

Section 8. Annual Conference Manual – Working Draft

8.1 General Guidelines

- 8.1.1 Purpose of the Conference
- 8.1.2 Policies
 - 8.1.2.1 Registration Rates and Exhibitor Fees
 - 8.1.2.2 Program
 - 8.1.2.3 Budget (See also: Appendix A: Conference Budget Template)
 - 8.1.2.4 Conference Planning Schedule – Appendix B
 - 8.1.2.5 Conference Arrangements Committee (CAC) Composition

8.2 Conference Committee Duties and Responsibilities

- 8.2.1 Conference Coordinator:
- 8.2.2 Conference Arrangements Committee (CAC)
 - 1. CAC Chair:
 - 2. Hospitality Chair
 - 3. Meeting Room Chair
 - 4. Technology Chair
 - 5. Registration Chair (See also: Appendix C: Registration Operations Worksheet)
 - 6. Publications Chair
 - 7. Publicity Chair
 - 8. Trade Show Chair
 - 9. Table Talk Chair (See also: Appendix D: Table Talk Proposal Form)
 - 10. Poster Session Chair: (See also: Appendix E: Poster Session Proposal Form)
 - 11. Performers Showcase Chair
 - 12. Transportation Chair
 - 13. Recorder:
- 8.2.3 Executive Director
- 8.2.4. Conference Stakeholders

8.3 Arranging for Speakers

- 8.3.1 General guidelines
- 8.3.2. Initial Contact with Speaker (See also: Appendix F: Program/Event Request Form)
- 8.3.3 Approval of Program and Confirmation with Speaker
- 8.3.4 Speaker Costs
 - 8.3.4.1 Honorarium
 - 8.3.4.2 Travel
 - 8.3.4.3 Hotel
 - 8.3.4.5 Meals
- 8.3.5 Expense Reimbursements
- 8.3.6 After the Conference

8.4 Conference Event Budget

- 8.4.1 Income
- 8.4.2 Expenses
 - 8.4.2.1 Meals
 - 8.4.2.2 Sessions/Events
 - 8.4.2.3 Trade Show
 - 8.4.2.4 Materials
 - 8.4.2.5 Printing/Copying
 - 8.4.2.6 Planning and Execution
 - 8.4.2.7 Miscellaneous

Appendix A: Conference Budget Template

Appendix B: Sample Conference Planning Schedule

Appendix C: Registration Operations Worksheet

Appendix D: Table Talk Proposal Form

Appendix E: Poster Session Proposal Form

Appendix F: Program/Event Request Form

8.1 General guidelines

8.1.1 Purpose of the Conference

1. To provide continuing education and networking opportunities for association members and other interested persons.
2. To conduct the official business of the association at the Annual Business Meeting.
3. To announce newly elected association officers.
4. To announce and/or present awards.
5. To provide an opportunity for Divisions, Special Interest Groups (SIGs), and Committees to conduct their business.
6. To showcase industry vendors and their products and services in an annual trade show.

8.1.2 Policies

8.1.2.1 Registration Rates and Exhibitor Fees

1. There shall be a registration rate for those who attend the Annual Conference; the rate shall be approved annually by the Executive Board.
2. Individual members of the association shall be entitled to a reduced registration rate.
3. Each Institutional member's appointed representative is entitled to one registration at the reduced member rate.
4. There is a separate rate for any pre-conference or post-conference workshop, dependent on the anticipated costs of such workshop, to be approved by the Executive Board. Workshops must be self-supporting.
5. There is a fee charged for exhibit space, to be approved by the Executive Board. Companies that contract for exhibit space at the full rate shall receive two conference registrations at no extra charge.
6. Members of groups that co-sponsor programs with MLA are allowed to register for the conference at MLA member rates.
7. Members in good standing of any library association may attend the MLA conference at the member rate.
8. The President may waive registration fees as a courtesy to guests and non-member speakers.

8.1.2.2 Program

1. The overall conference theme shall be determined by the Conference Coordinator who serves as Program Chair, with approval of the Executive Board.
2. The program shall include the Annual Business Meeting of the association.
3. Each MLA unit is invited to participate in the program of the conference and Divisions, Special Interest Groups (SIGs), and working Committees shall conduct a business meeting during the conference.
4. Programs scheduled with meal functions are open to all registrants. There is a separate fee for all meal functions. Those who wish to attend the programs scheduled with meal functions may do so at no cost by arriving 30 to 45 minutes after the meal is begun. Theater style seating shall be available at the back of the meal event space for non-paying guests.

8.1.2.3 Budget

1. A significant portion of the Association's annual operating budget will be derived from the Annual Conference. Registration fees should be sufficient to cover costs of all programs (including speakers' expenses) and other costs (printing, materials, telephone, etc.) involved in the conference. Net income expectations shall be set each year by the Executive Board.
2. An event budget template follows as Appendix A. Prior conference budget histories shall be maintained by the Executive Director. Specific recommendations for setting up a conference budget are provided in Section 8.4, Conference Event Budget.
3. Conference budget information is communicated to the Budget and Finance Committee and approved by the Executive Board.
4. Conference gross income and expense are listed separately on the association's Annual Budget. Event specific details shall be listed on each year's conference event budget.
5. A final financial report for each conference is prepared by the Conference Coordinator for the Executive Board.

