

SEAHO ANNUAL CONFERENCE:

A Guide for Prospective Hosts

Revised 5/03

SEAHO ANNUAL CONFERENCE:

The Annual SEAHO Conferences are designated to rotate among the ten SEAHO States as follows:

Alabama
Tennessee
Louisiana
South Carolina
Florida
North Carolina
Kentucky
Georgia
Mississippi
Virginia

A Guide for Prospective Hosts

Overall Organization and Administration

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SEAHO Site Selection Task Force
Overall Organization and Administration

INTRODUCTION

Throughout the many years SEAHO has been an association, there have been many fine annual conferences. Hotels in mid-size and large cities have been used to host anywhere from 100-500 conference attendees. Hosting a conference of this size is considerable work, but with proper planning and conference site resources, an outstanding conference can be a very rewarding professional experience for all.

PLANNING TIME LINE

1. Three to four years before the conference

At least three years (preferably four years) prior to the actual conference, a committee should be formed to discuss the feasibility of hosting the conference. The committee can be from one institution, more than one institution in the state, or the statewide housing organization can discuss the hosting of the SEAHO Conference. This Committee may contact Conferon or their cities Convention and Visitors Bureau to solicit their assistance and discuss their role in conference planning.

Questions that should be addressed include:

- a. Do we want to serve as the host committee for a SEAHO conference?
- b. Do we have the resources (support personnel, creative talents and technology) needed to accomplish the task?
- c. Do we have the time needed to devote to a project of this magnitude?
- d. Do we have the support of our immediate supervisor (Vice President for SA, Dean of Students, whomever).

2. Two to three years before the conference

Once the committee has located at least one site and has ascertained enough preliminary information to put together a bid package, the President-Elect of SEAHO should be contacted. This individual should be informed that a bid proposal for a SEAHO conference has been assembled. Typically, the bid(s) is presented at the Annual Mid-Year Business meeting (late October or early November). A rough draft of the contract is needed at this time. Copies should be provided to the current Past Host and Treasurer for review and

advice. However, the contract should not be signed until negotiations are complete and the city and site have been voted on at the annual conference.

3. One to two years before the conference
 - a. Bids will be voted on at the business meeting of the Annual Conference. Prior to voting, a marketing campaign should take place at the conference. A table will be set up for the committee to display information about the host city and site of the conference that will be voted on at the business meeting. Again, the Chamber of Commerce or the Visitor's and Convention Center of the city can provide large picture displays, buttons, and perhaps some freebies. Extra giveaways and a sampling of food from the region are nice touches.
 - b. The steering committee for the conference should be selected and responsibilities for each sub-committee should be identified.
 - c. A representative from the steering committee should attend the Mid-Year meeting to work with and/or shadow the current host. This activity will be very enlightening for major and minor detail work.
4. One year prior to the conference

The steering committee should be working on a consistent basis regarding the details of the SEAHO conference. Regular meetings are a must. The conference should be marketed at this year's SEAHO conference.

SAMPLE HOST COMMITTEE STRUCTURES

The host committee structure is dependent upon who is responsible for the conference. Considerations include: Is the entire state organization coordinating the conference? Is one institution responsible for the conference? Are two or more institutions responsible for the conference?

- A. Entire state or two or more institutions
 1. Select a chairperson. SEAHO strongly discourages the use of co-chairs.
 2. Solicit institutions from every region of the state to assist. Institutions should have the resources (time, clerical support, financial, technological, etc.) to support the undertaking. It is also helpful if the institutions have staff members that will be employed at the institution for at least three or more years. It is beneficial to divide the responsibilities according to the interest of the institution or individual responsible for the task. It is also advantageous to set up a list serve that all steering committee members have access to. This expedites communication.

- B. Sample Conference Committee Structures
- Chairperson
 - Hotel contact (could be Chair or Budget/Finances subchair)
 - Budget/Finances
 - Registration
 - Food and Dining
 - Delegate Services
 - Liaison to the SEAHO Associates Committee
 - Publications
 - Liaison to the SEAHO Conference Program Committee
 - Facility arrangements
 - Notebooks/Publications
 - Promotions/Public Relations/Conventions Bureau
 - Mid-year Planning Meeting
 - Associates
 - Audio Visual Support
 - Recreation/Special Events
 - Hospitality
 - Display Table/SEAHO future host

C. BID PACKAGE

The Bid package should contain the following information:

1. Proposed dates of conference (days of week; start and end dates)
2. City
3. Hotel/Facility (with a description); meeting rooms in hotel or in separate convention space
4. Room rates
5. Number of rooms
6. Time of check-in and check-out
7. Information about the area
8. Associate's area (amount of space available)*
9. Parking information – cars, vans, trucks, etc.
10. Transportation options including information regarding location of nearest airport(s), names of airlines serving the city, number of daily flights, etc.
11. Airport shuttle information
12. Proposed registration fee
13. Information on the budget
14. Entertainment options
15. Who will host the conference? Provide contact information
16. Number of meeting rooms

*This information is critical.

