



# **California State Conference Guide**

The NAPCO & CPRA Chapters of  
The Association of Public-Safety Communications Officials - International  
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## Foreword

This document is intended to serve as a guide to be used by the host APCO Chapter conducting an APCO State Conference in the planning, presentation and administration of the Annual Conference. Its origin is based upon the objective of APCO International for such Conferences, which states in essence that the Association and its Chapters will work toward common goals in a uniform manner.

Although by definition State Conferences hosted by a Chapter or a Consortium of Chapters are activities independent of APCO International, clearly they originate and derive benefits from the past efforts of the entire APCO organization. In order to be successful, State Conferences must be a benefit to the attendees, the commercial participants, the Chapter, and APCO International.

It is with an understanding and appreciation for the relationship between APCO International and the Association Chapters that the guidelines herein have been established. By following these suggested guidelines, the organization as a whole may be strengthened.

There are several positive reasons for hosting a State Conference. Some of these potential positive outcomes include, but are not limited to:

- ◆ Increased cooperation between participating Chapters;
- ◆ Increased Chapter memberships;
- ◆ Presentation of state of the art training and workshops;
- ◆ Presentation of a showcase for vendors at a more local level than that provided by the Annual Conference & Exposition;
- ◆ Provision of a larger meeting forum (and in-depth information on APCO International) for members unable to attend an Annual Conference & Exposition;
- ◆ Provision of a forum for discussing issues that have arisen between Annual Conferences and to address issues for the next Annual Conference;
- ◆ Ability to draft and approve resolutions for presentation at the Annual Conference & Exposition;
- ◆ The opportunity to make interim project reports;
- ◆ The ability to propose and act upon legislative matters specific to the State & Region;

- ◆ An increased rapport between Chapters and APCO International;
- ◆ The opportunity to train future APCO Western Regional Conference and APCO International Annual Conference & Exposition Chairs;
- ◆ The ability to Recruit future Chapter and APCO International officers;
- ◆ The provision of a forum for State, Regional and Association updates;
- ◆ Training for public safety communications and Information Technology Managers, Supervisors, Telecommunicators, Engineers and Technicians for the purpose of general education and career advancement; and,
- ◆ Networking and fellowship.

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## **Chapter 1: Introduction**

1.1. A State Conference is a function planned and held in one of the geographical State regions of APCO International by a local Chapter or Chapters within the State, acting independently of APCO International.

1.2. The success or failure of a State Conference affects the Association as a whole. State Conferences and the Annual APCO Conference & Expositions are major activities for members of the Association. It is therefore important that the host Chapter work in concert with APCO International according to the guidelines specified in this State Conference Guide.

1.3. The various states may, at the discretion of the chapters within a region, host a State Conference, but are under no obligation to do so.

## **Chapter 2: General Responsibilities**

2.1 A State Conference is a function carried out by a State Chapter acting independent of APCO International.

2.2 For the purposes of this document, the following assumptions are made about the execution of a State Conference.

2.2.1 The Host Chapter shall elect and appoint representatives to properly conduct and manage the State Conference;

2.2.2 The site of the State Conference will be chosen by the Host Chapter;

2.2.3 The program and activities will be planned and carried out by the Host Chapter;

2.2.4 The time and date of the State Conference will be chosen by the Host Chapter following the recommendations of this Guide;

2.2.6 The Host Chapter assumes all financial liability for the State Conference, unless other cost sharing arrangements have been made with other Chapters.

## **2.3 State Conference Site Selection Procedures**

2.3.1 The decision to hold the State Conference at a specific location should be based on standardized criteria which may be helpful in ensuring standardized site selection from one State Conference to the other.

2.3.2 A State Conference Committee meeting (may include members from multiple Chapters if applicable) should be held for the purpose of reviewing and reconfirming site selection plans for the next Conference and to select sites for at least the next three conferences following the present Conference if possible.

2.3.3 A quorum of the Conference Committee shall be a simple majority of the number of members present at the meeting.

2.3.4 Minutes of each Conference Committee meeting should be distributed to each Chapter President, Secretary, and Chapter Commercial Advisory Member participating in the State Conference.

2.3.5 Conference site selection shall be made in a manner prescribed by the Chapter or Chapters involved in the State Conference.

## **2.4 Venue and Host changes after initial venue selection**

2.4.1 Should the host chapter find it is unable to fulfill the requirements of hosting a State Conference they must notify the involved chapters, chapter members, and any registered conference attendees immediately.

2.4.2 In such cases the Conference Committee must decide promptly on a new host chapter or venue with the understanding the new host must negotiate suitable facilities and the dates of the conference may be changed accordingly.

2.4.3 The Conference Committee should consider asking the next scheduled host chapter (if applicable) if they are willing and able to take over the conference responsibilities.

2.4.4 The new host will report monthly on their progress to the Chapter or Chapters involved by email.

2.4.5. In the event the Conference Committee cannot find a viable venue, or there is insufficient time to relocate the conference, the Conference Committee shall hold a vote to determine whether to cancel the State Conference for that year.

2.4.6 In the event the State Conference is cancelled, planning for the following year shall commence immediately and the membership notified of the change.

### Chapter 3: Scheduling

3.5.1 A State Conference may be held in any month if there is no Regional Conference being held during the same month that year. In no case shall a State Conference be scheduled within 30 days of a geographically adjacent Regional Conference.

3.5.2.1 The State Conference Committee should check with the APCO Events Department to ensure that APCO Headquarters does not have any events scheduled for the same week as a scheduled State Conference.

3.5.2.2 The State Conference Committee should avoid scheduling a State Conference during the same month as other major industry events.

3.5.3 A chapter may not host a State Conference held during the same calendar year when the APCO International Annual Conference and Exposition takes place in a city within said chapter.

3.5.4 APCO International may waive the scheduling requirements of this Section and authorize the holding of a State Conference at times other than those herein specified above.