8.1.2.4 A Conference Planning Schedule is attached as Appendix B.

8.1.2.5 Conference Arrangements Committee (CAC) Composition

1. The Conference Coordinator, Chair
2. The CAC Chair, appointed by Conference Coordinator

Following is a recommended list of CAC Subcommittee Chairs. Others may be appointed at the discretion of the Conference Coordinator.

3. Subcommittee Chairs, may be recruited by CAC Chair, shall be appointed by the Conference Coordinator:
 - a) Hospitality
 - b) Meeting Room
 - c) Technology
 - d) Registration
 - e) Publication
 - f) Publicity
 - g) Trade Show
 - h) Table Talks
 - i) Poster Sessions
 - j) Performers Showcase
 - k) Transportation
 - l) Recorder
4. The Executive Director (Ex Officio)
5. As with other MLA committee assignments, those appointed to the Conference Arrangements Committee shall be members in good standing.

8.2 Conference Committee Duties and Responsibilities

8.2.1 Conference Coordinator: A presidential appointee, responsible for conference planning, leadership, and management with special attention paid to overall program continuity and diversity, cost effective continuing education, and appropriate educational tools and technology.

1. The Conference Coordinator is the program chair for the conference and solicits sessions from internal and external stakeholders.
2. Selects the theme subject to the approval of the Executive Board.
3. Directs the entire conference program by selecting sessions from those submitted by stakeholders and developing additional sessions as needed to provide a full program of sessions and events.
4. Oversees the work of the CAC.
5. Oversees the conference budget as a component of the association budget.
6. Plans and oversees the solicitation of conference underwriting, including but not limited to the solicitation of conference donations and bag, final conference program, and reception and transportation sponsorship.
7. Arranges for any entertainment, events, and programs that fall outside the regularly scheduled meetings.
8. As needed, works with Executive Director to secure a Parliamentarian for the Annual Business Meeting.
9. Oversees the evaluation of the conference and trade show.

8.2.2 Conference Arrangements Committee (CAC): Responsible for site, program, operation, and event specific conference planning.

1. CAC Chair: Responsible for conference planning oversight.
 - a) May select Conference Arrangements Committee members to be approved and appointed by the Conference Coordinator.
 - b) Solicits conference volunteers, who may or may not be MLA members to meet various operational needs including conference bag stuffing, hospitality and registration desk operations, meeting room monitoring, trade show hospitality.
 - c) Coordinates activities of the Conference Arrangements Committee including meeting development, oversight of project completion, and other duties as assigned by the Conference Coordinator.
2. Hospitality Chair: Responsible for conference bag underwriting and the solicitation of items given away to conference attendees, presenters, and vendors. The Hospitality Chair, along with hospitality volunteers, works with potential vendors and organization donors to provide conference attendees with information, products, and services that enhance the conference experience.
 - a) Works with the CAC Chair to secure volunteers needed to solicit giveaways, stuff conference bags, and set up and staff a hospitality desk.
 - b) Sets the hospitality volunteer schedule and coordinates all related activities.
 - c) Secures space to stuff and store conference bags and coordinates receipt of conference programs with the Publications Chair.
 - d) The hospitality desk shall include a message board for the announcement of official conference business, member, and unit news. It is the responsibility of the Hospitality Chair to oversee access to and use of a message board.
 - e) The hospitality desk may be the drop site for evaluations and various ballot issues including but not limited to the Friendly Booth Award and Exhibitor Drawing.

- f) The Hospitality Chair shall assist speakers and conference attendees meet their transportation needs not otherwise met by the Transportation Chair or unit sponsors.
 - g) Conference hospitality and registration desks may be combined; in which case, the respective chairs shall coordinate staff and service responsibilities.
3. Meeting Room Chair: Responsible for meeting room assignments, setup, and operational oversight.
- a) Together with the Conference Coordinator and Technology Chair meets with hotel staff that will oversee room setups. During the site inspection, secures information from hotel on available meeting rooms, seating capacities, audio-visual systems, and the like.
 - b) May help Conference Coordinator estimate attendance at various sessions and, in cooperation with hotel staff, selects and assigns appropriate meeting rooms. Communicates room assignments to program sponsors.
 - c) Works with the CAC Chair to secure volunteers to ensure desired room setups and session operations.
 - d) Works with Technology Chair to check the setup of each room prior to each meeting.
 - e) Appoints volunteers to collect meal tickets in cooperation with the Executive Director.
 - f) Arranges for theater style, guest seating in the rear of meal function rooms, as some registrants who may not be at the meal will want to attend the program. Guests are invited to enter the room and take their seats about 45-minutes after the meal is scheduled to begin.
 - g) The Meeting Room Chair and meeting room volunteers ensure the distribution and collection of session evaluations. Completed evaluations shall be delivered to the Registration Chair with ultimate delivery to the Executive Director.
4. Technology Chair: Responsible for the data connection and audio-visual needs of each conference session, meal event, computer lab, and related pre- and post-conference workshops.
- a) Works with the CAC Chair to secure volunteers with the technical expertise needed to ensure smooth hardware, software, and audio-visual equipment operations.
 - b) Assists Conference Coordinator evaluate program equipment requests. Meets with hotel AV staff or AV contractors, Conference Coordinator, and Executive Director to negotiate the cost of and secure needed equipment and services after acquiring as much hardware, software, and audio-visual equipment possible from area libraries, outside stakeholders, and co-sponsor groups.
 - c) Works with the Meeting Room Chair to check the setup of each room prior to each session.
 - d) Provides Conference Coordinator and Executive Director with a list of contracted equipment and services, including costs, in support of conference budget preparation. Updates list with pre-approved additions and deletions immediately following the conference. On-site additions require the pre-approval of the Executive Director.
 - e) Provides Conference Coordinator with a list of donated equipment and services immediately following the conference, including donor contact information for thank you acknowledgements.

