleon” is (answer: a puff pastry filled with a yummy mushroom sauce.) They are professionals and this is their area of expertise. I spent way too much time researching this stuff when I should have emailed them directly.

Give all the OLA units a firm deadline at least one working week prior to the date needed by the conference center.

**HOTEL**

Make contact with the hotel reservations coordinator six months before the conference to set up a special web site for conference attendee registration. This was can be shared with the conference website coordinator to simplify registration. Ensure clarity about the required number of rooms for the block. This has a significant potential impact on the cost of the conference.

Set up weekly count confirmations with the hotel registration contact as soon as registration opens. This tracks if you are meeting our contract obligations, and helps time reminder emails to attendees.

Work with the Program Chair to arrange room guarantees for speakers. An effective protocol is:

* ask program planners that do not want to guarantee rooms for speakers with personal credit cards to send in their information so the rooms could be billed to the conference master account.
* Make these reservations, (as well as those for the conference main speakers) and record confirmation numbers in the conference grid.
* After the conference, review the conference bill and alert the treasurer about which OLA units needed to be billed for room expenses.

**TECHNOLOGY**

# Equipment Notes:

Technology setup depends heavily on the conference center. The technology coordinator should meet early on with the Local Arrangements chair and the technology contact at the conference center to determine exactly what is included in each room.

Presenters should be strongly encouraged to use the existing technology in each room and provide their presentation materials on a flash drive, CD-ROM, or email attachment. Delivery prior to the conference is preferable but rarely achievable.

Each room should have a standard setup established early in the conference planning process. This information will be needed by the webmaster and the Program chair. The standard setup will be available to presenters and sponsoring OLA units at no charge. Standard equipment should remain in each room for each session regardless of stated presenter needs to minimize setup/teardown time and stress. Typically it will include:

* Laptop
* Projector
* Screen
* One microphone (wireless, lavaliere or handheld)
* AV cart
* Extension cords and projector cords as needed

If the conference center does not provide this equipment or charges a significant amount for it, equipment can be requested from conference committee members’ libraries. This request should be made at least two months before the conference to ensure that the equipment is reserved and functional.

Work with the volunteer coordinator to get volunteers to sit outside the rooms during the down times, so there will be no need to take down and put equipment away during break sessions. Equipment should be taken down in the evenings and locked in the conference office for safety.

On the days of the conference, the technology coordinator will need two assistants (per day) to help with setup, teardown, and troubleshooting. They should be available at least 90 minutes before the first session begins each day to ensure effective setup. The group can work from a grid posted in the conference office listing the equipment needs for each session and each room.

# Internet Access:

Generally, the free (or price bundled) access provided by the conference center will be sufficient. If possible, test the speed before the conference. Most conference centers require advance notice to upgrade speeds and may not be able to upgrade them room-by-room. Upgrades are expensive and should be discouraged.

# Internet Café:

Historically, conferences have offered a number of PCs set up to provide attendees with Internet access. This feature was discontinued at the 2009 conference. Many people have their own connectivity and the cost and complication of setting up and administering the café is prohibitive.

**LOCAL SPONSORS**

Conference attendees appreciate tips on local shops and restaurants. It is often possible to collaborate with local businesses to get discounts for attendees.

Solicit local restaurants to sponsor the conference by offering discounts to attendees, who would be identified by there badge. A good strategy is to set up a walking map that highlights sponsoring businesses. [A sample map is attached.] Collaborate with the fundraising chair to avoid duplication of effort. It will take six to eight weeks to get commitments and complete information from the businesses. Be sure to give each sponsoring business a copy of the conference name badge.

The walking map can be set out at the Registration booth for attendees to pick up at their leisure. If a business prefers to use a coupon provide copies for attendees to pick up at the booth near the map.

Local business associations or chambers of commerce may also be helpful in this effort. It is useful to start with these organizations, but they will not always yield good results.

**BOOK SELLING AND SIGNING**

Conference attendees enjoy buying copies of books by speakers and are particularly interested in getting signed copies. This can be very complex to organize.

Questions to ask before deciding to have author book signings at conference:

* Are there enough authors speaking at the conference? Look at Keynote and Banquet speakers as well as preconference and program presenters.
* Once identified, will authors cooperate?
* Is there a bookseller willing to work with the conference?
* Can they sell at different times throughout the day and evening? They will need to provide books (or work with the authors) as well as own cash register/credit card technology.

Once the decision is made to do book signings, use the program contacts to communicate with authors about books to order, book availability, schedule for book signing, etc. Share this information to the book seller, along with estimates on the number of attendees and author contact information in case there was a question. Begin at least two months before the conference, since there needs to be enough time for book orders to arrive.

Reserve two tables (with chairs) for book selling and signing. Make sure it is placed in visible location, near an electrical outlet. Surplus books can be stored in the conference office during the conference.

Advertise the schedule of signings, in program and by a sign near the signing table. Make sure to get any advertising information from the book seller to include in the printed program ahead of the deadline.

It might be helpful to as a question about potential authors for book signing on the program proposal form to help identify authors early in the process. Pay attention to the book signing schedule! If signings are at vastly different times of the day, the book seller has to come and go a lot, which can cause logistical problems. If possible, coordinate with Exhibits to set this up in the exhibit hall. This is also a good way to draw people into the exhibits.

**OTHER INFORMATION**

One of the major duties of the Local Arrangements chair is to be a trouble shooter for issues that come up during the conference. The best way to stay on top of this is to be available to make regular “rounds” to assess that events are being set up properly ahead of time. Food events are particularly important to assess at least 30 minutes ahead of time. Keep the Banquet Event Orders (BEOs) close at hand to verify information.

I would highly recommend that the Local Arrangements chair not get overly involved with programs and keep their conference schedule very flexible to ensure maximum availability.

Coordinate with Conference Chair or program/special event contacts to determine how many reserved tables are needed at events. Reserved signs are supplied by the conference center and can be ordered on the BEOs.

Keep as many casual seating areas in the conference layout as possible. These areas are important for informal networking and for individuals with extended time between programs.

**SAMPLES**

**MEAL TICKET**

Fits 16 to a page; customize for each option of each meal.