3.5.5 A State Conference Host Chapter seeking such a waiver of scheduling requirements shall make a written request for rescheduling to the APCO Executive Director at least two years prior to the dates for which its Conference is planned. APCO International shall notify the Host Chapter President within 30 days if the request for a waiver is denied. If a denial of the waiver is not provided within 30 days of the request, the request shall be considered to have been approved.

3.5.6 Chapters holding meetings within the region shall avoid scheduling multi-day Chapter events within 30 days of the State Conference. If there is such a conflict, the Chapter scheduling the event may petition the host Chapter of the State Conference to combine the meetings.

3.5.7 A State Conference shall not exceed three (3) days from the time it is convened until it is adjourned (registration and social events may take place the day before the conference opens).

3.6 In order to maximize the benefits of the exhibit portion of the State Conference for both the attendees and the corporate participants, it is recommended that fifty percent (50%) of the exhibit hours should be exclusively devoted to the exhibit. No other activities or professional development activities should be scheduled during exclusive vendor hours. Additional guidelines are included in Chapter 11 of this guide.

3.7 APCO International may provide promotional support to the State Conference by making periodic announcements on the APCO International website, its calendar of events, Membership Minute emails, Member and Chapter Services Committee Newsletters, in the *Public Safety Communications* magazine and in any other appropriate format deemed by APCO International.

3.7.1 Optional fee-based promotions provided by APCO International may include email blasts or special mailings to members in the state or region, or to the entire membership of APCO International or magazine advertisements.

3.7.2 All promotional fees shall be the responsibility of the host chapter.

3.8 A joint conference with any other organization within public safety domain is permitted with written permission of the APCO Executive Director.

## **Chapter 4: State Conference Host Committee Guidelines**

4.1 The State Conference Guide is intended to assist the Conference Committee by providing information necessary to plan and conduct a successful Conference.

### **4.2 The Conference Committee Responsibilities**

4.2 This State Conference Guide (Chapters 6-17) provides procedures to guide the Conference Committee through a successful experience. In general, the guidelines provide assistance in the following areas of activity:

4.2.1 Estimating the number and nature of the attendees expected.

4.2.2 Stating the purpose of the Conference through themes and logos.

4.2.3 Establishing the meeting dates and length.

4.2.4 Adopting a budget.

4.2.5 Providing proper bookkeeping and accounting procedures.

4.2.6 Providing an exhibit space agreement brochure and attendee flyer.



4.2.7 Defining responsibilities by major functions including those for the:

- 4.2.7.1 Conference Chair;
- 4.2.7.2 Program Chair;
- 4.2.7.3 General Arrangements Chair;
- 4.2.7.4 Registration Chair;
- 4.2.7.5 Finance Chair;
- 4.2.7.6 Exhibits Chair;
- 4.2.7.7 Security Chair;
- 4.2.7.8 Entertainment/Social Affairs Chair;
- 4.2.7.9 Publicity - Public Relations Chair;
- 4.2.7.10 Family Program Chair;
- 4.2.7.11 Transportation Chair; and,
- 4.2.7.12 Webmaster/I.T Support.

4.2.8 While the list of chairs in 4.2.7 reflects the needs of previous Conference Host Committees, each State Conference is different and the Host Conference Committee may find that some duties can be combined or eliminated.

### **4.3 APCO International**

4.3 APCO International staff can assist in establishing a PSConnect Community for the Conference Committee. The Conference Committee Chair, or his or her designee, should email staff at [psconnect@apointl.org](mailto:psconnect@apointl.org) to make the request.

### **4.4 Conference Updates**

4.4 The current host Chapter President, as an ex-officio member of the Conference Committee, and the Chapter member who will be President during the actual Conference (as soon as identified) are to be kept informed about Conference matters.

### **4.5 State Conference Committee Chair**

4.5 The State Conference Chair, shall be a Full member of APCO International, Inc., and shall act as an agent of the President of the State Conference Host Chapter.

4.5.1 The State Conference Chair has authority in all matters related to the Conference in accordance with APCO International and Chapter governing documents.

4.5.2 The State Conference Chair cannot transfer the appointment except upon a showing of good cause and with the concurrence of the Host Chapter's Executive Committee.

4.5.3 The State Conference Chair may be relieved of duties at the pleasure of the appropriate governing body of the host Chapter. In such an event, the host Chapter President will immediately appoint a replacement Conference Chair subject to the prevailing procedures of the Chapter.

4.5.3.1 The President of the host Chapter shall notify the APCO Executive Director if the State Conference Chair is removed or resigns the position. If the host Chapter President was serving as the State Conference Chair, the responsibility of notifying the Executive Director will fall to the Executive Council member of the host Chapter.

4.5.3.2 Any change in State Conference Chair shall require that he or she be removed from any financial accounts or other reporting established for the State Conference.

## 4.6 Finances

4.6 In order to properly track income/expense of the State Conference, a separate accounting software (i.e., Quicken, QuickBooks, etc.) account should be established under the name of the State Conference for being tracked by the Finance Chair.

4.6.1 Expenses of the Conference may be satisfied by Chapter Credit Card or Bank Checking account withdrawals made only in accordance with the following conditions:

4.6.2 The State Conference Chair and Committee Chairs are allowed a reasonable and proper expense account to reimburse for costs incurred for State Conference activities.

4.6.3 Expenses should be approved by the State Conference Chair, and with concurrence of the Finance Chair, and all receipts should be maintained on file in accordance with local Chapter records retention requirements and or Chapter Financial Policy. The term "Reasonable and proper" shall be defined by the host Chapter President and/or Conference Chair, but should be consistent with what a reasonable and prudent person would spend under the same circumstances.

4.6.4 All financial transactions shall be recorded on sequentially numbered documents, i.e. invoices/receipts, and/or by computer utilizing appropriate financial software.

4.6.5 A refundable expenses for State Conference purposes (such as required facility deposits and other pre-conference expenses) may be made by approval of the State Conference Chair and the host Chapter President with notification to the Finance Chair. This is typically between the amounts of \$500 - \$5,000 where a Committee Member used personal funds or credit card to make an approved deposit or payment of services or supplies. Incurred conference related expenses under \$500 require only Conference Chair approval and notification of the Finance Chair. In all cases, expenses must have prior approval before incurring the expense and receipts provided in order to have a refund issued.