D. PROMOTIONS

The bidding host committee usually sets up a promotions display during the SEAHO conference in which the site is being selected. The committee needs to officially request that a space and a table be supplied and designated for this purpose. Anything and everything that is eye-catching to the conference attendees is important. Again, the Chamber of Commerce and/or the Visitors and Conventions Bureau of the host city and the hotel can provide invaluable assistance. Examples would include videos, large picture displays, hotel information, information on the city (history, current events, food and entertainment options, etc.) Freebies and door prizes are important. Stickers, pins, buttons, etc. can be used to promote interest.

One year prior to the conference

Once again, a table is needed to promote the conference, the facility and the city. A formal invitation is extended to the membership during the Annual SEAHO Business meeting and an invitation is extended to the membership at large during the closing luncheon.

SEAHO Annual Conference Bid Worksheet

HOTEL

Total number rooms available
Singles
Double
Triples/Quads
Number of rooms with two beds per room
Rates: Singles, Doubles, Triples/Quads
Would these rates apply per and post conference?
Number of days: Pre, Post
Number of parking spaces (vehicles, vans, trucks)
Cost of parking: Per day/guest, Non-guest

MEETING ROOMS

Need rooms for
Placement
Conference Program Committee
Host Committee
Registration (if not room, then adequate space)

Number and sizes of Break-out rooms
Supply a diagram of the layout of hotel's meeting rooms
Include the maximum number each room can accommodate
Will hotel staff be available during the conference to assist with room set ups?
Ballroom can seat: Lecture style, Banquet style
Is there an area available for registration?

EXHIBIT SPACE

Is space available to accommodate at least 60 8x10 booths?
Location
Adequate lighting
Number of electrical outlets available
Adequate ventilation
Is a loading dock available?
Is storage space available?
Can food and beverage be served in this area?
Is security available in this area?
Would there be an extra cost for this security ?
Is there a telephone/computer line available in this area?
Is hotel a union shop; may exhibitors carry in and/or setup their own booths?

FOOD

Range of meal costs:
Continental breakfasts
Luncheons
Banquets
A vegetarian option must be available

MISCELLANEOUS

Is there an airport shuttle available?
Cost for guests
Cost for audiovisual equipment?
May Conference host supply own A/V equipment?
Is a copier available?
Fax machine?
Internet connections?
Hotel cards for guest registration are provided by:
Check in/check out requirements:
Are these negotiable?

Name, address and telephone number of three past groups with an attendance of approximately 500 people:

Hotel Selection and Management

1. **CONTRACT NEGOTIATION**
 - a. The Host Committee is responsible for negotiating the most cost effective positive contract possible with the hotel. Conferon or local Convention and Visitors Bureau can do this for the Host Committee.
 - b. The contract needs to be examined in depth with regard to costs of room, meeting space, number of rooms, and so forth. Each host committee should solicit hotel contracts from previous conference hosts as a guide.
 - c. The contract should not be finalized until the host committee receives the formal bid acceptance at the conference two years before.
 - d. Negotiation should try to accomplish no charges for meeting rooms during both the mid-year meeting and the annual conference.
 - e. All hotel charges except the sleeping rooms for non-special guest delegates is the responsibility of the host committee's budget.
 - f. The contract should offer a statement in reference to using outside vendors for audio visual, entertainment, display booth setup, etc.
 - g. The hotel should provide names and addresses of past conference groups who have used the facilities as part of the contract negotiation.
 - h. Meal prices should be determined as soon as possible and made part of the contract.
 - i. Hotel marketing material available and assistance with mid-year presentations, etc. should be outlined in the contract.
 - j. Complimentary rooms are usually based on the number of paid rooms. The ratio available should be outlined in the contract.
 - k. Attention should be paid to the room cost and availability after the deadline date for reservations. Information should be put in registration if cost will rise after the deadline date. It is preferable to have the hotel deadline date fall later than the conference registration deadline.

2. **LOCATION**
 - a. The hotel should be conveniently located near major forms of public transportation (air, automobile, bus).
 - b. An airport shuttle must be available.
 - c. Ample, convenient parking must be available. Parking for oversized passenger vans should also be available.
 - d. Cost for parking should be negotiated to the lowest possible fee. Information concerning all fees and procedures should be included in the registration packet.
 - e. The hotel should be within walking distance of another hotel/motel in case of necessary overflow.
 - f. The hotel should be within waking distance of optional eating establishments that provide a varied menu and cost.