WEDNESDAY

LUNCH

j0325602

CHICKEN

ITALIA

**AUTHORS / BOOKSIGNING PLANNING GRID**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Contact** | **Title** | **Tentative time to sign** |
| Betty Roberts | Micki.Reaman@oregonstate.edu at OSU Press | With Grit and By Grace: Breaking Trails in Politics and Law, A Memoir | April 2, 10:00 am (after Keynote) |
|  |  |  |  |
| Marc Acito | Marc@MarcAcito.com | How I Paid for College | April 1, 9:00 pm (after banquet) |
|  |  | Attack of the Theater People |  |
|  |  |  |  |
| Dr. Marc Aronson | bookmarch@aol.com | Race: A History Beyond Black and White | April 2, 5:15 pm (after program) |
|  |  | Unsettled: The Problem Of Loving Israel |  |
|  |  | For Boys Only: The Biggest, Baddest Book Ever |  |
|  |  | How to Get Rich on the Oregon Trail |  |
|  |  | How to Get Rich in the California Gold Rush |  |
|  |  | Bill Gates (Up Close) |  |
|  |  |  |  |
| Patrice McDermott | pmcdermott@openthegovernment.org | Who Needs to Know? The State of Public Access to Federal Government Information | April 2, 5:00 pm (after program) |
|  |  |  |  |
| Alan Sitomer | alansitomer@gmail.com | The Secret Story of Sonia Rodriguez | April 3, 12:30 pm (after program) |
|  |  | Teaching Teens and Reaping Results |  |
|  |  | Homeboyz |  |
|  |  | Hip-Hop Poetry and The Classics |  |
|  |  | Hip-Hop High School |  |
|  |  | The Hoopster |  |

**REGISTRATION**

The Registration Chair(s) are responsible for coordinating all aspects of pre-registration (done online through MemberClicks) and onsite registration including packet distribution. Most conference committees find it easier to split the duties across two positions, designating one as Registration Chair and the other as either Online or Onsite Coordinator.

The Online Coordinator handles everything regarding registration until the stuffing party at which the registration packets are assembled. This includes setting up registration forms on MemberClicks, tracking money (i.e. who has paid, who has not, reimbursements, etc.), answering questions related to registration, compiling a master registration list for the stuffing party and for onsite registration questions (see more details below). It is highly recommended that the Online Coordinator be comfortable with Excel and the basics of HTML.

The Onsite Coordinator handles everything from the stuffing party until the end of the conference. The first main duty is to prepare meal tickets (working with the local arrangements Food Coordinator) and nametags (from the Onsite Coordinator’s data). At the conference, the Onsite Coordinator is responsible for handling the registration table (setting it up, getting a cash box, being there for pre-conference registration, etc.) and coordinating volunteers (see more details below).

OLA Conferences usually begin planning about a year in advance (i.e. if the 2011 Conference is in April of 2011, planning typically begins in April of 2010). Registration for a conference typically opens only three to four months before the actual conference. Because the OLA conference is typically in the spring of the year, registration usually opens around the first of the year. With this in mind, the workflow of the Online Coordinator is:

**December**

Create registration forms on MemberClicks for full conference, one-day attendance, meals only, and name-badge only. It is highly recommended that this is done directly by the Online Coordinator. There is a lot of data on the registration form and direct creation makes it easier to understand the data when it is manifested by MemberClicks. In order for to this to happen some training on MemberClicks would be helpful. This should be arranged between Online Coordinator and OLA Webmaster.

Key data for the forms will come from the Program Chair (such as pre-conference details and costs, times, and locations of ticketed/charged events) and from the Food Coordinator (such as meal types and costs). Make certain that forms are tested by other members of the board and by Online Coordinator. The only point of caution is make certain that when asked for payment that individuals testing the website say they are paying by check, not credit card.

A few points in particular should be tested:

* 1. Make certain that totals are adding up correctly. If this is not happening, chances are that there is an incorrect value in part of the website.
  2. Make certain that layout makes sense. Ask people to use various browsers and if possible both PCs and Macs to test the layout.
  3. E-mail confirmations from MemberClicks only happen if the individual is logged in to MemberClicks while they register. It should be noted somewhere on the confirmation page that this web page is their confirmation. Many people assume that because they provided an e-mail address in their registration page that they will get an e-mail confirmation. Unfortunately, MemberClicks does not work in this fashion. The individual will only get an e-mail confirmation if they are logged into MemberClicks when they register. Most people are not familiar with the login capacity of MemberClicks, thus they do not receive an e-mail confirmation. Do your best to make this clear on the confirmation page of the registration form.
  4. The confirmation page/receipt should have both the Online Coordinator’s e-mail address and a physical address to which the registration checks should be sent. It is very important to put a physical address on the confirmation page, otherwise individuals assume that it needs to go to OLA’s P.O. Box.

Before posting to the website make sure to make the following price confirmations:

1. Conference Chair needs to confirm registration prices: membership and non-membership prices, one-day and full conference prices, and early-bird and regular prices.
2. Both Conference Chair and individual in charge of meals need to confirm meal prices for meals-only ticket and banquet prices; setting meal prices at even dollar amounts simplifies onsite registration (see below).
3. Any division or round-table hosting a pre-conference and/or a ticketed item needs to be contacted for price.

**January**

Registration opens. The URL’s of the registration forms need to be sent to the individual handling the conference web pages.

**February until the beginning of the conference**

Registration checks come in. It is best to process these checks weekly; otherwise the volume can be immense.

1. Confirm that both checks and registration forms (or at least the names of the individuals the check is paying for) are attached.
2. Using Memberclicks do the following:
   * + Confirm that the checks enclosed are for the right amounts. MemberClicks contains all the information that should be on the registration form. If the amount on the check differs from what they registered for, contact the registrant.
     + If everything is clear (amount on check matches amount on MemberClicks), mark the individual as paid via MemberClicks. This will serve as a great resource to see who is still outstanding.
     + Find the e-mail address in MemberClicks and contact the individual to let them know that their registration check for the OLA conference has been received.
3. When this is done, photocopy all the checks, make an OLA deposit slip with the total of the batch on it. Confirm that this total is correct.

During this time, registration tends to hit a couple peaks:

1. When registration first opens;
2. A short time before the early-bird deadline; and
3. A short time before the online registration closes.

Online registration will typically close the Thursday or Friday before the conference. After this, individuals will need to register onsite if they are interested in attending the conference.

**Reimbursements**

The Online Coordinator must keep track of reimbursements. It is easiest to delete the individual from memberclicks once their reimbursement is finalized. This way, the individual who was reimbursed does not throw off meal counts, ticket sales, etc. If the individual paid by credit card, the Online Coordinator will need to work with OLA’s treasurer to reimburse. If they paid by check and the check has already been processed, the Online Coordinator will need to fill out an ERRF and send it to the Conference Chair to sign. There is typically a $10 processing fee for reimbursement. This has been waived on occasion depending on the circumstances. This is left to the discretion of the Online Coordinator.

Since these individuals will be deleted from MemberClicks, it is best to keep a tally of individuals who cancelled. Excel spreadsheets work well for this. Simply keep their name, the library they represent, how much was reimbursed, and the reason for the reimbursement. It is also helpful to add a date that the treasurer was contacted and when the treasurer confirmed that the individual was reimbursed. OLA can only reimburse the credit card the individual used.

**Packet Stuffing Party**

The Sunday before the conference, there is a packet stuffing party to assemble all the registration materials. The Online Coordinator is responsible for supplying a master list of names and meals. The most effective list has only the individual’s name and their meal choices made very clear in tabular form.

This list will have to go to the Onsite Coordinator before the packet stuffing party.

Much of the work of the Online Coordinator ends here and the work on the Onsite Coordinator begins. The Onsite Coordinator is responsible for creating the name badges and the meal tickets. These need to be ready for the stuffing party.

It is helpful for the Online Coordinator to be at the Registration booth during most of the pre-conference events and the conference itself. Often times questions arise as to who paid for what and the spreadsheet that the Online Coordinator has is typically the answer to that. The Registration booth should have a computer with internet access to access MemberClicks for registration data. A backup print list is also helpful.