4.6.6 The records of the State Conference are to indicate the sources and amounts of all revenue and expenses. These records or a copy thereof will be filed with the host Chapter President and the APCO Events Department as part of the State Conference Preliminary/Final Report (see Appendix #1). Records of previous conferences are available from the APCO Events Department as a resource for the Finance Chair.

4.6.7 Within 120 days after adjournment of the State Conference, the Finance Chair shall submit a final financial report to the host Chapter President, APCO's Executive Director, and the Chairman of the Commercial Advisory Council. This includes a final closing financial statement, which states that all indebtedness of the Conference has been satisfied.

4.6.8 The APCO Events Department shall provide the final report to succeeding State or Regional Conference Chairs upon request.

4.6.9 In the event that not all financial issues have been resolved within 120 days of the close of the conference, the report shall reflect that fact and provide details regarding the status, as well as known pending receipts or expenses.

4.6.10 Upon settlement of all outstanding financial issues, a supplemental report shall be submitted.

4.6.11 A copy of the final report should be posted on the Region's Executive Council PSConnect site for future reference by other Chapters.

4.6.12 The host Chapter President should appoint an Auditing Committee, whose members do not include Conference Committee members, to review the accounts of the State Conference upon issue of the event report.

## 4.7 Reports

4.7.1 When submitted to APCO International and the Commercial Advisory Council chair in a timely manner, conference reports provide statistics that will assist future State and Regional Conference committees in the planning of their own event. Benchmarks established in the State Conference Guide can provide the basis for the State Conference Committee to draft a preliminary report to be submitted within 60 days, and a final report within 120 days, of State Conference adjournment. A copy of the recommended report form is part of this Guide as Appendix # 1, "State Conference Preliminary/Final Report."

## 4.8 Laws, Rules, and Restrictions

4.8 The following laws, rules, and restrictions must be considered and adhered to by all State Conference Chairs, and Committees.

4.8.1 State Conferences shall comply with Department of Justice ADA requirements for public meetings. The host Chapter shall be certain that all facility contracts address ADA requirements. Information can be found at [www.ADA.gov](http://www.ADA.gov).

4.8.2 ASCAP and BMI Fees: These fees are for the use of live or taped music during entertainment periods of the Conference (banquet, exhibit hall, etc.). These associations represent music composers or their licensing agents. The United States Copyright Law protects composers and permits ASCAP ([www.ascap.com/licensing](http://www.ascap.com/licensing)) and BMI ([www.bmi.com/licensing](http://www.bmi.com/licensing)) to charge fees for the use of music. The hotel and convention centers involved in State Conferences are responsible to pay music fees only for music used in the public areas of their buildings. All music used during Conference events is the responsibility of the host Chapter. Fees should be paid promptly. Forms and information are available from the ASCAP and BMI websites.

4.8.3 APCO's Conference & Exposition Rules and Regulations and The International Association for Expositions and Events (IAEE) Guidelines for Display Rules & Regulations may change from time to time. For that reason, they are not included in this guide; however, the most current version of those rules can be obtained from the APCO International Director of Corporate Outreach. It is important that rules for the exhibits be included in the Regional Conference Exhibitor Prospectus.

## **4.9 Complimentary Registrations**

4.9.1 Complimentary registrations will be provided to the APCO Board of Directors, Executive Committee, Executive Director, and necessary APCO staff. APCO International will provide names of those attending in advance.

4.9.2 The program shall allow reasonable program time for reports made by APCO International Officers.

4.9.3 If available, a complimentary room should be provided to the APCO Executive Committee or full Board of Directors, Executive Council, Commercial Advisory Council, or any other association level organization, holding meetings at the State Conference. Otherwise, the Host Chapter should assist in making alternative arrangements.

4.9.4 Audio-visual and/or catering expenses incurred by the Association, or any other groups that are not a regular part of the Regional Conference shall be the responsibility of the group incurring the expenses.

## **4.10 Liability & Cancellation Insurance**

4.10 Although the facility where the Conference is being held will have some liability insurance that would apply to a State Conference, it is advisable to obtain both event cancellation and general liability insurance to protect the host Chapter.

## **Chapter 5: Keys to a Successful Conference**

5.1 In order to promote the Conference, the Conference Chair or Conference Publicity Chair may:

5.1.1 Publish and distribute to members in the region, two preliminary programs, each more detailed and up-to-date than the preceding one.

5.1.2 The Publicity Chair should contact the APCO Events Department about deadlines for publication of articles in the magazine. Information promoting the State Conference can be included in the appropriate sections of the magazine.

5.1.3 Ask the Conference hotel and the city convention bureau for pictures and descriptions of city points of interest, amusement parks, etc., and send them to the APCO Events Department. Appoint someone to be at the State Conference to cover

the story and take pictures during the meeting. Alert the newspapers, radio and TV stations.

5.1.4 Arrange for a schedule of the daily events to be posted to the hotel bulletin boards (including any electronic bulletin boards used by the hotel for such marketing).

5.1.5 Create a space in or near the registration area for a press table and display literature about the State Conference for easy access by the press.

5.1.6 The Conference Publicity Chair should make contact with the proper media representatives to promote the Conference.

5.2 Plan realistic times for events and then stick to them. Advise speakers they will be expected to stay within program periods. Conference presentations should be scheduled in increments of approximately 50 minutes to maintain attendee interest and allow sufficient time for breaks.

5.3 Arrange a full and interesting program that will reflect the wide range of interest of the attendees. Plan well in advance in order to have sufficient time for advertising and possible revisions.

5.4 Encourage advance registrations with a discount for registrations received before a specific date (approximately 30-45 days prior to the event). Registration packets for advance registrants should be ready when the registration booth first opens.

5.4.1 Have the exhibitor registrations completed to the extent possible before anyone arrives at the State Conference.

5.4.2 Online registration is recommended for conferences with over 100 attendees. Online registration services are available for a low cost from several online event management software companies.