5. Registration Chair: Responsible for the staffing and operations of the conference registration desk. A detailed Registration Operations Worksheet is attached as Appendix C.
 - a) Works with the CAC Chair to secure volunteers needed to staff registration desk during the following hours of operation:
 - Opening shall be scheduled one-half hour before the start time of morning pre-conferences or one hour before the start time of afternoon pre-conference/conference sessions and shall remain open throughout each day until one-half hour before the last event of each day.
 - Opening shall be scheduled one-half hour before the first program on succeeding days.
 - b) Oversees registration desk operation including pre-registrant, speaker, and exhibitor check-in, on-site registration, packet distribution, and membership sales.
 - c) Shares supervision of the cash box with the Executive Director who will provide start-up cash each day and secure receipts each evening.
 - d) Reconciles daily income against receipt books and registration and application forms at the end of each day.
 - e) Receives from Executive Director current membership list, membership applications, and on-site registration forms, pre-registrant name badges, and other necessary registration materials, along with instructions on registration desk practices, which the Registration Chair shall in turn provide to registration desk volunteers.
 - f) Serves as the first line of inquiry, calling for the Conference Coordinator, CAC Chair, Executive Director, and other Chairs as needed.
6. Publications Chair: Responsible for print materials production including but not limited to the Preliminary Schedule, the Performers Guide, and the final Conference Program.
 - a) Produces a Preliminary Schedule to be included in an issue of *MO INFO* and which is due to the Executive Director by the 15th of the month prior to the selected *MO INFO* issue. The Preliminary Schedule and Pre-Registration Form are key pre-registration tools. The Preliminary Schedule may also be used at a key element of any promotions packet developed by the Publicity Chair.
 - b) Promotional materials may be produced in coordination with the Publicity Chair.
 - c) The Conference Program may be commercially printed, in which case, the Publications Chair shall coordinate the solicitation of printing bids. The Conference Program shall be completed and delivered to a location of the Hospitality Chair's choosing no later than ten days prior to the start of the conference for inclusion in conference bags.
 - d) Both the Preliminary Schedule and final Conference Program shall be provided to the Executive Director in PDF format upon completion and forwarded to the Webmaster for posting on the conference web page.
7. Publicity Chair: Responsible for conference publicity and promotion and session and event reporting and photography.
 - a) Prior to the Conference:
 - (1) Obtains information on conference from the Conference Coordinator and program sponsors including publicity on the speakers.
 - (2) Submits conference notices to national and state library associations and stakeholders in Missouri's library community. The following

organizations conduct meetings/events at which conference publicity may be presented or distributed:

- Missouri Association of School Librarians, April Annual Conference
- Missouri Public Library Directors, June Meeting
- Secretary of State's Council on Library Development, quarterly meetings
- State Library Summer Skills Institute, August event
- Grand River Library Conference, summer meeting

- (3) Sends target information to specific groups based on conference session line-up.
 - (4) Produces event press releases. The Executive Director shall distribute press releases as directed by the Publicity Chair.
 - (5) Recruits volunteers to serve as reporters for sessions to provide short reviews for publication in *MO INFO*.
 - (6) Recruits volunteers to serve as photographers to take action shots at the conference and submit to Executive Director for possible inclusion in MLA publications. Photos shall be submitted in digital format via e-mail, CD, or undeveloped film. Keynote speaker and award winner photos are especially important.
8. Trade Show Chair: Responsible for trade show operations oversight.
 - a) Works with the CAC Chair to secure volunteers needed to assist trade show vendors from setup through closure of the trade show.
 - b) In coordination with Conference Coordinator and Executive Director, plans any trade show based opening ceremony, receptions, drawings, and the like. Conducts exhibitor drawings as trade show master of ceremonies, announces exhibitor awards, and coordinates reception and no-conflict announcements.
 - c) Welcomes vendors to the trade show floor, helps them locate their assigned booths, and introduces vendors to exhibition services staff.
 - d) As needed, assists vendors locate their shipped inventory and secure contracted services.
 - e) Throughout the public hours of the trade show, circulates through hall assisting vendors, welcoming conference attendees, and unit program sponsors as needed, with specific attention to trade show based poster session and table talk sessions.
 - f) Refers vendor comments, complaints, and compliments to the Conference Coordinator and the Executive Director, immediately if situation warrants.
 9. Table Talk Chair: Responsible for Table Talk program development and oversight.
 - a) Solicits Table Talk topics and facilitators from membership via *MO INFO* and direct appeal listserv messages, using a web based Table Talk Proposal Form, see Appendix D.
 - b) Approves proposed topics for inclusion in program and notifies presenters of the time and location of the program.
 - c) In coordination with the Meeting Rooms Chair, arranges for space and time to hold Table Talks.
 - d) Works with Publications Chair to provides table top signs with topic title and facilitator name for each Table Talk.
 10. Poster Session Chair: Responsible for Poster Session development and oversight.
 - a) Solicits Poster Session topics and facilitators from membership via *MO INFO* and direct appeal listserv messages, using web based Poster Session Proposal Form, see Appendix E.