**Onsite Registration**

**Volunteers**

Volunteers (other than Technical staff) are coordinated through onsite registration. Often a local Friends of the Library group will be a good resource for volunteers (especially in Salem). Volunteers can also be recruited from the OLA membership and from library schools serving Oregon by posting to various online lists.

Volunteers worked at the registration desk, did counts of session attendance, and checked in with presenters to make sure that they had everything that they needed. They also “guarded” the hallways during breaks and lunches to secure AV equipment and helped with author signings.

Excluding the hall monitors there were typically two volunteers plus the Onsite Coordinator at the registration desk at most times (most were set for two hour shifts). Except during the initial rush on Thursday and Friday morning, one volunteer plus the Onsite Coordinator would probably be adequate. At Salem, two to three hall monitors were adequate for each break and lunch period. They also did the room counts as they finished up their shifts.

**Registration Packets**

Historically, all registration materials, the printed conference program, and any supplemental and promotional materials have been assembled in a branded tote bag advertising OLA, the conference, and a sponsor that pays for the majority of the bag’s cost. Coordination for the tote bag is handled by the Exhibits sub-committee.

In 2009, the Conference Committee opted not to produce a tote bag. Meal tickets, nametags, and brief schedule notes were inserted in the nametag holders at the stuffing party. Attendees were given their name badge and a printed program at the onsite registration desk. Selected other materials (such as the walking map of the conference town) were available at the registration desk. Other advertising and promotional materials that had historically been included in the tote bag were put on a freebie table near the registration area. This approach minimized conference costs, simplified both stuffing and onsite handling of registrant materials, and reduced paper waste. Conference attendees almost unanimously approved of the change and did not miss the tote bag. This method is strongly encouraged for most conferences.

**Walk-Ins**

It is not unusual to have a large number of walk-in registrations, particularly in more central conference locations (like Salem). Walk-in registrations tend to be most numerous at the beginning of the first day and just before the conference banquet.

Challenges with walk-in and unpaid registrations include:

1. No facility for processing credit cards. Even two or three years ago, most people carried checks. This is no longer the case. Many of the registrants have no check, cash, or ATM card or only have company credit cards which they were not allowed to use at ATMs. This would be simplified by re-enabling online registration onsite. It would be easy to turn a laptop so that attendees could register online using their credit card. The computer would need to be networked to the printer at the registration desk so that they could print a receipt.
2. Adding meals after official counts are turned in (typically the Monday before the conference). Some facilities (including the Salem Conference Center) allow addition of meals up to a set cutoff point before each meal. If this is the case, the Onsite Coordinator will need to work closely with the Food Coordinator and the conference center’s banquet captain to share that information. If late additions are not possible, the onsite coordinator will need to cap onsite meal additions at the buffer level provided by the banquet captain.

Pricing of meals can also be tricky with walk-ins. Setting meal prices at even dollar amounts makes providing change much easier.

1. Special attendees (such as banquet guests and colleagues of award winners for the awards luncheon) may be instructed to collect “will-call” tickets at the registration desk. It is critical for the sponsor of the event providing will-call tickets to ensure payment and to provide a list to the Onsite Coordinator. In general, the Onsite Coordinator should honor meal requests for single will-call exceptions rather than expend the effort to track down the facts at the time. Maintain a list of these (rare) occurrences to reconcile with the Conference and Program Chairs after the conference.
2. Many attendees will pay with cash; be sure to have a real cash-box on hand. History has proved that a simple envelope is not adequate.

**After the conference**

The first few days after the conference are usually quite busy with tallying the money received for onsite registration, changing the stats for meals and conference attendance per the walk-ins, and answering e-mails for individuals who may have paid but did not attend the conference.

It is advisable to keep the photocopies of the checks for nine months after the conference. Given the bureaucratic pace of some attendees’ institutions, requests for clarification or reimbursement may come through quite late.

**EXHIBITS**

1. The Exhibits Chair should be someone who has worked with exhibits in the past. ideally, the Exhibits Chair will have been the Exhibits Co-Chair at the previous conference. Having a Co-Chair is critical to making the success of exhibits possible. The Chair and Co-Chair can share duties as best makes sense for their time, talents, experience, and availability. Exhibit registration is a good duty for the Co-Chair since it requires less familiarity with the details of exhibits and vendors.
2. Exhibits include several different responsibilities that may be split between the chair, co-chair and any other assistants. Consider who will have the primary responsibility for each of these areas:
   * exhibitor registration (setting up online registration form and ongoing communication with vendors)
   * working with the decorator and conference center on layout, setup, and takedown of the exhibit space
   * information for the exhibits website and exhibits fact sheet
   * attending meetings
   * coordination of free-tables
   * coordination of sponsorships, donations, and raffle(s)
   * tote bags (options, prices, sponsors), see Registration Packets in Onsite Registration above
3. Gather information and planning documents from previous conferences and especially from the last exhibits coordinator. Documents and information to collect:

* A spreadsheet with information about vendors who exhibited at the last conference(s). Use spreadsheet info to contact vendors about exhibiting at this conference.
* Configuration and dimensions of the exhibit spaces (table and booths). Size of table(s). Amount of floor space.
* Exhibit registration types (e.g., commercial or corporate and non-profit or non-commercial?).
* Exhibit rates for each type of vendor in each type of space.
* A copy of the online exhibit registration form to use as a template. The form may be stored on Memberclicks.
* A copies of letters and messages that were sent to the exhibitors (e.g., cover letter, information sheet, notices of donation and sponsorship opportunities, communications about raffles)
* A copy of exhibit information webpage(s)
* Mailing/communication schedule
* Deadline schedules
* Information about rates for early registration

1. When available, get conference logo to use on:
   * Letterhead on any mailings sent to vendors
   * Postcard with notice of conference if you send one to vendors
   * Conference signage coordinated through the decorator (the map of the exhibit area will look better if it includes the conference logo)

**Touring the Conference Facility- things to look for and questions to ask**

1. Note whether or not the exhibit area is carpeted. Vendors will want to know if it is carpeted so they can decide whether or not to order carpet from the decorator for their exhibit space. Some vendors will order carpet anyway.
2. How do you contact conference facility staff during the conference? Are there courtesy phones? Will they give you cell phone numbers for staff who may be contacted during the conference? You will need to call to have doors locked and unlocked, to troubleshoot internet access issues, for information about loading and unloading etc.
3. Where is the best place for vendors to load and unload exhibit material and equipment? If exhibit space is on the second floor, is there a freight elevator? How do exhibitors get to the freight elevator?
4. Does the conference facility accept shipments from exhibitors? Is there a charge and if so how much? How many days in advance of the event will they accept shipments?
5. What are the parking arrangements? How much does it cost to park? Is there a discount for vendors during the day?
6. How is the exhibit area secured at night when vendors are not present?
7. Does the Conference Center have a floor plan available as a word doc, pdf, and/or online? If so, make sure the decorator also has a copy and ask them to suggest a layout. If the decorator has worked with this conference center before, they may already have a floor plan and exhibit layout draft. If/When they give you a layout, ask about other possible layouts and hopefully they can provide you with options.
8. What kind of internet access does the conference center offer? Is there a charge? If it is wireless, are there different levels of access in terms of speed? And if there are different levels of access, are there different charges? For the 2009 conference in Salem at the Salem Convention Center, internet access if wireless and free of charge. For high speed internet, however, there is a charge per exhibitor and it is somewhat expensive (approximately $100 per day). The free internet worked for viewing webpages and email, but downloads were very slow. This is the kind of information vendors need to know in advance so they can plan their budget and decide whether or not to use the Internet in their exhibit.