5.4.3 Accept credit card payments, especially for advance registrations and commercial attendees. Online payment services are easy to find and set up. Some online registration services integrate registration and payment options in one site.

5.5 Make certain the host property has the meeting rooms in order every morning before the sessions begin. Head tables should be properly arranged, to include name cards, ice water, glasses, and microphones, etc.

5.6 The Program Chair needs to work with presenters and speakers to determine A/V needs well in advance of the conference. Some facilities, such as conference centers, require you to rent their equipment, which can be a major expense for the conference. Make sure the A/V equipment is in the proper room and operating properly when needed.

5.6.1 Be sure the audio system in each meeting room is in working order and the necessary microphones are located where needed.

5.6.2 The host facility A/V department should be consulted for their services. It is the responsibility of the Conference Committee to decide what sessions to record, if any.

5.6.3 Should APCO International conduct meetings during the State Conference, A/V arrangements will be made by APCO staff and notice of those arrangements will be relayed to the State Conference Chair. The names of local A/V services should be available from the State Conference Chairman.

5.7 Permission must be obtained before recording any presentations, Appendix # 2 "Consent to Record." Note that some meeting facilities have broadcast (radio and TV) clauses in their contracts that may be invoked if you have prominent speakers. The Conference Chair must check for any binding language to this effect prior to signing any contracts with the facility.

5.8 Communications between committee members during the State Conference is important. Radios, cell phones, and/or pagers may be obtained from a local agency or supplier to be used by the committee.

5.9 The inclusion of banquets and entertainment is optional. Entertainment must be planned for appropriate lengths of time. All live and recorded musical entertainment must be licensed in accordance with 4.8.2.

5.10 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

5.10.1 Estimates from the hotels, exhibit center, bus companies, entertainers, restaurants, tour companies and other contractual services should be confirmed. The budget should be adequate to set exhibitor size estimates and booth fees.

## Chapter 6: State Conference Committee Chair Responsibilities

6.1 Appoint Committee Chairs. The success of the Conference will depend heavily upon the individuals chosen; so choose them carefully. Committee chairs are not just honorary positions and the best choices are those who have some familiarity with the task of their committee and have demonstrated they will attend meetings and follow through on assignments. Decision-making will be easier if the committee members are kept to a minimum number of individuals, and located (geographically) close enough to meet regularly.

6.2 Revise the budget and program. Create the conference tracking software account and make deposits and payments as needed. See Chapter 10, "Finance Committee" in this Guideline for details regarding accounting and bank deposits. The following year Registration and Exhibits Chairs should attend the current State Conference to gain exposure to hosting the event.

The following time lines are to be considered minimums and should be extended as necessary.

### 6.2.1 Eighteen months out:

6.2.1.1 The host city and host property as named in the Conference proposal is now the Conference site. Confirm the arrangements specified. Be sure the rooms reserved for seminars and workshops include a space that may be used as a Committee staff office during the Conference. Ideally, it should be big enough to sit the Conference Committee and be available for use at least one day prior to the Conference. Also consider the housing needs of the Committee and volunteers during the Conference. This may necessitate further negotiations with the host property to obtain reduced rates for housing and/or parking for the Conference staff.

6.2.1.2 Distribute a copy of the State Conference Guide to each Committee Chair so they have a basic knowledge of the responsibilities of each member of the State Conference Committee.

### 6.2.2 Sixteen months out:

Meet with Committee Chairs to discuss potential Committee members. Appoint Committee members and notify each of their selection. Have the Committee Chairs set up meetings with members of their respective Committees, and advise the Conference Chair of the names, addresses, and phone numbers of individual Committee members.



### **6.2.3 Fourteen months out:**

Begin to make estimates about the type and number of sessions the Conference will have, and the room requirements for them. Think about speakers. Advise the Committees that cost estimates will be considered at the next meeting to begin budget development.

### **6.2.4 Thirteen months out:**

Send out the Call for Papers to invite speakers. Make sure the Committees have planned and scheduled meetings. An Exhibit area layout approved by the host property and local Public Safety officials should be ready for use.

### **6.2.5 Twelve months out:**

6.2.5.1 At least one year from the date of the event, the Conference Chair should consult an insurance company that offers Convention Cancellation and Interruption Insurance or a CCI Policy. This policy or plan is designed to provide the insured with comprehensive coverage for lost revenue and excess expenses incurred because of cancellation, curtailment, postponement, and/or abandonment of the Conference, trade show, and meetings. In addition, the insured's meeting or Conference does not have to be entirely canceled. The policy or plan pays for lost revenue and increased expenses for covered claims even if the event takes place. CCI Policies or Plans also offer additional coverages that can be explained by the insurance company. There are many good companies available to discuss this insurance, or a local general insurance agent in the community can recommend such a company.

6.2.5.2 If some of the Conference events are held in other than the host hotel, make sure the insurance company covers other sites (such as a convention center). Some off-site event facilities may require separate personal liability riders - their contract should state this requirement. The insurance company can explain liability riders.

### **6.2.6 Ten months out:**

The final budget must be completed and reviewed with the Conference Committee. Distribute dated copies with revisions and review them at all future planning meetings.

### **6.2.7 Eight months out:**

6.2.7.1 Committees should now begin meeting once a month. Make certain that the guidelines in this Guide are being met.

6.2.7.2 Prepare materials to be used in Association newsletters, magazine and email blasts.

6.2.7.3 Prepare for first Conference mailing. The APCO Events Department can assist the Chair in obtaining mail and email lists focused on the areas within the region as well as potential exhibitors outside of the region.

6.2.7.4 Do not limit your solicitations to APCO members; reach out to non-members and other public safety entities. Get labels, envelopes, stuffers, and other mailing material ready. Work closely with the General Arrangements Chair on these matters.

6.2.7.5 Develop a list of deadline dates for completion of tasks such as the dates of the mailings, completion of preparations for handling advance registrations, finalization of the program, advance deposit deadlines, etc. Distribute the list to all Committees and update it as often as necessary to ensure everyone knows what tasks need to be done and when they must be completed.