- b) Approves proposed topics for inclusion in program and notifies presenters of the time and location of the program.
 - c) Working with the Meeting Rooms Chair, arranges for space and time to hold Poster Sessions and orders any equipment needed to conduct the program including easels and chairs.
11. Performers Showcase Chair: Responsible for the production of the showcase, including performer recruitment, booklet creation, and event management.
- a) The Showcase Chair shall be a member of the Children's Services Round Table, the Young Adult Special Interest Group, or the Youth Services Division.
 - b) Solicits and selects performers for the event lineup.
 - c) Secures on-site or remote performance space.
 - d) Sells performer booklet ad space and produces the performer booklet in cooperation with the Publication Chair and Executive Director. Delivers the completed booklets to the Hospitality Chair no later than ten days prior to the start of the conference for inclusion in conference bags.
12. Transportation Chair: Responsible for the coordination of event and speaker transportation.
- a) As needed, works with out-of-town program sponsors to secure timely and affordable transportation for their out-of-town speakers.
 - b) Arranges off-site event transportation for tours, receptions, sessions, and the like. In coordination with the Executive Director, shops at least three transportation providers for the most appropriate and affordable contract transport and recommends transportation provider and transportation budget to Conference Coordinator
 - c) Assists Hospitality Chair with on-site transportation advice.
13. Recorder: Responsible for creating a record of CAC meetings and activities.
- a) Takes minutes of all CAC meetings and distributes the same to all members.
 - b) Receives and records all program/event requests submitted using the electronic form, see Appendix F.
 - c) Assists Conference Coordinator with other duties as assigned.

8.2.3 Executive Director

1. Acts as conference business manager and is ex officio to the CAC.
2. Maintains and updates a selection of conference forms, including but not limited to budget template, registration, program request, Table Talk and Poster Session, exhibit hall drawing, conference and trade show evaluations, and Performers Showcase forms.
3. In coordination with the Conference Coordinator, prepares and maintains the conference budget and contracts.
 - a) Reviews with the Conference Coordinator all proposed income, expenses, and contracts. Other than MLA President and Treasurer, only party authorized to sign association contracts.
 - b) In consultation with the Conference Coordinator, selects menus for meal events.
 - c) At the Conference:
 - (1) Provides Registration Chair with cash box. Collects the cash box at the close of registration each day and places all monies in hotel safe.
 - (2) With the Conference Coordinator, negotiates with the hotel concerning all appropriate expenses.

- (3) Based on pre-registration, communicates meal counts to hotel staff according to contract terms and deadlines.
 - d) After the Conference:
 - (1) Pays all bills as required.
 - (2) Finalizes conference budget for presentation to the Executive Board as soon as possible after the closing of the conference books.
- 4. In consultation with the Conference Coordinator, serves as trade show manager.
 - a) Evaluates trade show space and recommends hall layout.
 - b) Evaluates trade show program, associated income and expense, and recommends appropriate exhibitor fees.
 - c) Maintains exhibitor database and conducts vendor development through personal solicitations, mailings, and lead development.
 - d) Solicits vendor contributions and conference underwriting through the production and distribution of a trade show prospectus.
 - e) Prepares and executes trade show contracts.
 - f) Assigns exhibit space in equitable manner.
 - g) In coordination with Conference Coordinator and Trade Show Chair, plans any trade show based opening ceremony, programs, book signings, receptions, drawings, and the like.
 - h) Conducts post-conference tasks such as member list distribution, thank you correspondence, and marketing of next year's trade show.
- 5. Handles pre-registration.
 - a) Prepares and mails pre-registration form and preliminary schedule as pullouts in *MO INFO* and to MLA members and others as requested. Posts both documents on the MLA conference web page.
 - b) Prepares attendee, speaker, and vendor name badges; meal tickets; and registration receipts.
 - c) Prepares an up-to-date membership list for registration staff use.
 - e) Provides forms for and instruction on taking on-site registration.
- 6. In Coordination with Conference Coordinator, oversees conference operations, works closely with Registration staff to answer questions and solve on-site conflicts, works with hotel and other contracted staff to ensure smooth operations and resolve conflicts efficiently and effectively, and assists conference attendees, speakers, and vendors as possible to ensure a positive conference experience.