**Choosing and working with a Decorator**

1. Before going through a certain decorating company, verify that it makes sense (e.g., if the company is not local to the event venue, will they charge you for travel costs?).
2. If this is a joint conference- find out if either side has a contractual obligation to use certain companies, such as a certain decorator.
3. Find out if the conference center has an obligation to use a certain decorator, or if they have a special relationship with a decorator with whom they usually work.
   * Do you get a better rate if you use a decorator with whom the conference center has a relationship?
   * When a decorator and conference center have a working relationship, some things are easier because the decorator understands the layout and particulars of that facility (floor plan, electrical, loading and unloading, dimensions to accommodate fire code…etc). It also saves time because you do not have to shop for a decorator.
   * On the other hand, when a decorator and conference center have a working relationship, be aware that there may be unspoken understandings between them of which you are not aware. Verify, for example, which will provide electrical hook-up, the decorator or the conference center. Will there be any charges above and beyond facility rental or exhibit set up and what are those charges? Do the extra charges depend on who does the set up?
4. Talk to the decorator and the conference facility about variables associated with how you contract with the decorator. For example, at the Salem Conference Center you can contract directly with a decorator or you can contract with the decorator *through* the conference center. How you contract determines who you pay for some services, such as electricity. If you go directly through the decorator, they may charge a fee for electrical hook-up in addition to what OLA pays for the exhibit space set up. Verify how much the decorator charges for electrical. If you contract through the conference center, what additional fee do they charge for electrical per exhibit space? These are just a few of the variables associated with how you contract with the decorator). For the 2009 OLA Conference, we contracted directly with the decorator. We did not realize until exhibit set-up time the first day of the conference that the decorator expected vendors to pay an extra $70 for electrical access. If we had contracted with the decorator through the conference facility, OLA would have paid the conference center $20-30 per exhibit space (in addition to whatever we paid the decorator for setting up each space). The Conference Center would have set up the electrical and would not have automatically charged the vendor extra- but again, OLA would have paid extra per exhibit space…so find out details and do the math ahead of time.
5. Negotiate when appropriate. Using electricity as an example, the electricity belongs to the conference facility. Plugging in an industrial extension cord and running it the length of the exhibit hall, then letting each exhibit plug in doesn’t seem like something that should cost each exhibitor $70. You want to avoid negotiating details at the conference, because at that point you are somewhat over a barrel in that if you need a service, you need it then and don’t have many options. But do hash out details in advance and don’t be afraid to negotiate!
6. The vendor will send you a contract that states cost of booth and table set up. Read carefully. Make sure prices for each item and type of exhibit are included. Also, if the description of the dimensions say *this or that* (e.g., 6 foot or 8 foot table), verify- who makes the final decision? Is the price the same no matter what? Are we letting each vendor choose the table size they want? If so, how does the vendor let us know (on the registration form?) and how do we let the decorator know? If OLA chooses one standard size, make sure it is listed as such on the exhibit fact sheet, website and the registration form so that vendors do not think they have to choose.

**Vendor Registration**

1. Traditionally a conference notification in the form of a postcard is sent to vendors approximately 3 months prior to the conference. For an April conference, you could mail the postcards in January. If you send out the conference notifications too early, they get lost in the winter break shuffle. For the 2008 Joint Conference we sent them out in Nov. and a couple of regular vendors did not register...we suspect it is because their notice got put aside during winter break. Lynn Red, who co-chaired exhibits for the Joint Conference, usually mails exhibit info in January when people are back from winter break and ready to schedule items on their calendar. For the 2009 OLA conference, we relied on email and did not send a paper postcard. Using email saved us the cost of printing, but we may have missed potential vendors by not sending a postcard.
2. Vendors will want booth numbers as soon as possible. Some want to publicize their exhibit by telling attendees to visit space X. Others want to order equipment for the exhibit space and want to tell the decorator the space number for delivery. Some want to see a floor plan and choose their own space because they want a desirable space (near entrances or in corners). There are all kinds of reasons. Understand that you can set the time line on when space numbers will be available and you do not have to feel pressured to give our space numbers early. OLA is not such a huge conference that vendors will not be able to find their space without a number. The exhibits tend to be in one area and the vendor will not need to supply a space number when ordering equipment from the decorator. Vendors may tell you that they \*always\* get to choose their own space from a floor plan in advance, but that is not true for OLA (they must be thinking of another conference). For the 2009 conference, we gave out space numbers about 5 days before the conference and it was fine- but tell vendors up front that they won’t be given space numbers early, that way they will not keep asking. You might even note this on the website and exhibit registration form.
3. Vendors want conference name badges. Include a field on the registration form that asks them to enter the name(s) that they want on the name badges. The person who registers and is listed as the contact person on the form is often not the person who attends the conference and staffs the exhibit- so do not use the contact name field to generate names for badges. When vendors arrive they have to check in to get their badges. For the joint conference we had them come to the exhibitor area- and then often had to route them back to the registration table for name badge changes and additions. At the 2009 conference we had them check in at the regular registration booth (where conference attendees check in) and it worked better. It resulted in less redirecting. Because the name badge printer was at the registration desk, corrections and additions could be made right immediately when they got checked in.
4. Vendors may want conference schedules. At the joint conference we did ran short and were not able to give vendors a printed program, but they seemed to only care about the schedule. At the 2009 conference, I don’t think we gave them programs either, but only one or two seemed to care. Whether or not they ask for a copy of the program, they should have access to a short schedule that lists the exhibit times (an abbreviated version to post in the exhibit area or small handouts run off copies of the schedule and have them on hand). The schedule lets them know when they will need to have the booth staffed. The exhibit schedule (no conflict exhibit times) should be listed on the conference website with the exhibit info, it may be listed on the registration form, and you will probably include it in the cover letter you send to vendors via email or regular mail. The decorator may also request an exhibit schedule for use in their planning and also so they can include it in the exhibitor kit.