6.2.7.6 Have at least one Conference Committee meeting at the host property to allow all Committee Chairs to familiarize themselves with the host property. Review items such as room assignments, walking routes, directional signage, security, etc. Develop tentative layout of the registration area and include an area for booth spaces for advertising future Conferences.

## **6.2.8 Six months out:**

6.2.8.1 The first marketing mailing should be printed and mailed. Earlier mailings may be done at the State Conference Committee's discretion. All Committees should be on schedule. All arrangements should be reconfirmed.

6.2.8.2 Most businesses and properties will defer billing until the end of the Conference; be prepared to pay those who do not. Also, anticipate receiving some payments, especially after the first Conference program mailing.

6.2.8.3 Establish procedures with Finance Chair for payment receipts and billings for registration fees (some agencies require this and these requests will come in rather early). All deposit slips should be handled by the Finance Chair. Check with this person to arrange for desired accounting procedures. It is important that deposits be

made as often as possible and at the end of the day during the Conference. Due to the amount of cash receipts, two people under proper security should go together to make the deposits during the Conference.

6.2.8.4 Ensure that all the Committee Chairs are keeping records of all their transactions and agreements and turning them over to the Conference Chair or designee at the earliest opportunity.

6.2.8.5 The Conference Chair's address should remain the same and be used throughout the term in office. Identify a storage/work area in or close to the host property which may be used for the month or so prior to the Conference to both house various bulk items such as registration information, supplies, and handouts, and to serve as a workspace for the final preparation of these materials in the week or days just prior to the Conference.

### **6.2.9 Four months out:**

6.2.9.1 Notify Chapter Presidents and Secretaries of each of the Regional Chapters if a Consortium meeting may be hosted at the State Conference. This may be due to cancellation of that year's Regional Conference. Advise of the proposed meeting and that the Chapter's official representation is requested. The purpose of the meeting is to review plans for the following year's Regional Conference and to select sites for future Regional Conferences.

6.2.9.2 A letter to all known future Regional Conference Chairs can be sent at this time asking if they desire booth space to promote their particular Conference. Contact APCO International and ask how many booth spaces are required for their needs (such as future events marketing, APCO Institute, etc.). Such booths should be provided free of charge

6.2.9.3 Invite the Chair of the next State Conference along with the Registration and Exhibits Chairs to observe the committee in action during the Conference and to attend the post-Conference wrap-up meeting.

### **6.2.10 Three months out:**

6.2.10.1 Progress reports should be submitted to the Conference Chair by each of the Committee Chairs.

6.2.10.2 Hold another Committee meeting at the host property and include representatives from the host property, exhibits area decorator, and any other contractors involved.

6.2.10.3 Finalize registration area layouts, signage requirements including room/program identifications, marquis displays, informational reader boards, security arrangements, and related arrangements.

### **6.2.11 Two months out:**

Mail the second marketing mailing including a more detailed agenda. Committees should be meeting every two weeks.

### **6.2.12 One month out:**

Begin to hold weekly meetings of the Committees.

### **6.2.13 One week out:**

Confirm transportation for Association Officers, VIPs and Committee members. Providing transportation is not a requirement.

### **6.2.14 Two days before:**

6.2.14.1 Plan to have a wrap-up meeting at the end of each day, or early in the morning on the next day, to discuss and make any adjustments necessary for the smooth operation of the Conference.

6.2.14.2 Check into the hotel. Contact the hotel events coordinator to go over the preparations. Make any last minute changes that may be necessary. Confirm that the registration desk will be available early the next morning. Assemble the Committee and Chapter member volunteers to stuff the pre-registration packets, set up the registration desk, and make any other necessary arrangements. Have cash on hand for change at the registration desk.

### **6.2.15 The day before:**

Working with Committee Chairs and members, the Conference Chair should be sure that all arrangements are in place. Registrations are the main activity taking place for attendees.

### **6.2.16 The first day:**

6.2.16.1 Expect heavy early registrations--particularly by the vendors. Check with the Exhibits and General Arrangements Chairs. Welcome VIPs. Make sure all arrangements are set for opening ceremonies.

6.2.16.2 The Chair should assist at the ceremony that opens the exhibit area. Make it a point to go through the exhibit area and thank the vendors for participating in the Conference.

### **6.2.17 The second day:**

6.2.17.1 This may be an Optional Special Event or State Conference Banquet Day. Have this activity where people can be moved quickly, fed well, and entertained. If possible, have the function at the host facility.

6.2.17.2 This is the final day for the exhibit area. Make a point of thanking the exhibitors for their participation. Check banquet arrangements.

### **6.2.18 The third day:**

This is the final morning of meetings. The current State Conference Chair should arrange a space for the next State Conference Chair and Exhibits Chair to meet with exhibitors to allow them to buy exhibit space at the next State Conference. The exhibitor prospectus for the next conference should be ready to present at this meeting.

### **6.2.19 Upon conference adjournment:**

The Conference Chair should thank Committee members and have the Finance Chair reimburse any who had out of pocket expense. Remind them that the final report must be made, so they should get their reports in as soon as possible. Check the exhibit and meeting areas and pick up any materials left over.

### **6.2.20 Post Conference:**

6.2.20.1 On the last day, or the morning of the day following the close of conference, the Conference Chair should host a post-Conference wrap-up meeting and invite members of other chapters involved in upcoming Conferences.

6.2.20.2 The Publicity Chair should process and send any photos, materials, papers, etc., which may be used in the magazine, to the Editorial Advisory Committee.

6.2.20.3 The Finance Chair should make every effort to ensure that all outstanding expenses are paid within one week of conference close.

6.2.20.4 Complete the preliminary report within 60 days and the final report within 120 days of close of the conference. (See State Conference Preliminary/Final Report (see Appendix #1). The APCO Events Department and the Commercial Advisory Council need a copy in order to assist other Chapters putting on State or Regional Conferences and for its archives. A copy of the final report should be posted on the Region's Executive Council PSConnect site for future reference by other Chapters.