8.2.4 Conference Stakeholders

1. Stakeholders are those internal and external to the association who are either required to or invited to collaborate on conference sessions and events. Internal stakeholders are the Executive Board, including the ALA Councilor, the divisions, SIGs, and committees of the association. External stakeholders are libraries and organizations that serve the library community such as the Missouri State Library, MOREnet, MOBIUS, MLNC, KCMLIN, the Missouri Association of School Librarians, the Missouri Public Library Directors, Directors of Large Libraries , and regional librarians' groups.
2. As represented on Appendix B, the Sample Planning Schedule, the Conference Coordinator shall call stakeholders together three times during a planning cycle - first to orient them to session/event development and to solicit their submissions, followed by a second meeting to inform stakeholders of approved session/events and the whole of the conference line-up, and one last time to debrief for continued improvement.

8.3 Arranging for Speakers

8.3.1 General guidelines.

The conference is key to a successful year. Key to a successful conference is having dynamic, provocative, and relevant speakers. Therefore, it is the responsibility of all conference session/event sponsors to strive to bring high caliber, high interest speakers to each conference. Keynote/all-conference speakers may be recruited by the Conference Coordinator but may also be suggested by the ALA Councilor, MLA President, and other interested parties. Meal events speakers are recruited by sponsoring units. Session speakers and volunteer presenters are recruited by sponsoring units. Following are guidelines for selecting a program speaker/volunteer presenters.

8.3.2. Initial Contact with Speaker.

1. Provide the speaker with the following information:
 - a) Name of the organization and its objectives.
 - b) MLA web page: <http://molib.org>.
 - b) Conference theme.
 - c) Conference location and dates.
 - d) Subject you want the speaker to discuss.
 - e) Length of time the speaker is to talk. Indicate if there will be a discussion or question period afterward.
 - f) Estimated number of attendees.
 - g) Your name, address, and telephone number.
 - h) Any applicable financial arrangements. (See Section 8.3.4 for details.)
2. Obtain the following information from the speaker:
 - a) Speaker's preferred day and time to speak.
 - b) Technology needs.
 - c) Title of presentation.
 - d) Travel and lodging needs.
 - e) Conference meal events they might like to attend with unit sponsor.
 - f) If appropriate, speaker's not-for-profit honorarium. (Honorarium, travel, and lodging expenses must be approved by the Conference Coordinator and the MLA Executive Board before the Executive Director issues speaker contracts.)
 - g) Using the web-based Program Request Form, see Appendix F, notify the Conference Coordinator of the speaker's preferred day and time, program description, technology needs, honorarium fee, and estimated travel and lodging expense. The Conference Coordinator will construct the conference schedule when all requests are received. Maximum effort will be made to observe sponsor preference, although it may be that, to avoid conflicts, the preferred time slot may be changed.

8.3.3 Upon approval of program from the Conference Coordinator, sponsor should:

1. Contact the speaker
 - a) Give exact time and day of program.
 - b) Notify speaker that contract will be sent by Executive Director to confirm agreed upon details. Copies of correspondence will be sent to unit sponsor.
 - c) Reinforce requirement that all requests for reimbursement must be itemized and accompanied by actual receipts. A specific form is not required; a concise statement of approved reimbursements accompanied by actual receipts will suffice.

- d) As per speaker contract, Executive Director shall pay honoraria and reimbursements following the conference within one weeks of receipt of request. Payments shall not be made in advance of or during the conference unless special arrangements are approved by the Conference Coordinator and Executive Director and detailed in speaker contract.
- e) Send speaker information about the entire conference.
- f) Gather the following information from speaker and forward to Conference Coordinator:
 - (1) Expected arrival and departure time. (It is preferable to have a member of the sponsoring unit available to perform airport pickup and delivery; otherwise, contact the Transportation Chair for assistance with local transportation options.)
 - (2) Any special needs speakers might have.
- g) Request biographical and publicity information and forward to Conference Coordinator and Publicity Chair.

8.3.4 Speaker Costs

8.3.4.1 Honorarium

1. Discover speaker's not-for-profit honorarium.
2. Compare their honorarium against these guidelines (subject to change):
 - a) Nationally known \$1000 and up
 - b) Regionally known Up to \$500
 - c) Statewide reputation Up to \$200
 - d) MLA member No honorarium
3. Conference Coordinator, in consultation with the Executive Director and the Executive Board, shall determine if fee is appropriate to the overall conference budget. The Coordinator shall inform program sponsors about amounts approved. All requests for speakers with honorariums of \$1000.00 or more must be reviewed by the MLA Executive Board.
4. Every effort should be made to bring at least one nationally known speaker to each Conference.
5. Conference attendance shall not be bartered in exchange for speaker service; rather speakers may request honoraria in amounts sufficient to cover registration costs. If approved, speakers shall be responsible for their conference registrations and paid honoraria as otherwise detailed.