**The Exhibits Website and Vendor Registration Form**

1. Put the exhibit cost on the web page (not just the exhibit application). At the Joint Conference the cost of exhibiting was only listed on the registration application, so I had many calls from exhibitors looking for costs and not able to find them on the website. At the 2009 conference, we put the cost information on the website and on the application and that worked well- I didn’t have any questions about cost.
2. As the Exhibits Chair you will need access to Memberclicks. Get to the login screen by going to the OLA website and click ‘login’. Enter your OLA username and password. If it does not give you access, then you will need to contact the OLA webmaster and request that your user account be given access to that area.
3. In Memberclicks, if you do not want to create a new form, copy the Exhibit Registration Form from the last OLA conference and modify it to fit the specifics of the current conference. Here are some basic instructions for getting started in Memberclicks:
   * Go to olaweb.org and Login
   * Go to forms
   * Go to forms list. All the forms from OLA 2007 have been saved. Because of this, you will likely want to simply edit the 2007 form instead of creating a new one.
   * The form you will want to look at is 2009 OLA Exhibitor Registration – click on edit
   * There are four tabs in the top right hand corner: form pages, form pricing, confirmation settings, and form settings

Form Pages:

* + This is the form itself, how it will look. To edit it, simply left click on the part you want to edit and click edit. It will take you to the data that makes this form – it is in HTML. To just change the text, ignore all the data in < >, and change the text.
  + The set group permissions button can be ignored. This simply would allow different user types (i.e. admin, regular OLA members) to not see this part of the form.
  + The other kind of field you have is for data. The field label is self-explanatory. Export name is the title that field will have in an excel report. Default value is what would show up in the field by default, the rest is pretty self-explanatory.
  + The publish icon on the left hand side is what saves the screen so that the modifications you have made actually appear on the web

Payment Options:

* + OLA only uses Real-time credit card processing (not off-line credit-card processing) and send check – they should be filled out already in the form you use.
  + Confirmation Settings:
  + Allows you to set up the confirmations that vendors will get once they have paid. Edit confirmation page takes you to the web-page that people will see once their payment has been processed. The confirmation e-mail is the e-mail that the individual will receive.

Form Settings:

* + Simply allows you to change the form from test to active to inactive.
  + To get the URL of the form you are creating, click on 2009 OLA Exhibitor Registration and it gives you the URL for your form.

1. You may choose to configure the vendor registration form so it automatically emails you each time a new registration is submitted. I printed out a copy of each new registration notice and held on to it, making notes on the paper copy about any details I needed to remember or wanted to track in more than one place (i.e., when I received a check for payment, or when someone asked that I look into a detail and send them more info). I used these paper copies and found them handy during the planning process, but I did not end up having to refer to them at the actual conference. Overall I think it is important to have a back up paper copy in case something happens to Memberclicks access or the integrity of the database.
2. If possible, set up the form so it does not enter a registration unless the applicant has provided a minimum amount of information. In other words, make several key fields, such as company name and contact information, required. The OLA 2009 form entered a registration every time someone viewed the form and clicked to the second page (whether or not they had completed any information). It was not a big deal, but each false registration did show up in Memberclicks as a registration, so I had to go in and manually delete each.
3. Be sure to include a field for the vendor to enter a description of their company/service. The Conference Communications Chair will use these descriptions to put in the printed program. The description entered in the registration form will show up on the Memberclicks report of vendors. You can export the Memberclicks registration report as an Excel spreadsheet, and then send the spread sheet to the Communications Chair. From the Report, the Communications Chair will include Vendor Company Name, Contact Name, Phone, Email, Address, and Description in the printed program.
4. Be sure to include a field for the vendor to note special needs or location preferences. These will help you make decisions when you assign exhibit space numbers and finalize the exhibit layout.
5. Is the Exhibit registration contractual? What do you do if someone registers, but does not pay? If you reserve a space for them on good faith, what do you do if they do not pay and do not show up? What if someone doesn’t pay and does show up? Each of these situations did happen at the 2009 OLA Conference, so be prepared and know what your policy is ahead of time. I went ahead and set up exhibit space for several vendors who had not paid. Of those, two did not show up. I proceeded to send them invoices requesting at least half of the payment for registration, but this was not a situation the conference committee discussed in advance.

Here is a sample letter sent to a company who registered, indicated payment would be made by check, did not pay, and did not show up at the conference:

April 17, 2009

To: XXXXX XXXXX  
 Graphic Arts Center Publishing Company  
 3019 NW Yeon. Portland, OR 97210

Mr. XXXXX,

The Oregon Library Association shows an outstanding balance of $150 for Graphic Arts Center Publishing Company (see invoice included). $150 was the registration fee for exhibiting at the 2009 OLA conference in Salem, OR.

The registration you submitted on March 10, 2009 indicated that you would be paying by check. As a result of your registration, we incurred expenses from the conference center and from PEDCO for the exhibit set up and equipment. I did honor your request and put you next to Ingram in the main exhibit hall near the front door- a very desirable exhibit space and I had to answer questions from several other vendors who wanted to be in that space.

Please pay your registration fee by the end of April so we can reconcile our conference budget. If you are not able to pay the full amount of $150, please at least pay half to help us recover what we had to pay in order to secure and install the exhibit space you requested.

We were disappointed that you were not able to attend, but I hope you will be able to exhibit at future OLA conferences.

Thank you so much for supporting the Oregon Library Association.

Sincerely,

Michele Burke  
2009 OLA Exhibits Chair

1. Talk to the Conference Treasurer about what to do if someone needs a refund. During registration for the 2009 OLA Conference, we had three vendors who needed refunds. One vendor forgot that they had already registered, so they registered and paid twice. The second vendor was forced to back out of exhibiting due to budget concerns. The third vendor sent $10 over the actual registration amount. In each case, I contacted our OLA Conference Treasurer and requested reimbursements. When necessary, I went to the OLA website under the tab ‘Financials’ and completed a reimbursement form directing the reimbursement to be sent directly to the vendor (not to me!).
2. Several vendors needed the OLA W-9 number for tax purposes. The Conference Treasurer is able to provide the W-9 number and send via fax or email if necessary.
3. Discuss expectations for revenue from exhibits with the Conference Committee Chair and set the exhibit rates accordingly. The following is a transcript of an email conversation in which we set vendor rates for the 2009 conference. You can see that target revenue is $17500.00.

From: Robert Hulshof-Schmidt [mailto:robert.hulshof-schmidt@state.or.us]   
Sent: Friday, November 14, 2008 12:03 PM  
To: Michele Burke  
Subject: Exhibit Types and Costs  
Hey Michele, I played around with the descriptions we used today and lowered the costs slightly.

How does this look?

|  |  |  |  |
| --- | --- | --- | --- |
| **Estimated** |  |  | **Estimated** |
| 25 | Corporate Booths - Early @ | $325.00 | $8,125.00 |
| 10 | Corporate Booths - After 2/1/08 @ | $375.00 | $3,750.00 |
| 10 | Non-Profit Booths - Early @ | $300.00 | $3,000.00 |
| 5 | Non-Profit Booths - After 2/1/08 @ | $325.00 | $1,625.00 |
| 10 | Exhibit Tables @ | $100.00 | $1,000.00 |
| 15 | Free Tables @ | $0.00 | $0.00 |
|  |  |  | **$17,500.00** |

Let me know if the corporate/non-profit balance seems off to you, but this looks reasonable. It's 50 booths plus 25 tables (including the freebies downstairs) which I think lines up.