## **Chapter 7: Program Committee**

7.1 The scheduling of events for the program is a joint responsibility of the Program and all other Conference Committees. This involves a significant amount of detail regarding the principal speakers, panels and any additional related functions, such as meals, banquets, entertainment, etc. There is considerable latitude for the Program Chair to choose events provided the work is done in close alliance with the Conference Chair.

7.2 Determine meeting space availability and the seating capacity of each room.

7.3 Consider appointing operational and technical subcommittees or Co-Chairs to coordinate development of the training program.

7.4 Issue the Call for Papers in accordance with the deadline and publish a program as soon as practical but at least 6 months in advance of the conference.

7.5 Once the events and speakers are known, the Chair has the responsibility of contacting the speakers, presenters, panel members, etc. to obtain their biographies, arrival time, A/V needs, and any other necessary information. Program participants are told when and where they will make their presentations. Advise the presenters to bring the appropriate amount of handouts or assist them in reproducing them onsite – (could

be a significant expense). Consideration should be given to making the handouts available electronically.

7.6 Once a speaker or panelist has accepted an invitation, follow up to ascertain what special equipment and seating arrangements they may need. Theater style seating will be used for most presentations; however, classroom style or round table discussion format should be used if written material is involved.

7.7 Stay in touch with presenters prior to the Conference. Ask them to contact the Committee upon arrival. Meet them and find out how to contact them during the Conference. For large conferences have a speaker ready room available with water and tables.

7.8 The Program Committee should consider the following tips that can help ensure a more successful conference:

7.8.1 Try to have a key event each day that is of interest to the whole quorum. Recent disaster situations (and how public safety agencies responded to them) draw good attendance

7.8.2 Try to schedule a main event each morning and each afternoon.

7.8.3 When arranging for multiple sessions, try to repeat them often enough that everybody gets an opportunity to attend them all.

7.8.4 Consider asking Chairs of Association Standing Committees and Project Series, to make presentations on the work that is going on in their Committees.

7.8.5 Do not forget to make time available for reports from Association Officers.

7.9 The Conference schedule should allow for exclusive exhibit hours, during which no other meetings or training sessions are scheduled. Avoid scheduling exhibiting hours when there is a probability of low attendance, such as during dinner or breakfast. However, meals served inside the exhibit area can be part of the exhibitor's exclusive time. Work closely with the Exhibits Chair or Chapter CCAM on scheduling.

7.10 Locate meeting rooms strategically in order to accommodate people movement. Work with the General Arrangements Committee in seeing that the meeting rooms are in order and properly set up. Minimize the separation of the meeting rooms from the exhibit areas hall, otherwise attendees tend to gather in the halls between meeting

rooms and not visit the exhibits while they are open. Be sure meeting rooms are sized according to audiences expected. Overestimate when in doubt. Be prepared to have to change rooms at the last moment as requirements may dictate. If this happens, be sure the move is accompanied by adequate announcements and hallway and door signs.

7.11 A host Chapter representative should be assigned to monitor equipment needs and to handle introductions and “thank you’s” for each presentation.

7.12 Submit articles to the APCO magazine about State Conferences that accentuate the facilities and program. Highlight known speakers. Work with the Publicity Committee and the local press. Have advance copies of speeches available for the Press.

7.13 Make sure that anyone who is responsible for introductions has the proper information available.

7.14 Present a balanced program. Main topics of interest usually fall into tracks or categories such as technical, operational, management and supervision, spectrum management and stress factors. Have rating forms distributed at each session other than business meetings. (See Appendix #3 Presentation Evaluation). It is important to learn what topics are received best, and why, for the benefit of the next Conference Committee. The business sessions will take care of Association and Chapter considerations.

7.15 A simple, generic presentation evaluation sheet should be provided to all attendees at each session to capture feedback on the speaker, presentation/subject, and facility (See Appendix # 3 Presentation Evaluation). This feedback may be useful to the next Conference Committee. It may also be desirable to have volunteers capture more specific information about the number of attendees, audience reaction to the speaker and topic, etc. This should be done with a separate form.

7.16 Encourage commercial presentations of companies who are active in ALL aspects of the Association if possible. Seek presentations of current interest.

7.17 Remember that the APCO member must often justify the value of attending the Conference to their supervisor. It is the content of the program that makes the decision. The earlier there is solid, specific program information in the hands of the attendees, the easier it will be for them to get travel authorizations.

7.18 Do not over-emphasize social events.



7.19 Be careful to have presenters' name, title and subject matter listed and spelled correctly in the program. Proofread carefully. Be consistent in listing titles and names.

7.20 Certificates should be given for workshop attendance to encourage participation in the training sessions.

7.21 Every other Committee's efforts will affect Program planning. Work closely with them.

7.22 An adequate number of well-trained volunteers are essential to the success of the conference program. Volunteers should introduce speakers, disseminate and collect session evaluations, provide directions to classrooms, answer questions about program schedule, and assist speakers with A/V set-up if necessary. Consider how volunteers will be trained and briefed on daily changes, ways to recognize/reward volunteers for service, and possible incentives to serve as volunteers.

## **Chapter 8: General Arrangements Committee**

8.1 The members of this Committee are the "nuts and bolts" of the Conference. Everything they do has an effect on the other Committees, and vice versa.

8.2 Each Committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

8.3 As the Chair of this Committee, you have an important job. The following is a list of suggested duties some of which may be assumed by the General Arrangements Committee members:

8.3.1 Organize audio/visual facilities and coordinate these needs with the Chair of the Program Committee and the audio/visual contractor.

8.3.2 Make provisions for and check PA systems in meeting rooms.

8.3.3 Provide two-way and paging capabilities for key members of the Conference Committee and other authorized individuals.

8.3.4 Coordinate catering regarding meal menus; number of plates per event, decorations, seating at head table, banquet corsages for people at the head table, VIP reserved tables on the floor and banquet hospitality hour.

8.3.5 Arrange for transportation for VIP's. Providing transportation is not a requirement.

8.3.6 Coordinate Regional Conference Opening and Exhibits Opening Ceremony. Arrange for signage outside exhibit area.

8.3.7 Consider printing general area information in conference program guide, and be prepared to provide directions to nearby photocopy facilities, drug store, market, etc.