3. **GENERAL USAGE SPACE/COMMITTEE SPACE NEEDS**

- a. Registration space: registration counter with securable storage nearby is necessary to accommodate the registration materials and welcome packets. Computer usage is preferable at registration area, so outlets and method of securing area when registration is closed is preferable. A telephone should be available at the registration counter. A bulletin/white board should be available for messages.
- b. Host Committee headquarters: room that can be used by the host committee for storing items and providing workspace for the group. Telephone, computer setup and worktables should be available. This room should be near the other conference rooms for easy accessibility.
- c. Hospitality space: counter or table in the registration area is needed for hospitality-based information to be posted. Chairs for host members to sit at the table are preferable.
- d. Information tables: space needs to be available to accommodate 4 display tables (next host, 2 bid tables from future hosts, pro-am/graduate information) plus an additional 6 tables to be used by committee chairs to display information concerning each committee.
- e. Placement Center: room or identified space to accommodate minimum of 6 display tables, 2 outlet areas for computer usage, wall or board space for posting positions, tables and chairs for candidates to sit and peruse material.
- f. Programming Committee: space needs to be available for the program committee to use to monitor sessions, distribute and collect evaluations, etc. Should be securable.
- g. Video Viewing: preferable to have quiet area to preview videos available from the SEAHO video library.
- h. Swap Shop: space for tables where schools can offer printed resources/materials to share with other schools should be available.
- i. Newcomers meeting?
- j. Graduate Student Luncheon?
- k. Human Relations Social?
- l. Involvement Fair?
- m. Kentucky State Social (a tradition for Kentucky)?

4. MEETING ROOMS

- a. Annual conference/Break-out rooms for program sessions:
 A minimum of eight rooms that can be set up for 40-50 theater style should be available beginning with Program sessions I through the last program sessions on the third day. There does need to be 10 rooms available for the state caucus and committee meeting sessions. It is preferable to have rooms that can be dedicated just for program break-out sessions and not needed for special setup. At least one of the break-out rooms should provide Ethernet computer connections for use during presentations and general usage.

Three break-out rooms are needed for the morning of the first day to accommodate the preconference sessions. At least one of the three rooms should accommodate 75-100 people theater style seating.

b. Annual Conference/Banquet or auditorium space:

A minimum of one room that can be set up to accommodate all conference participants (500-600) theater style is needed for the keynote speaker sessions. If a banquet facility room is used, the same room can be used for the banquet and meals, but sufficient time would need to be scheduled to change setup.

c. Mid-Year Business Meeting/Meeting rooms:

The mid-Year meeting is usually scheduled for a Wednesday evening beginning around 7:00 p.m. and ending on Friday around 12:00 noon. The following meeting rooms are needed during this meeting.

- Wednesday, 6:00-11:00 p.m. – 1 room set up conference style for seven (Program Steering Committee)
- Wednesday, 7:00-9:00 p.m. – 1 room set up conference style for host committee
- Wednesday, 7:00-11:00 pm – room set up in the hollow round for 35 (Governing Council). There needs to be additional seating (15-20) around the perimeter
- Thursday, 9:00 a.m.-12:00 noon – 1 room set up conference style for host committee
- Thursday, 9:00 a.m.-11:00 p.m. – room set up in hollow round for 35 (Governing Council). There needs to be additional seating (15-20) around the perimeter.
- Thursday, 9:00 a.m.-5:00 p.m. – 1 room set up conference style for program committee
- Friday, 9:00 a.m. – noon – 1 room set up in the hollow round for 35 (Governing Council). There needs to be additional seating (15-20) around the perimeter.

5. ASSOCIATE DISPLAY SPACE

The space identified for the Associate displays is extremely important to the conference. Income generated from commercial space rental is used to offset SEAHO expenses at the conference and throughout the year. This group is also relied upon to sponsor certain events such as the folders, speaker, breaks, etc.

- a. Space available must be sufficient to accommodate approximately 60 associate companies with adequate space for comfortable browsing.
Remember that some of the companies will want double booth spaces.
- b. Space should be located within the main conference traffic patterns readily accessible to delegates and securable for closed periods.
- c. Space should be accessible by a loading dock area that can accommodate large truck deliveries of furniture and large packing boxes.