Thanks, Robert Hulshof-Schmidt, Chair, OLA 2009 Conference Committee



From: Michele Burke [mailto:mburke2@chemeketa.edu]   
Sent: Friday, November 14, 2008 12:54 PM  
To: HULSHOF-SCHMIDT Robert  
Subject: RE: Exhibit Types and Costs

Hi- Here are the rates we listed last year (2008):

* $600 commercial booth  
  $400 commercial table  
  $300 non-commercial booth  
  $200 non-commercial table
* Here’s how many we had in each group:
* $150 = 2  
  $200 = 2  
  $300 = 14  
  $350 = 1  
  $400 = 7  
  $550 = 5  
  $600 = 39

You can see they don’t match nicely with the rates we offered and there could be a number of reasons why...perhaps vendors who still needed to pay a portion? Split difference between two organizations sharing a space? Table or booth with something extra added? I’ll check with Lynn and see if she can clarify.

See attached exhibitor list arranged by amount paid (note that under ‘needs’ some specified preferences about location). I’ll let you know what Lynn says. ~Michele

Thanks, Michele. This is close enough for estimating. Here's how I translated it (given 52 booths and only 5 tables):

|  |  |  |  |
| --- | --- | --- | --- |
| Count | Type | Cost | Estimate |
| 37 | Corporate Booths @ | $400.00 | $14,800.00 |
| 15 | Non-Commercial Booths @ | $300.00 | $4,500.00 |
| 3 | Corporate Tables @ | $250.00 | $750.00 |
| 2 | Non-Commercial Tables @ | $150.00 | $300.00 |
| 15 | Free Tables @ | $0.00 | $0.00 |
|  |  |  | **$20,350.00** |

That kicks the revenue up nicely! Enjoy your weekend. RBHS

1. The decorator will send a contract to OLA specifying the services they will provide and for how much. Review the contract to make sure fees are reasonable in light of competition and what has been paid at previous conferences. Also review to make sure that details are clarified. For example, if the contract says a booth costs $40, a table costs $28 and a table-top booth costs $38…request a physical description of each, with photos if possible, so that you do not have to guess whether or not you want to request table exhibits or table-top booth exhibits (usually, like in 2008 and 2009, a table exhibit space means a regular table, not a table-top booth).
2. Vendors will want to leave almost immediately after the last no conflict time. My experience at both conferences strongly suggests that it doesn’t matter what time you say the exhibits are over or what time you say break down begins…they will leave as early as possible once they have determined that there won’t be any more traffic through the exhibit area. Take this into consideration when scheduling. Also, clarify with the conference committee what if any expectation exists that vendors will remain set-up…do they need to agree to be there until a certain time? Do they need to agree not to break down or cause break down noise/commotion/ activity during any certain times (would it disturb other events?).
3. At the Joint Conference there was a spelling error on a vendor sign- the problem originated with the decorator service, but there was no way to correct it during the conference…ask the decorator to bring an extra blank sign that could, in a pinch, be used to replace a sign with an error (something that can be written on).
4. Talk to vendors and free table folks about bringing extension cords if needed. Sometimes the conference facility will provide electrical at no charge, but will charge for use of extension cords.
5. Confirm with the Decorator how many signs come free with our contract. At both the 2008 and the 2009 conferences included in our contract was a large foam board sign with a map of the exhibits area including space numbers and exhibitor names on an easel. In addition to the exhibit map, for 2009 we ordered 4 other signs from them (recognition of a sponsor, directions to rooms, events in the boardroom, and book signing times). The signs ended up costing about $30 a piece and they looked great. Note- I did not talk to them about doing any design work for the signs, but they did. They included our conference logo and colors. I did not send them the logo or talk to them about colors. They got this information from someone else…maybe the conference facility? On our invoice (bill from the decorator) it noted that we were not charged for time spent designing the signs. The implication is that we could have been charged, so find out ahead of time how much of this sign work is included in the sign charge- and also ask if they need the logo, etc…ask them what comes on the sign (e.g., white with black text? Or do they have color?...etc).

**Your Conference Schedule**

1. Wed. Morning: Plan to be on the exhibits floor by 6:30-7:00am on the first day of the conference. Generally there are no exhibit times on the first day which is used for pre-conference workshops, but this is the morning that the decorator arrives and begins to set up the exhibit hall. Be sure to eat something or bring healthy food for later.
2. Wed. Midday: Exhibitors start to arrive around 1:00pm on Wednesday, pre-conference day. They may check in at the registration desk, get their name badges, and come to the exhibit area to set-up. You will be there to help direct people, and to answer questions about the facility and access to services such as internet and electricity.
3. Wed. Evening: you should be able to wrap up around 6:00ishpm. Many exhibitors will not arrive until Thursday morning and most who arrive on Wednesday will be done setting up by 5:30 or so.
4. Thurs. Morning: Plan to be on the exhibits floor by 7:00-7:30 (if first exhibit time is 10:00). Most exhibitors won’t need to start setting up until 8:00 or 8:30, but it is good to be on hand early, especially as you may need to request to have the doors unlocked. On Thursday of the Joint conference, morning hunger turned out to be a huge issue and by lunch time I was shaky, due in part to having to stay at the exhibits table the whole time.
5. Thurs noon: Arrange for lunch coverage if needed so that you can attend lunch. For OLA 2009, it was fine for me to go to lunch because we didn’t need to staff the exhibit area. We had potential vendors requesting exhibit space while the conference was in progress. When one vendor unexpectedly vacated their booth on the first day, we had an alternate who came in, paid an adjusted fee, and exhibited for the rest of the conference. It would not hurt to have one or two alternates just in case.
6. Thursday night: plan to work until 5:00-5:30 ish, then go to a reception or business meeting, then to the Presidents Banquet, if possible (not required, but fun).
7. Friday morning: arrive early enough to request doors unlocked, but no need to arrive early for set-up activities, as these will be over.
8. Friday during the conference you may be able to attend one or two sessions if all is running smoothly
9. Vendors will probably start to dismantle while you are in lunch, so make a round and say goodbyes, take notes about any details to follow-up on, before you go to lunch.

**Traffic and Publicity for Exhibits**

1. Consider setting up a coat rack near the exhibits to encourage people to spend time in exhibit areas.
2. Thank vendors during lunch, talk about their contributions, encourage attendees to walk through the exhibit area again
3. Follow-up email (after conference) from OLA President with information about the next OLA conference/opportunity to exhibit
4. At the 2008 joint conference, the Showcases complimented the no-conflict times, it worked to have them near the vendor areas and encouraged attendees to stroll through both areas. I would do this again if possible. At the 2009 OLA conference the Showcases were on the first floor, the exhibits on the second. As a result, I received mixed feedback about how the Showcases worked with the exhibits. Technically speaking, it is not a no-conflict exhibit time if there is another event taking place at the same time. Also, the fact that the two activities were on separate floors is something to think about for next time…how and where to set up the Showcases…how and when to schedule them in relation to the exhibit times.
5. At the conference, pass out “save the date” handouts with the date and location of next year’s conference so they have this information a year in advance.
6. Have the all conference reception near the exhibit area.
7. Exhibitors get drink tickets for a free drink at the all conference reception. At the Joint Conference we walked around and passed out drink tickets to the vendors. At the 2009 conference we included the drink ticket in their name badge. It was easier to include them in the name badge- faster, less walking around and shoulder tapping. But it was also fine to pass out the tickets- a nice way to touch base with the exhibitors. Given a choice, I would put them in the name badge, but either worked.
8. Offer snacks and coffee on tables in the exhibit areas to encourage traffic and mingling around exhibits. Note about snack and drink table in the exhibit area- if you put it there, the vendors will eat the snacks and drink the drinks right along with the conference attendees. Take this into consideration when food is ordered so we don’t run short of refreshments (this is a note for the person coordinating food). Keep in mind that a vendor often donates money to sponsor a break, so it is appropriate that they are included.
9. Organize the raffle so people know how it is structured before they visit the vendors.