8.3.8 Work with other Sub-Committees to respond to last minutes emergencies, e.g. speakers/VIPs with lost luggage containing handouts, etc.

## **8.4 General Guidelines:**

8.4.1 Work out the arrangements for audio/visual and communication needs four or five months out from the Conference. There may be duplicate requirements at the same time. Keep spare components on hand. Contracts for equipment should be in hand two months out. Work with the Program Committee Chair in these matters.

8.4.2 At the end of each day, see that meeting rooms for the next day are in order, including meal requirements. Verify that the seating and table arrangements are as previously ordered and that they are appropriate for the type of requirements with lecturers and moderators. Be prepared for last minute changes in room assignments.

8.4.3 Provide professional looking signs that can be easily moved around and/or removed from doors and corridors.

8.4.4 Review meal functions that were planned earlier. Amendments may be necessary. Make main meal function estimates based on the number of Conference registrants. Most hotels now have computer systems that can advise of the number of daily checkouts by Conference name. Work with the hotel management on this. Heaviest checkouts will be made by exhibitors on the day of the Banquet.

8.4.4.1 Most hotels do not require meal guarantees more than 24 hours before the event, but some require as much as 72. Make sure you understand your facility's catering deadlines. Possible meal functions to be planned are:

8.4.4.2 A "Welcome Attendees" or other hospitality event on the night before the Conference officially opens usually can be sponsored by vendors.

8.4.4.3 Optional opening Breakfast

8.4.4.4 Optional Social Event

8.4.4.5 Optional Conference Banquet

8.4.5 Provide the Conference Chair with a detailed budget.

8.4.6 Items that can prove helpful to the General Arrangements Committee include:

8.4.6.1 Rubber Stamps for: Conference logo (2); For the deposit of APCO "XXX" Chapter only"; Conference name and address; PAID Stamp; Date and time stamp for registrations and exhibit record purposes;

8.4.6.2 Receipts in duplicate;

8.4.6.3 Signs for: Registration area, including Exhibitor Registration area; Pre-registration line; and New Registration line;

8.4.6.4 Sign-up tables, for tours, spouse functions, meeting rooms;

8.4.6.5 An Information center;

8.4.6.6 A Press table;

8.4.6.7 A space to serve as Conference Committee Headquarters;

8.4.6.8 A Speakers' preparation room;

8.4.6.9 Oversized scissors for the Exhibit Hall Opening Ceremony Ribbon Cutting.

8.4.7 Verify that the conference hotel(s) has the appropriate State Conference name listed on signs and advertising.

8.4.8 Select design for stationary and envelopes. Determine how mail outs will be sealed and stamped. Order stationary as soon as logos, dates, etc. are available. The type and amount of material may determine the size of some envelopes. There should

be enough envelopes for three mailings in addition to regular Conference correspondence.

8.5 Planning will be more efficient by utilizing the reference timetable, budget sheets and program from the previous Conference, and working with the Conference Chair.

8.6 The General Arrangements Committee should locate a poster or corkboard with pins, adjacent to the Registration Desk, for posting information or individual messages. This Information/Message Center will be operated by the registration desk staff that has easy access to the Conference communications systems (paging, two-way, and/or telephone).

8.7 One of the more important contributions that can be made to the General Arrangements Committee is working with the hotel registration department to determine how many people are registered each day. It is on this basis that much of the meal and transportation planning is done.

## **Chapter 9: Registration Committee**

9.1 The first Committee members to meet the Conference guests will be those at registration. The impression made there will be a lasting one. The Chair should frequently be present and ready to assist in any way.

9.2 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

9.3 Work closely with the General Arrangements Committee to have the necessary tools: cash boxes, computers, name badges, holders, ribbons, etc. The Finance Committee will make cash balances and the deposits.

9.4 By offering the attendee the ability to pay registration fees by credit card, post-Conference billing can often be avoided.

9.5 Credit card acceptance is a necessity and arrangements for processing credit cards should be started as early as possible.

9.6 Realize that there are two registration areas, one for the general membership, and one for the exhibitors.

9.7 Online computerized registration programs are available for a small fee and can be found by doing an internet search.

9.8 It is a good idea to allow for a reduced rate for full Conference registrations, which are received and paid at least one month before the opening day. This encourages pre-registration, which allows all of the committees to better estimate the attendance and prepare for it. It also allows for badges to be pre-printed and to speed up the lines at the registration desk. The mailings should state that the pre-registration discount would apply only to prepaid registrations and not to those without payment. Be prepared to bill agencies for registration fees. It should be noted that purchase orders, vouchers, and other types of agency post-Conference billing would delay the payment process. Consideration should be given to requiring advance registration. Benefits of advanced registration include better attendance indicators for meal planning and social events; more accurate indicators for financial planning for the Conference; more efficient registration process at Conference site eliminating excessive delays, long lines, confusion, and paper shuffling.

9.9 Have lines for those who are pre-registered, for the exhibitors, day passes, and new registrants. Have registration packets for the pre-registrants and the APCO International Officers ready in a separate place at the desks. It is customary to provide complimentary full registration for APCO International Officers and staff. Complimentary registrations for speakers and VIPs are at the discretion of the Conference Committee.

9.10 Day passes need to be color-coded by day or date stamped. It is wise to write the day pass attendee's name on the pass when issued to eliminate them passing it to unpaid attendees.

9.11 It is vital to process as many pre-registrations as possible. For this reason, the registration material has to be ready by the time of the first mail-out of the Conference program.

9.12 The Conference program will include the opening and closing times of the Registration area. Registration hours should be extended (Noon to 7:00 P.M.) on the day prior to the first Conference session to avoid the rush at 8:00 A.M. on the morning of the opening session. Registration should be open from 7:00 A.M. to 6:00 P.M. on the first day of the Conference with extra staff so that meal breaks can be arranged without

closing the registration desk. If this cannot be done, it is recommended that the registration desk be closed for the lunch hour to allow workers to eat.