- d. On-site storage space for items shipped prior to setup is preferable.
- e. Space should have adequate lighting and ventilation.
- f. Setup preparation of the space should minimally provide an electrical outlet, skirted table, two chairs, wastebasket, privacy drapery, and an identification sign per booth space.
- g. Extra security to monitor all associate display space is the responsibility of the host committee.
- h. Associate booth rental costs must include setup costs, exhibit space rental, and minimum drapery and electrical requirements. Additional requests made by the associate can be charged per company.
- i. All breaks should occur within the association display space.
- j. Each associate company is to receive two complimentary tickets to the Thursday luncheon. The option to purchase additional tickets should be made to each company.
- k. Three sets of SEAHO mailing labels or email addresses are to be provided to each associate company at least two months prior to the conference date.
- l. Setup for the booths should be scheduled for the first day of the conference with space being ready for delegates to view by the 5:00 p.m. opening reception. The associates will display in the booths beginning with the opening reception and ending with the afternoon break/drawing period the next day.
- m. Breakdown of the booths should be scheduled for 5:00-7:00 p.m. on the second day of the conference.
- n. Negotiate with the hotel to provide cleaning of the browsing area and aisles twice a day.
- o. Determine if Associates will be included in meals and if so, which ones.

6. SLEEPING ACCOMMODATIONS

- a. Expect to accommodate 500 delegates and 120 associates.
- b. Keep in mind that some delegates will require singles, but the majority of the requests will be for rooms with two beds.
- c. Roll-away bed options should be available for special requests.
- d. Cost options should range from 1-4 persons per room and be appropriate to meet the needs of the variety of delegates who normally attend the conference.
- e. Cost options should be the same for the mid-year meeting and the annual conference.
- f. The host committee is responsible for arranging accommodations for special guests. A minimum of five rooms are needed for these guests. The complimentary rooms can be used for these guests. If more guest rooms are needed than complimentary rooms available, the host committee is responsible for covering the cost. The president can identify the exact number and nights special guests will be in the hotel. The typical persons who are provided rooms by the host include: the SEAHO President, the keynote presenter(s), the SWACUHO President, the Southern District Representative for ACHUO-I, the ACUHO-I President, and possibly the SAACURH representative.

FISCAL PLANNING AND MANAGEMENT

The Budget format for a SEAHO conference is really quite simple and straightforward. Included in this section is information that is key to planning a financially successful conference.

1. INCOME

Although there are only a few sources of revenue for the SEAHO conference, projecting income can be quite tricky. The challenges come into play in dealing with the major variables of associate participation, delegate attendance, and corporate sponsorship.

- a. SEAHO Advance. SEAHO traditionally makes available \$5,000 in “seed money” for conference hosts. This is a loan and must be repaid from conference revenues. You can obtain this money by written request to the SEAHO Treasurer.
- b. Delegate Registration Fees. At first blush, registration revenues appear to be the single most important conference revenue source. Actually, this is not the case. Registration rates for SEAHO have historically been set very low. In a best-case scenario, registration fees for a professional delegate will cover the cost of meals and breaks for that delegate. Graduate delegate fees usually do not cover the cost of meals for these individuals. The SEAHO Governing Council adds \$25.00 to the conference registration fee; this money is returned to SEAHO and is not considered part of the conference revenue.

The host committee will need to establish the following registration fee structure:

- Professional registration fee
- Late professional registration fee
- Graduate delegate registration fee
- Late graduate delegate registration fee
- Partial/One day registration fees

- c. Preconference Workshops. The conference program committee and the host committee jointly decide whether to charge preconference registration fee(s), and how much. This decision is usually based on the expense of providing the preconference workshop, including, but not limited to, the cost of presenters(s).
- d. Exhibit space rental. Make no mistake – this revenue is absolutely essential to your conference’s bottom line. Revenues from associates subsidize food costs for graduate delegates and pay for basically everything else. A host facility that has adequate exhibit space, plus a host committee that aggressively markets that space is essential to a financially successful conference.
- e. Corporate Sponsorships. SEAHO has historically enjoyed great support from our corporate associates. Many companies have long established traditions of giving to our conferences. Here are some suggestions for maximizing this resource:

- Brainstorm to create a list of sponsorship opportunities. Start with what has been done in the past several years, but don't limit yourselves. Be sure you have a variety of opportunities covering a wide cost range.
 - Keep in mind that some companies "expect" to be able to sponsor certain gifts or programs. If some element of your conference was sponsored the previous year, be sure to give that company first right of refusal.
 - Sponsorship solicitations are best done in person or by phone (not by letter.) Also, it helps if the person making the request has a previous business relationship with the associate. Enlist the help of your colleagues at other institutions so that you can cast a wide net.
 - Don't be afraid to ask! Sponsorships offer our associates the opportunity for high visibility (the chance to rise above all competitors and create good will that is beneficial to them in the future. It's a win-win!
- f. Additional Meals. If banquet space allows, additional meal tickets may be made available for purchase by delegate spouses or guests and by exhibitors. The host committee determines this fee.
- g. Special Events Ticket Sales. You may choose to have one or more conference special events that are optional and require a ticket purchase (e.g., a golf tournament). The host committee decides whether or not to offer such options, and how much to charge participants.
- h. Complimentary Accommodations. While comp rooms are not an actual income entry, they do offset the host's expenses. Most hotels will provide one complimentary room for every X number of bed nights sold. These comp rooms should be used first to accommodate "special guests" of the conference (see Expenses selection that follows).
- i. Other. Of course, you may identify additional sources of revenue not suggested in this manual.
- j. A Word about Fee Approvals. There are three rates that deserve close attention early in the planning process. These are: hotel room rates, delegate registration fees, and exhibitor space rental rates. The Governing Council in essence approves the hotel rates when it accepts the host's bid. Any proposed changes to registration fees and/or exhibitor space rental should be brought before the Governing Council for endorsement.