In 2008 at the joint conference, attendees had to complete a scavenger hunt/quiz then turn in with their name and contact information. We drew prizes and posted them periodically on a white board near the exhibit table. Vendors donated raffle prices and we kept the prizes at the exhibit table. There were several problems with this method.

* + First of all, many Oregon librarians who were not used to the scavenger hunt idea flat out refused to do it, so they didn’t get entered in the raffle.
  + Second, many people spent considerable time in the exhibit area without realizing there was a quiz. By the time they realized there was a quiz, they didn’t have any more time to spend in exhibits.
  + Third, because there wasn’t a set schedule, attendees didn’t really know when to check back for prizes, and several went unclaimed. Because we had names and contact info for the winners, we were able to send them their prizes, but it made extra work and was an extra expense for the conference committee.
  + Finally, and perhaps most important, having a table of raffle prizes means someone has to tend the table, and that became quite cumbersome and time consuming.

At the 2009 OLA conference, vendors donated prizes and kept them at their booth with a sign marked Raffle Item. We kept a list of vendors who donated prizes. We made tags with the vendor name for each prize donated (so if Peyton Stafford donated two raffle items, we would have two tags that say Peyton Stafford and the Booth Number. We then took the tags and taped them under the chairs right before the lunch banquet. During the lunch banquet an announcement was made thanking the vendors for exhibiting and for their generous donations. Attendees were told to look under their chairs so see if they had won a prize.

**The Exhibitor Kit Cover Letter and Exhibitor Kit**

1. The Exhibitor Kit Cover Letter (see 2009 copy below) is sent from the decorator to the vendors who have registered to exhibit. Note grammatical errors and typos. It is important to proof the cover letter before giving the ok for the decorator to send to the vendors. This particular cover letter had to be proofed three times and I finally requested a word document and made necessary changes then sent it back to the decorator. Even then, not all of my edits were incorporated.
2. It is also important to read through the document carefully because it describes and promises the services and equipment the decorator will provide for the vendor based on the vendor’s OLA registration fee. The username and password provided in the 2009 cover letter take the vendor to an online Exhibitor Kit. The decorator for the 2008 Joint Conference sent the kit in paper form. Either way, the kit is a description of equipment and services the vendor can order for an extra payment made directly to the decorator. Order and delivery of services and equipment from the kit (like carpet or extra tables) is between the vendor and the decorator.
3. While the exhibitor kit describes services and equipment above and beyond what OLA promises with each type of registration, the Exhibitor Kit Cover Letter describes what the decorator will provide with all basic registrations based on the contract negotiated with OLA. At the 2009 conference, when there was a disagreement about the $70 fee per vendor wanting electrical hook-up, it was the statement on the Exhibitor Kit Cover Letter to the effect that set-up includes an electrical outlet up to 500 watts that resolved the issue in our favor (i.e., vendors were not charged an extra fee for electrical, because it says in the Exhibitor Kit Cover Letter that it is included with basic set-up). Nothing was resolved at the 2009 conference until we produced a paper copy of the exhibitor kit cover letter which clarified the discrepancy-, so bring a copy of the decorator’s contract with OLA, the Exhibitor Kit Cover Letter, and if possible, the Exhibitor Kit to the conference with you.
4. After you send a list of registered vendors to the decorator, the decorator will send the exhibitor kit to the vendors. At the joint conference in 2008, the kit information was rather confusing and we fielded lots of questions that had to do with clarifying exhibit kit information. Also- bring a copy of the exhibit kit to the conference.

**SAMPLE EXHIBIT MATERIALS**



Oregon Library Association Annual Conference  
SALEM CONFERENCE CENTER  
APRIL 1 – 3, 2009

Dear Exhibitor,

Pacific Exposition Decorating Company is looking forward to serving you as the official service contractor for the [**Oregon Library Association 2009 Annual Conference**](http://www.olaweb.org/). Our goal is to help make sure your show participation is a success.

 Show management has provided each booth with (1) 6’ draped table, (2) chairs, (1) wastebasket (1) electrical outlet and (1) booth identification sign. Please review the attached exhibitor kit carefully as it contains order forms for the many additional services offered by PEDCO (including furniture, carpet, shipping, signage and labor). Links are available on-line for services supplied by the facility and other vendors including audio visual and floral.

You may order Furniture and Accessories, Carpet, Rental Exhibits, Graphics, Material Handling and many other services with our convenient, online, secure shopping cart. Our order forms are also available as a downloadable .pdf (Adobe Acrobat), or call 503-417-8000 and we can fax or mail a kit. Links are available for the Electrical, Telephone, and Internet providers that will be servicing the facility on our website.

When visiting our website for Online Ordering or down-loadable forms please use the following instructions:

**Web address:** www.epedco.com

Select **"E-Services"** then **“Exhibitors”** Choose **"Oregon Library Association"** and log in by entering:  
  
**USERNAME: ola2009**

**PASSWORD: material**

To qualify for advanced pricing for additional items ordered beyond show management provided equipment, full payment must be included with your orders and received on or before March 30th. Advanced shipments to the warehouse should be received no later than March 30th, and direct shipments to the Salem Conference Center can be accepted only on the exhibitor move-in day (April 1, 1pm – 5pm).

Inbound and outbound door-to-door shipping is easy with PEDCO Logistics. Call 503-417-8000 or email [shipping@pacificexposition.com](mailto:shipping@pacificexposition.com) for an overnight, second day, third day or standard ground quote. You’ll like our service and our pricing!

 For all questions regarding the convention’s policies, space assignments, display limitations and event schedules please contact Michele Burke, Exhibits Chair at 503-365-4711 or by email at [mburke2@chemeketa.edu](mailto:mburke2@chemeketa.edu).

 All questions regarding e-services, shipping, labor, furniture, signs and cleaning should be directed to PEDCO at 503-417-8000 (toll free at 866-99PEDCO) or via email at [csr@pacificexposition.com](mailto:csr@pacificexposition.com" \t "_blank).

We look forward to serving you.