8.3.4.2 Travel

1. MLA will reimburse speaker travel costs upon approval of Executive Board as recommended by Conference Coordinator.
2. Airfare shall be reimbursed at coach rate. Mileage reimbursement is the current rate set by the State and shall not exceed the cost of car rental or coach airfare.

8.3.4.3 Hotel

1. MLA will provide room accommodations upon approval of Executive Board as recommended by Conference Coordinator
2. The Executive Director shall make all master bill lodging reservations. Personal amenities (fee based phone calls, pay-per-view television programming, mini bar and room service, and the like) shall not be covered by the Association.

3. Speakers traveling with family shall be required to make their own reservations and may request lodging reimbursement minus lodging taxes and amenities charges.

8.3.4.5 Meals

1. MLA shall reimburse the cost of any meals involved with the speakers' presence upon approval of Executive Board as recommended by Conference Coordinator.
2. Any meals that are not part of planned meal functions shall be reimbursed after the conference along with any honorarium and travel reimbursements due.
3. Notify speaker about planned meal functions and determine if speaker wants to join sponsor at any meal events sponsor plans to attend. This information shall be reported on Program Request Forms.

8.3.5 Expense Reimbursements

1. Librarians, library trustees and friends, and career library workers in Missouri who would normally be expected to attend the conference shall not be eligible to receive speaker reimbursements or honoraria.
2. Those speakers representing library associations, industry organizations, and state libraries shall not be granted an honorarium. They may be granted travel reimbursements and lodging upon approval.

8.3.6 After the Conference

1. Write to speaker/presenter and thank him/her for contribution to the success of the conference.
2. If evaluations were used, share evaluations with speaker at this time.

8.4 Conference Event Budget

8.4.1 Income

1. Gross income is dictated by the Executive Board and included in the association budget.
2. Registration rates and exhibitor fees are set in relation to expected attendance and net income goals.
3. Meal events have traditionally been priced at a 30% markup and are a substantial component of conference income and, in turn, MLA general operating income.
4. Author book sales income goal shall be 30% of the suggested retail price of items sold.
5. Encourage alternate sources of funding such as:
 - a) Publisher's underwriting of speaker's travel and lodging expenses.
 - b) Sponsorship of conference bags.
 - c) Sponsorship of program printing expenses.
 - d) Sponsorship of meal events.
 - e) Sponsorship of transportation.
 - f) Co-sponsorship of programs.
 - g) Stakeholder and area library-provided equipment to offset rental costs.
6. Program advertising.
7. Conference donations.

8.4.2 Expenses

8.4.2.1 Meals

Food and beverage fees are a major conference expense and are covered almost exclusively on a pass through basis.

8.4.2.2 Sessions/Events

1. Speakers costs including honoraria, travel, lodging, and meals.
2. Function and meal event expenses.
3. Miscellaneous expenses
 - a) Data connection, audio-visual services, and supplies, along with any service charge.
 - b) Printed handouts.
 - c) Decorations.
 - d) Bus or van transportation.
 - e) Other materials.

8.4.2.3 Trade Show

1. Hall rental.
2. Exhibition services including, but not limited to, booth setup fee.
3. Refreshments beverage service and service charge.
4. Reception food and beverage service and service charge.
5. Security.
6. Mailings.
7. Audio-visual service and service charge.
8. Other.

8.4.2.4 Materials

1. Name badges and ribbons.
2. Conference bags.
3. Other.

8.4.2.5 Printing/Copying

1. Pre-Conference brochure and flyers.
2. Meal tickets.
3. Packet information.
4. Preliminary schedule, performers guide, conference signs, and final conference program.
5. Other.

8.4.2.6 Planning and Execution

1. Telephone.
2. Postage.
3. Supplies.
4. Other.

8.4.2.7 Miscellaneous

1. Executive Director travel.
2. Parliamentarian fee.
3. Awards and gifts.
4. Other.

Appendix A, Conference Budget Template
See Excel Spreadsheet provided by Executive Director