2. EXPENSES

While SEAHO revenues are harder to predict or control, the host committee has a great deal of autonomy in the management of expenses. Keep in mind that hotel charges (primarily food) historically account for 40%-60% of total conference expenses.

a. Audio Visual Equipment. Audio-visuals are an important part of many program presentations. Therefore, A/V needs for the conference are extensive. One member of the host committee should be assigned to the conference program committee as a liaison whose primary responsibility is to coordinate A/V needs.

There are three basic options for the provision of A/V equipment.

- Many conference hotels will provide this service (for a fee, of course). In fact, some hotels may prohibit you from bringing in equipment from elsewhere to be used in their function rooms. Equipment rental fees are usually high, but come with the benefit of on-site staff to set up and trouble-shoot.
 - The host institution(s) may have the option to bring and use their school's equipment. This option may be seen as desirable in light of cost. In this case, transporting and setting up the equipment becomes the responsibility of members of the host committee, and can be a real challenge.
 - Hosts may opt to have an off-site third party vendor provide this service. This option allows for competitive bidding and should therefore yield a better price. The bids package can require equipment set-up and trouble-shooting.
- c. Awards. The organization's administrative budget pays for major gifts. These include plaques for award winners and outgoing officers, service mementos for governing council members, and certificates for outstanding program recognitions. The host committee's sole responsibility in this area is to order and pay for associate sponsor certificates.
- d. Bank Charges. The host committee will need to establish a SEAHO checking account. There will likely be some modest fees associated with the provision of this service. Contact the Treasurer for assistance utilizing the Association's Federal Tax ID #.
- e. Credit Card Fees. The members of the host institution that receives registration payments will need to address whether to accept credit card payments. If credit card payments are accepted, a small user fee will be assessed by the credit card company. Other forms of payment may include personal checks, money orders, or institutional purchase orders.
- f. Exhibits. There are a number of expenses related to the setup of the exhibit area. These may include, but are not limited to:
- Exhibit hall rental. Ideally, this space will be negotiated rent free because of the number of guest nights the conference brings in. However, assume nothing and plan accordingly.
 - Electrical Service. Depending on the layout of the exhibit hall and the needs of individual corporate sponsors, there will likely be some charges associated with additional electrical service in the area.
 - Booth Setup (Pipe and Drape). Expect to pay a per-booth setup charge for pipe and drapery. The hotel likely will have a subcontract provider of this service. They may or may not allow the host committee to contract directly with a provider. If they do, a competitive bidding process will be the host's advantage.
 - Tables. The hotel may also charge separately for table rentals in this area.

- Signage. Remember that each associate's booth space should be identified by a professionally done sign. Some pipe and drape companies will provide signs as part of their services
- g. Flowers and Decorations. Flowers and decorations are usually part of the banquet planning, but may also be expenses related to special events such as late night socials
- h. Gifts.
- Promotional items. Hosts-to-be often give away buttons, stickers, or other small gifts as a way of generating support and interest for their host site.
 - Registration gifts. Hosts may choose to include any number of items to be given delegates as they check in at the conference. Some gifts given in the past are: pens, pencils, coffee mugs, portfolios or notebooks, bags/totes/ satchels of every description, and snacks. If corporate associates are to be given full registration packets, be sure you fund and order these items in sufficient number.
 - Volunteer Recognitions. When conference proceeds permit, hosts have purchased a small token of appreciation (paper weight, business card holder, etc.) for host committee members and/or other host volunteers.
- i. Hotel charges.
- Food (meals and breaks). As stated earlier, food costs are the single largest expense of hosting a SEAHO conference. See the section on Food Service in this Host's Guide for more information. Keep in mind the costs can vary greatly depending on menu selections. Plan carefully and be flexible.
 - Other space rental. If you are lucky, there will be no fees for conference space rental beyond the sleeping room rent paid by individual delegates and associates. However, this issue should be clearly addressed during the hotel negotiations. Additional space rental charges may in fact be levied for exhibit space, meeting room space, social function space, and/or banquet space.
- j. Insurance. At an approximate cost of less than \$500, a host committee must insure the SEAHO conference against losses due to natural occurrences such as snowstorms, floods, fire, etc. and other circumstances beyond the control of the conference host. This coverage is required by the SEAHO Governing Council. Conference hosts are encouraged to contact the Treasurer regarding obtaining this insurance.
- k. Mid-Year Meeting. The use of meeting facilities for the Mid-Year meeting at the conference site is usually negotiated with the hotel to be free of charge. Be sure this is clearly understood. Apart from meeting room rental, you may choose to incur the cost of providing a meal and/or snacks. In recent years, the Association's budget has provided meal support up to \$1,800 for the Mid-Year GC meeting.