 Sincerely,

Pacific Exposition Decorating Company

**OREGON LIBRARY ASSOCIATION 2009 ANNUAL CONFERENCE  
April 1 – 3, 2009  
Salem Convention Center, Salem, Oregon  
  
BOOTH EQUIPMENT:  
Size of Booth Willamette Room: 8’ x 10’  
Size of Booth Pre-function Lobby 6' x 10'**(1) Electrical outlet up to 500 watts  
(1) 6' Skirted Table  
(2) Chairs  
(1) Wastebasket  
(1) I.D. Sign  
  
**SHOW COLORS:**Booth Drape: Burgundy/Gold  
Table: Burgundy skirt with White top  
  
**MOVE-IN DATES & HOURS:**Wednesday, April 1st, 1:00pm – 5:00pm  
  
**SHOW DATES & HOURS:**Thursday, April 2nd, 9:00am – 7:00pm   
Friday, April 3rd, 9:00am –1:00pm

**(You are welcome to stay until the conference officially ends at 4:15pm)**

**No-Conflict:** There are three one-hour no-conflict times: **Thursday** ***10-11 a.m***., **Thursday** **3-4 p.m.,** and **Friday** **10-11 a.m.** The Raffle will be held during lunch on Thursday. Michele will check with you at the conference to see if you would like to donate a prize for the raffle. You are invited to the all-conference reception from 6 p.m. until 7 p.m. on Thursday evening. You are welcome to attend the reception, but you do not need to keep your booth open unless you prefer.

**MOVE-OUT DATES & HOURS:**  
Friday, April 3rd, 1:00pm  
**To minimize disruption to program sessions, we ask that you not  
dismantle until the end of Friday's lunch.**  
**ELECTRICAL CONTRACTOR:**   
Pacific Expo  
Tel: 503-417-8000  
  
 **FOLIAGE CONTRACTOR:**  
Convention Foliage Services, Inc.  
Tel: 503-655-4616   
Web: [Convention Foliage Services, Inc.](http://www.cfsplants.com/" \t "_blank)  
  
**DEADLINE TO ORDER SERVICES AT DISCOUNT RATES:  
March 30th, 2009  
 We realize that exhibiting in a convention can be complicated. If you need assistance or additional information that is not addressed here, please contact our Exhibitor Services Department at (503) 417-8000. We look forward serving you!  
Pacific Exposition Decorating Company**

## WAYS TO ORDER: ON LINE @ [www.epedco.com](http://www.epedco.com) or

|  |  |  |
| --- | --- | --- |
| |  |  | | --- | --- | | **BY MAIL:**  **We can fax the order forms to you or email them in .pdf format. They are also available for down-load. We want to make it easy for you! Please call if we can help.  PH (503)417-8000   MAIL ORDER FORMS TO:   Pacific Expo 2737 NW Nela Street Portland, Oregon 97210** | **BY FAX:   We can fax the order forms to you or email them in .pdf format. They are also available for down-load. We want to make it easy for you! Please call if we can help.  PH (503)417-8000  FAX FORMS TO:**  **(503) 417-8001 (CREDIT CARDS ONLY) Our FAX line is open 24 hours** | |

**The Exhibitor Fact Sheet**

The Exhibitor Fact Sheet on the next page includes information vendors need about the conference. Post this information on the exhibits webpage, on the registration form where appropriate, share it with the decorator, and include in emails and letters about the conference.

The Exhibitor Fact Sheet should include…  
a. the configuration and dimensions of the exhibit spaces (table and booths).

b. the size of the tables and amount of floor space for the exhibit areas

c. exhibit registration types (e.g., commercial or corporate and non-profit or non-commercial?)

d. exhibit rates for each type of vendor in each type of space

e. contact information for the Exhibits coordinator

f. contact information for exhibitors who want to make a donation or sponsor an event

g. the conference schedule including exhibit set-up times, exhibit no-conflict times, and exhibit break-down times.

h. details about the location and conference facility

i. information about conference registration and meal registration for vendors



The following table lists vendor company names with type of exhibit space and space number. I made several lists like this and used them to organize raffle donations and such during the conference. Look at the table in conjunction with the Exhibit Hall Layout to see where vendors were assigned spaces.

|  |  |  |
| --- | --- | --- |
| **Table/booth** | **Space #** | **Company Name** |
| booth | 28 | BAKER & TAYLOR |
| booth | 23 | BCR |
| table | 40 | Black Heron Press |
| booth | 21 | Blackstone Audio, Inc |
| booth | 4 | BOOKS ON TAPE/LISTENING LIBRARY |
| booth | 31 | Bound To Stay Bound Books |
| booth | 14 | Brodart Co. |
| booth | 25 | BWI |
| table | 51 | Capital Librarians |
| table | 45 | CoLibri Systems, LLC |
| booth | 3 | EBSCO Information Services |
| booth | 29 | Emporia State Univ, Sch. of Library & Info Man |
| table | 42 | Explain My Book LLC |
| table | 44 | Fina Estampa |
| booth | 12 | Friends of the Salem Public Library |
| booth | 30 | Gale, part of Cengage Learning |
| table | 36 | Graphic Arts Center Publishing Company |
| booth | 35 | History Education |
| booth | 20 | ID Recall Systems, LLC |
| table | 9 | Idealist.org |
| booth | 37 | Ingram Library Services |
| booth | 16 | INNOVATIVE INTERFACES INC |
| booth | 13 | Jim Harris Independent Sales Rep |
| booth | 1 | Kilimanjaro Imports |
| table | 48 | Library & Information Services Program, HighlineCC |
| booth | 18 | Lile Relocation Services |
| table | 38 | Madden's Melange: Jewelry for a Cause |
| booth | 19 | Montel NW |
| table | 41 | NABE (North American Bookdealers Exchange) |
| booth | 11 | National Network of Libraries of Medicine / OHSU |
| table | 39 | OCLC Western |
| table | 52 | Oregon State Library/Library Development |
| table | 49 | OSU Press |

…and so forth

**SAMPLE FLOOR PLAN**



**COMMUNICATIONS**

**Charge**

The Communications committee is responsible for publicizing the conference to the membership and the library community. Duties are split between two individuals, a web site coordinator and printed program designer. They work closely with the Conference Chair and Local Arrangements, Program, Exhibits, and Registration Committees.

**Committee Structure**

* **Web Site Coordinator** – Responsible for conference web site including proposal forms, registration forms, and the preliminary program.
* **Printed Program Designer** – Responsible for preparing printed program.
* **Publicity** – Prepares and sends messages to listserves regarding conference. May include notifications regarding preconferences and special programs and events.

**Committee Activities**

* Determine conference theme and logo design with full conference committee.
* Develop web site in early August. Work with Conference Chair to post theme and welcome, and Program Committee to post proposal forms. If available, add conference hotel reservation information.
* Prepare call-to-conference postcard for mailing in early January.
* Add preliminary program to web site in early January to coincide with postcard mailing.
* Send initial conference publicity to listserves in January to coincide with postcard mailing.
* Prepare printed program with information provided by Conference Chair and Program, Exhibits, and Local Arrangements Committees. Draft completed in February with final copy to printer no later than two weeks prior to conference.
* In the weeks leading up to conference, assist with promoting special events and programs and the conference in general.
* If necessary, arrange for media coverage of appropriate speakers and events.