Appendix B, Sample Conference Planning Schedule

Conference Planning Events	2006 Dates
February <i>MO INFO</i> mailing including theme announcement and CAC list	2/3/2006
Executive Board Meeting - CC report	2/8/2006
Conference Arrangements Committee First Meeting	2/17/2006
Program/Event Request Form sent to absent Stakeholders	2/21/2006
Stakeholders' Planning Meeting	2/21/2006
April <i>MO INFO</i> mailing including planning report	4/7/2006
Exhibitor Prospectus Sent	4/15/2006
Program/Event Request Form due to CC	4/15/2006
Stakeholders' Session Approval Meeting	5/1/2006
Program/Event/Speaker budget details due to ED	5/12/2006
Executive Board Meeting - CC report	5/26/2006
Preliminary Program and Budget approved by Board	5/26/2006
June <i>MO INFO</i> mailing including planning report	6/9/2006
Equipment Contract completed by CC, TC, and ED	6/15/2006
Speaker Contracts sent	6/16/2006
Postcard Reminder to Exhibitors	6/30/2006
Pre-Registration Form and Preliminary Schedule posted on molib.org	7/14/2006
August <i>MO INFO</i> mailing including Pre-Registration Form and Preliminary Schedule	7/28/2006
Exhibitor Cancellation/Refund Deadline	7/31/2006
Early Bird Exhibitor Rate Deadline	7/31/2006
Performer's Showcase Applications Due to ED	8/1/2006
Executive Board Meeting - CC report	8/4/2006
Executed Exhibitor Contracts and Booth Assignments sent	8/11/2006
Performer's Showcase Invoices mailed	8/15/2006
Donation, Underwriting, and Sponsorship complete	8/15/2006
Pre-Registration Deadline	9/4/2006
Hotel Reservation Deadline	9/4/2006
Program goes to Printer	9/4/2006
Booth Assignments to Hotel	9/4/2006
Program of Events due to Hotel	9/19/2006
Food and Beverage final numbers due to Hotel	10/2/2006
Bags Stuffed	10/2/2006
Pre-Conferences	10/3/2006
Conference	10/4/2006
Executive Board Meeting - CC report	10/6/2006
October <i>MO INFO</i> mailing including brief report	10/13/2006
Conference Arrangements Committee Debriefing Meeting	11/3/2006
Executive Board Meeting - CC report	12/1/2006
December <i>MO INFO</i> mailing including event report, photos, and thank you details	12/6/2006
Golf Tournament	na

Color Key:

Stakeholders
Exhibitors
Program and Budget
Drop Deadlines
Executive Board Meetings

Appendix C, Registration Operations Worksheet

Registration Desk Hours of Operation:

As proscribed in the Annual Conference Manual, Section 8.2.2.5, registration desk hours shall be as follows:

- Opening shall be scheduled one-half hour before the opening of pre-conference workshops and shall remain open throughout each day until one-half hour before the last meal event of each day.
- Opening shall be scheduled one-half hour before the first program on succeeding days.

Registration Desk Set Up:

If possible, the Registration Chair and the Executive Director shall set up the registration desk the evening before pre-conferences and conference begins. If this is impossible due to lack of space or access, set up shall be conducted one-half hour prior to the proscribed opening.

Conference Bags and Programs:

The Registration Chair is responsible for delivery of conference bags and programs, and shall have scheduled any volunteers needed for set-up and registration hours.

Registration Records and Supplies:

The Executive Director shall deliver attendee packets, registration supplies (signs, pens, paper, tape, blank name badges, badge holders, and the like), volunteer and staff buttons, a cash box, on-site registration materials, the conference binder (master lists of all pre-registration information), and original registration records.

Registration Desk Organization:

The registration area shall be organized into the following service areas:

Pre-Registration A-L and M-Z, Trade Show Exhibitor, Speaker and Volunteer check-in, and On-Site Registration

The Registration Chair and Executive Director shall organize the desk area so that materials are arranged for easy identification and access. The cash box and pre-registration materials shall be maintained in a secure and monitored space. The Registration Chair has primary responsibility for these items during business hours but may designate a second-in-command as need arises.

The Executive Director takes control of daily receipts and the cash box each evening and returns a fresh cash box each morning of conference.

An inventory of conference bags and programs is needed for distribution throughout the event. The Registration Chair shall determine the amounts of inventory needed for ready access and shall organize the replacement of inventory from stored stock as needed.

The Registration Chair shall work closely with hotel staff and volunteers to keep the desk area clean of debris and well organized.

On-Site Registration and Membership Sales:

Under the supervision of the Executive Director, the Registration Chair shall take principle responsibility for on-site attendee and exhibitor registration sales. This responsibility may be delegated to a second-in-command as needed, but shall not be given to registration volunteers

whose primary responsibilities include pre-registration packet, conference bag and program distribution.

Registration Desk Chair and Volunteer Duties:

The Registration Chair and volunteers shall be prepared to respond to a wide range of attendee, exhibitor, and presenter inquiries. It is the principle responsibility of the Executive Director to orient the Registration Chair. The Registration Chair shall attend the hotel “pre-conference” meeting in order to meet key hotel staff and become familiar with hotel practices. It is the principle responsibility of the Registration Chair to orient registration volunteers. Questions for which volunteers are unable to provide answers shall be referred to the Registration Chair. If the Registration Chair cannot provide the answer, he/she shall call the Executive Director for assistance. The Executive Director has principle responsibility for concluding all conference-related questions, hotel-related questions, and comments shall be directed to appropriate hotel staff as identified in the hotel’s pre-conference meeting.

Registration Desk Scheduling:

Registration staffing levels decline as conference proceeds. Registration space also dictates staffing levels. It is a principle duty of the Registration Chair to assess staffing needs and schedule volunteers accordingly. On a daily basis, opening through mid-day is busiest, and may warrant up to five volunteers. By the end of each day, as few as two volunteers may be sufficient to get the job done.