Note: There may be funds in SEAHO's administrative budget to assist leadership team members with travel expenses associated with Mid-Year participation. These two line items are clearly separate and should not be confused.

- l. Postage. SEAHO host must fund two significant mailings: Delegate registration information packets and corporate associate registration packets. The number (and therefore costs) of delegate registration packets mailed may vary depending on how the host committee decides to distribute this information. (See the section on Conference Registration in this guide). Also, decisions must be made about whether to send these mailings first class or bulk rate.

In addition to these two large and expensive mailings, hosts may elect to send "teaser" postcards prior to the distribution of registration materials, or reminder postcards as registration deadlines approach. Incidental postage costs for other correspondence may be charged to the conference budget, but are often just absorbed by the host committee member's institution.

- m. Printing and Publications. This is an area where there will be countless small changes. However, the biggest items are easy to anticipate and manage. Possible expenses in this area include:
 - Logo design. If the host committee chooses to have a logo professionally designed, there will be a fee associated with that work.
 - Registration packet materials. This usually includes a multi-paged registration booklet along with assorted other flyers. Mailer envelopes may also be necessary.
 - Conference Program. This large item will be your major printing expense. It is challenging to put together and costly to produce.
 - Signs. Printed signs may be desired for numerous purposes, including directional signs, exhibitor identification signs, program session signs, and sponsorship acknowledgement signs (e.g., "*This break sponsored by XYZ Company*"). Some hosts have also displayed a welcome banner adjacent to the conference registration area.
 - Name Tags. This expense involves both printing name tags as well as providing some type of badges or holders.
 - Ribbons. Ribbons that identify key SEAHO participants are provided by the conference host and included with registration materials. In the past, ribbons have been provided for: host committee members, program presenters, corporate associates, governing council members, past presidents, committee chairs, case study participants, scholarship winners.
 - Meal and Other Event Tickets. The host committee is responsible for printing, distributing, and collecting these tickets.

- Evaluations. The program committee should order and pay for all program and keynote evaluation forms as an administrative expense. The host committee is responsible for providing and administering the overall conference evaluation.
 - Banquet programs. The President should provide the host committee with meal and banquet agendas.
- n. Refunds. This expense item includes revenues returned by the host committee to delegates due to cancellations and/or overpayments.
- o. SEAHO Advance. This expense represents the reimbursement of the \$5,000 in seed money loaned by the SEAHO organization to the conference host committee. It must be refunded before the conference closes the account.
- p. Speakers.
- Keynote Speakers. The Program Committee will budget for costs associated with conference keynote speakers. As of this writing, the recommended annual budget is \$3,000. The host committee has no direct responsibility for this expense.
 - Preconference Presenters. Some preconference presenters are totally volunteer, others charge for expenses only, and still others will require a speaker fee. The Program Committee selects preconference workshop presenters and negotiates fees with them. When there are costs associated with providing a preconference, the host committee may consider charging a small fee for participants in order to offset those costs.
- q. Special Events. Many hosts elect to provide special events that have a cost associated with them. If you do, you may want to make the event optional and require a ticket purchase to cover the costs of the event. The host committee decides whether or not to offer such options, and how much to charge participants.
- r. Special Guests. Often SEAHO will desire to provide complimentary accommodations and/or registration to special guests of the conference. These guests may include: Keynote speaker(s), preconference presenter(s), the SWACUHO president or representative, the SAACURH president or representative, Southern District Representative or other ACUHO Executive Board members. Free accommodations can be less of a budget drain than are free registrations. If the hotel contract allows the host committee to earn “comp” rooms, these rooms should be used for special guests. Keep in mind that the registrations require the host budget to absorb the cost of registration materials and meals.
- s. Transportation. If airport to hotel shuttle are not available, the host committee may opt to provide delegates rides to and from the nearest airport. Transportation may also be necessary for off-site special events. Finally, host institutions will likely want to have one or more university vehicles available for incidental use by committee members.

CONFERENCE PROGRAM

The program is the foundation of the annual conference. A close working relationship between the host committee and the Annual Conference Program Committee is critical to the success of the conference. To ensure that all host and program committee needs are met, one member of the host committee should be appointed to the programming committee as soon as the host bid is accepted. This individual will serve as liaison between all members of each committee in planning program sessions, facility and A/V needs, guest speakers, preconference sessions and printing needs. Special tasks include:

- a. Printing. Providing program committee with accurate printing timetable for the program booklet prior to the mid-winter meeting. The timetable needs to provide the host committee with enough lead time to proof material received from the program committee and provide the program committee with a deadline for revisions to be received. Materials will include the program schedule, program descriptions, preconference schedule and program descriptions, and guest speaker schedule and biographical information.

Printing overall conference evaluation forms. (The Program Committee is responsible for the printing of individual program session evaluations). Any surplus at the end of the conference should be given to the next year's host committee.

Printing program session schedule signs for use outside breakout rooms.

Printing of a program schedule update listing all schedule and program changes. The schedule should be printed as late as possible and distributed at registration.

- b. Audio/Visual. If not prohibited by the hotel, it is recommended that A/V service be bid out to local vendors, as hotel costs for providing this service is usually very high.

It is important to identify any hidden costs (charges for markers, screen setups, easels, etc.) that may not be reflected on price lists provided by the hotel.

Due to the constant change in presenter needs, it is recommended that each meeting room be provided with a TV/VCR, overhead and screen and marker board. If all rooms are not preset the same, the liaison should work closely with the program chair to coordinate room use to cut down on charges to move equipment.

If the programming space is not to be used for other hotel events during the conference, negotiate a lower price for equipment use to take into account lower setup/breakdown costs.

On-site tech support and back-up equipment should be provided as part of the A/V package.

If the host committee provides the A/V equipment, adequate personnel will need to be scheduled to assist with setup and maintaining the equipment. At least four people

will be needed for setup and breakdown and a minimum of two workers during the sessions. The host committee will need to be prepared to handle last-minute changes and equipment problems. Adequate storage space will need to be arranged with the hotel and extra equipment should be on hand. All equipment should be tested after setup.

A/V needs for speakers, the business meeting, preconference, exhibit area, special events and meals will need to be arranged in advance. It is recommended that these events also be coordinated with the hotel A/V department by the program liaison.

Provide a phone, copier, hole punch, and other basic office supplies in the program committee headquarters.

- c. Other Tasks. Provide the Program Committee with information on meeting space location and capacities.

Coordinate the transportation and housing needs of guest speakers

Communicate any site or schedule changes which affect the program to the program committee.

Provide a presenter list to host member responsible for registration to check that all presenters have registered for the conference as required.

OTHER MANAGEMENT DETAILS

1. FOOD

Food costs are the largest percentage of the host committee budget. Adequate time spent in advance planning and attention to on-site details will have a significant impact on determining revenue needs for the conference, sponsorship opportunities and financial success. The experience of participants at meals and other food events will have a major impact on their overall conference experience. It is recommended that two host committee members be assigned to all food-related needs.

a. Budget issues:

Projected meal costs and menus should be part of the bid package.

Menu prices and service rates should be negotiated as early as possible to avoid late rate increases

Hotels usually over-estimate consumption when recommending food quantities for receptions and breaks. It is recommended that the host review hotel estimates with the institution's campus caterer to verify accuracy.

Clarify in advance if food costs for breaks and receptions are for a set ordered amount of food based on replenishing food for the duration of the event which may increase costs significantly.

On-Site food service personnel are trained to replenish food when it runs out even though set amounts are ordered. It is recommended that there is a written agreement that indicates that only the liaison may authorize food during the conference.

All taxes, gratuities, labor, service, and other charges are clearly indicated in the hotel contract to avoid hidden charges being added to the hotel bill.

The contract should indicate under what circumstances food from outside sources may be provided by the host.

Donations of product directly to the hotel from a food service supplier which may also supply the host institution may help reduce costs (such as a soft drink supplier donating product to the hotel for the conference breaks).

Complimentary meals must be factored into costs if provided for special guests, host committee assistants, etc.

When possible, it is recommended that, if centerpieces are to be used, the supplier is selected by bid. The host should determine if the hostel adds a labor charge for setting out centerpieces.

Deadlines for meal count guarantees should be clearly stated in the contract. The liaison should contact previous hosts to seek recommendations on percentages of participants to guarantee for meal functions. The liaison should keep a record of head counts to provide to the next year's host committee.

b. Meal logistics:

Tickets for each meal should be provided to participants

Those requesting vegetarian meals or with special dietary needs should be easily identifiable to services

The hotel must be able to accommodate meals for up to 600 participants.