Registration Chair Accounting Responsibilities:

Another principle duty of the Registration Chair is sales accounting. In addition to conducting sales and securing the cashbox, the Registration Chair shall prepare needed sales receipts, in accordance with details provided by the Executive Director. At the end of each pre-conference and conference day, the Registration Chair shall reconcile income and receipts, ensuring that registrant, amount, form of payment, and on-site registration forms all coordinate with accuracy. On-site registration income and forms shall be provided to the Executive Director in bank bags provided for this purpose and \$100.00 shall be left in the cash box for the next day’s business. Both the bank bag and cash box shall be delivered to the Executive Director at the end of each business day. The Executive Director will validate income, receipts, and on-site registration forms and secure all monies in a hotel safe.



TABLE TALK APPLICATION

MLA 2007 Annual Conference:

October 3-5, University Plaza Hotel, Springfield, MO 65806

ELECTRONIC SUBMISSION REQUIRED BY xxxxx, 2007

Questions may be directed via e-mail to xxxxxx at x@xxxxx or via phone at xxx.xxx.xxxx.

TABLE TALK INFORMATION-

Table Talk Title:	Sponsoring Unit:	Unit Contact:
		Contact E-mail:
Presentation Description:	Target Audience:	Presenter:
		Presenter Address:
		Presenter Telephone/Fax:
		Presenter E-Mail:

PROGRAM DETAILS-

Table Talks will be conducted simultaneously on Thursday, 10.4.07, at a time to be announced in the preliminary conference schedule. This program will be conducted in the trade show hall at round top tables set for ten participants. Each table will feature a topic sign for easy identification.

Table Talk Sponsor Contact Information:

Name:

E-Mail:

Phone:

Authorized forms must include the 2007 conference planner's password:



POSTER SESSION APPLICATION

MLA 2007 Annual Conference:

October 3-5, University Plaza Hotel, Springfield, MO 65806

ELECTRONIC SUBMISSION REQUIRED BY xxxxx, 2007

Questions may be directed via e-mail to xxxxx at x@xxxx or via phone at xxx.xxx.xxxx.

POSTER SESSION INFORMATION-

Poster Session Title:	Sponsoring Unit:	Unit Contact:
		Contact E-mail:
Presentation Description:	Target Audience:	Presenter:
		Presenter Address:
		Presenter Telephone/Fax:
		Presenter E-Mail:

PROGRAM DETAILS-

Poster Sessions will be conducted simultaneously on Thursday, 10.4.07, at a time to be announced in the preliminary conference schedule. This program will be conducted in the trade show hall. Each participant will be provided an easel, a chair, and a small table for handouts.

Poster Session Sponsor Contact Information:

Name:

E-Mail:

Phone:

Authorized forms must include the 2007 conference planner's password:



PROGRAM/EVENT REQUEST FORM

MLA 2007 Annual Conference:

October 2-5, 2007, University Plaza Hotel, Springfield, MO 65806

ELECTRONIC SUBMISSION REQUIRED BY FRIDAY, APRIL 13, 2007

Questions may be directed to Conference Coordinator xxxxx at xxxx@xxxxx or via phone at xxx.xxx.xxxx.

PROPOSED PROGRAM INFORMATION-

Session Title:	Sponsoring Unit:	Unit Contact:
		Contact E-mail:
Presentation Description:	Target Audience:	Presenter:
		Presenter Address:
		Presenter Telephone/Fax:
		Presenter E-Mail:

PROGRAM SCHEDULE-

Preferred Day & Time:

Session Type:	Morning: (Time?)	Afternoon: (Time?)	Evening: (Time?)
Pre-conference			
Wednesday Breakout			
Thursday Breakout			
Friday Breakout			
Other (tour, reception, event)			

SPEAKER REFERENCES-

Please list any previous speaking engagements that your speaker has had and two references the committee may call. Also, if the speaker was recommended to you by someone, please include that information.

Reference One:	Phone:	E-mail:
Reference Two:		
Recommending Contact:		

SPEAKER'S EXPENSES-

(Estimated)

Honorarium*:	Travel**:	Meals***:	Lodging Night(s):
\$	\$	\$	

*Statewide Reputation-Up to \$200; Regional Reputation-Up to \$500, Nationally Known-\$1000 and Up. No honorarium will be paid to MLA members.

**Mileage reimbursement rate is 44.5 cents per mile or economy rental rates, whichever is less. Airfare is reimbursed at economy rates only.

***Please note the maximum reimbursement per meal: Breakfast \$10, Lunch \$15, Dinner \$25. Meal event presenters will be provided with meal tickets. Please be sure to include information regarding any additional meal events you expect your presenter to attend.

EQUIPMENT REQUESTS-

Please place an X in the box to the right of desired items.

Request:	Will Bring Own:
Laptop*	Laptop
Data Projector**	Data Projector
Overhead Projector	Overhead Projector
Slide Projector	Slide Projector
VCR	VCR
Internet Access***	

* All presentations must also be supplied on diskette.

** PowerPoint 2002 is required version.

*** Programs requiring Internet access must have a back-up for off-line display.

ROOM SETUP

Please note any of the standard room set up items your session requires: podium, projection screen, head table, easel/pen, microphone.

Authorized forms must include the 2007 conference planner's password:

Please retain a copy of this request for your files

(Revised 1.9.07)