Meal space and programming space should be separate if at all possible to avoid delays in serving.

Servers should be provided for no more than four tables of eight per server.

Salads and desserts should be preset to speed service.

Buffets are not recommended due to increased serving time.

Multiple stations should be provided for food served at breaks in the Associates exhibit area.

Bottled water should be provided at breaks.

Sponsorship signs should be displayed at meal functions, if applicable.

The host is responsible for printing meal menus and programs.

HEAD TABLES HAVE GENERALLY NOT BEEN USED.

The information provided below is intended only if the Host Committee and the SEAHO President feel head tables are appropriate or necessary. If head tables are used, the following seatings are merely suggestions:

Opening Banquet – program chair, secretary, two members-at-large, past president, treasurer, SWACUHO representative, president, host chair, president-elect, ACUHO-I southern district representative, host committee institutional representative.

Thursday luncheon – program chair, host chair, SAACURH representative, ACUHO-I southern district representative, two members-at-large, president, president-elect, past president, awards and recognition committee representative, treasurer, secretary.

Friday luncheon – (will reflect new elections) current program chair, current host chair, treasurer, SEAHO Report editor, next year's host, past president, president-elect, two members-at-large, secretary, program committee representative. Allowance may need to be made for spouses of special guests. Place settings need to be provided for head members. The president is responsible for table assignments.

Presentations at meals should be brief and begin during the meal so that meal times are not extended.

2. SPECIAL EVENTS

Special events provided prior to the opening of the conference and/or not provided for all participants should be totally self-supporting.

No special event should conflict with the program schedule and should end in time for participants to prepare for program sessions.

The host committee should actively seek sponsorships for special events.

A refund policy should be clearly stated for any special event requiring an additional payment above the registration fee.

Tickets required for any event should be provided at registration.

Written contracts should be signed well in advance of the conference for all special event related service providers so that accurate information may be included in registration materials.

All special events are at the discretion of the host committee; but, traditional events have included one late-night social, a golf-tournament prior to the conference, and 1-3 other preconference activities, such as hikes or tours.

3. REGISTRATION

It is recommended that the host committee supplement the SEAHO database of CHOs with names addresses from state membership directories to maximize distribution of registration materials.

Registration materials need to be mailed out so that they are received by institutions prior to the end of fall semester.

The host should be prepared to include other conference promotional material in the registration mail-out as well as material from some task forces and committees.

The registration deadline should be set in order to meet printing schedules, hotel scheduling needs and deadlines and host requirements; but should be approximately one month prior to the conference.

An on-line registration process is required.

It is recommended that the registration database should be integrated with the host budget database.

A one-day registration fee should be provided for participants which identifies what it includes.

Procedures to handle substitute registration requests should be formulated which would include how to confirm requests, how to handle changes in special requests, refunds, etc.

The host will need to communicate with the Awards and Recognition Committee Chair to identify scholarship winners and with the SEAHO Treasurer to arrange for the scholarship payment and possible refunds.

The host is responsible for providing complimentary registrations for the SEAHO and ACUHO-I Presidents and the SWACUHO, SAACURH, and Southern District Representatives when they attend the conference, as arranged by the SEAHO President.

It is recommended that the host committee designate two individuals to be responsible for all data entry after registration materials are mailed out until the conference begins.

The host is responsible for stuffing participant packets which are distributed on-site with materials from governing council members and committee chairs. These materials may include graduate student information, information on placement, the pro-am tour, the case study competition, governing council minutes, constitution changes, budget and election materials, and swap shop information. The host should request that 500 copies of any such materials are received at least one month prior to the conference.

Recommended coverage for on-site registration is: Tuesday 7-8 workers, Wednesday 5-6, Thursday 2-3, and Friday 2. Two people should be authorized to handle deposits and disbursements during the conference. At least one networked computer is recommended for the registration area.

Registration should begin in the afternoon of the day prior to the beginning of the conference and continue through the end of the second day.

Packets should be checked as they are handed to participants to ensure that all tickets, name tags, etc, are accounted for.

4. PRINTING

The host is responsible for the following materials: registration forms, confirmation letters, name tags and holders, ribbons, and receipts.

Participant and Institutional rosters will need to be provided in the on-site materials for each participant. A roster of Newcomers should also be made available to those who need it.

The host will also need to be able to provide, on demand, lists of pro-am participants, case study participants, conference volunteers, moderators, placement participants, exhibitor hosts, graduate participants, food preference lists, preconference participants, and special events participants, as needed by host committee and governing council members and committee chairs both prior to and during the conference.

An updated participant and institutional roster should be available for all participants by noon of the first full day of the conference.

This Guide was prepared by the Annual Conference Site Selection Task Force 1996-97
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