9.13 Accommodate early and late registration if possible, or if a line is still standing at closing time, continue registration.

9.14 Have a firm and clear refund policy. Refunds should not be given for unattended events.

9.15 The registration area needs lots of room. Make it easy to take the money and give out information. Have copies of the program handy and know what is in them.

9.16 Secure registration funds at the end of each day. Work with the Finance Committee.

9.17 Know where clerical and reproduction facilities are, either in or near the hotel.

9.18 Some of the items necessary at the registration desk(s) include:

- ◆ Registration forms;
- ◆ Computer terminals and printers (at least two each) for entering/checking registrations and printing nametags;
- ◆ A way of processing credit card payments;
- ◆ Cash boxes and change;
- ◆ Receipts in duplicate;
- ◆ Books of tickets;
- ◆ Rubber stamps, stamp pads;
- ◆ Day passes; and,
- ◆ Pens, pencils, markers, scratch pads, tape, and calculators.

## **Chapter 10: Finance Committee**

10.1 The Conference Finance Chair shall set the rules for the disbursement of funds. The Chair may or may not require a countersignature on each transaction. The Finance Committee Chair shall be responsible for managing the Conference revenues and expenditures and will control the financial mechanism of the Conference. This means

much more than just collecting money, entering receipts and expenses in the right categories, and making deposits.

10.2 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

10.3 Provide to the other Conference Chairs a copy of the previous State Conference budget as a starting point for their own budget planning. The budget will usually change as the planning progresses and other committee chairs develop their plans for the conference. A procedure should be developed for committee chairs to notify the Finance Committee Chair of budget changes.

10.4 This person is the fiscal agent of this operation and responsible for establishing procedures for all aspects of the financial transactions of the Conference. Prior to the Conference, it is recommended the Committee Chair review the local, state, and federal requirements covering this type of event with their CPA. All expenditures must be justified and documented on sequentially numbered invoices or checks. All cash income must be documented on sequentially numbered receipts and / or accounted for on financial software.

10.5 Be prepared to bill agencies for registration fees. These requests will come in rather early.

10.6 All deposit slips should be handled by the Finance Chair. Be sure the other Chairs are keeping records of all financial transactions and agreements.

10.7 The mailing address for the Conference Committee should not be changed during the term of the Conference. It is important deposits be made as often as possible, especially at the close of each day of the conference. Due to the amount of cash receipts, two people under proper security should go together to make the deposits.

10.8 The final report determines if and when the Conference Chair is relieved of duties. That report will also be the main reference for the next Conference Committee, as it gives the details of what it takes to run a State Conference.

10.9 State Conferences could be subject to a request for audit or other outside scrutiny; and therefore the accounts should be capable of withstanding a critical evaluation. This

Committee has the responsibility to see that the Conference proceeds cannot be used for personal gain, or by the Chapter for entertainment and recreation.

10.10 These proceeds may be used only for enhancement of Chapter activities which are directly associated with Chapter purposes.

10.11 The Finance Chair should check with the audit committee who will audit the Conference to establish the most appropriate financial protocols. In lieu of Chapter protocols, the Conference Chair may choose to follow those listed below:

10.12 There will be a separate Conference banking software account created for the event. The software account bears the name of the Conference, or as the account may otherwise be designated.

10.12.1 The designated funds tracked in the account may be drawn upon by the Conference Chair by means of checks provided by the Conference Finance Chair.

10.12.2 Bank statements reflecting activity of the event will be sent directly to the Finance Chair who shall immediately provide copies to the Conference Chair.

10.13 Conference receipts will be deposited and tracked in the Conference account software by the Finance Chair with ongoing reporting to the Conference Chair.

10.14 Have bags for night deposits at the Conference. Two people should make the drops.

10.15 Avoid the use of petty cash except during the Conference, and then enter withdrawal slips for cash used. Checks make for better accountability. \$500 in small bills should be enough for the opening day of the registration desk.

10.16 Monitor income not included in the ticket package (i.e. meal tickets).

10.17 Keep up to date on sales and cancellations of exhibit booth spaces. Be aware of refund policy on booth sales. Read the Exhibit Policy carefully and stay in close contact with the Conference Chair and the Exhibits Chair. The collection of all booth money should be assigned to one Chair. This duty is most commonly assigned to Exhibits, Finance, or Registration.

10.18 Submit a financial report to the Conference Chair with copies to any other participating (partner) Chapters at least every three months.



10.19 Be aware that the host Chapter is liable for all Conference losses. If there are still outstanding financial obligations 60 days after the Conference, do not let that prevent sending in the preliminary report.

10.20 Conference expense payments will be paid out of the State Conference account. Some of the major items of expense include:

- ◆ Conference planning trips and Conference attendance.
- ◆ Site selection trip expense.
- ◆ Trips to major industry shows made for the purpose of soliciting Conference exhibitors;
- ◆ Printed lists, materials, labels, etc., furnished in connection with the Conference, both on-site and in advance;
- ◆ Contract services from Headquarters or other agencies;
- ◆ Awards, gifts, etc.;
- ◆ Event Insurance.

10.21 One of management's clearest requirements is allocating revenues and costs to their proper operating centers. Auditors dealing with not-for-profit organizations do so in view of IRS rules that regulate such groups. It is recommended the Host Chapter enlist the services of a Certified Public Accountant in their area because certain rules and regulations differ from state to state.

10.22 The final report including all financial transactions is due within 120 days of close of the conference.

## **Chapter 11: Exhibits Committee**

11.1 The Chair of this Committee (typically this is the Chapter Commercial Advisory Member Chair or Co-Chair) is responsible for contacting exhibitors, selling them booth space, and attending to their needs both prior to and during the Conference.

11.2 One of the best resources available to the chapter is members of the Commercial Advisory Council, who are all commercial members of APCO with many years' experience in exhibiting.

11.3 Additionally, during the Conference, the committee will assist in the sale of booths for the next State Conference. Exhibits are a very important element of a Conference and a significant source of revenue; therefore, the Exhibits Committee Chair should be among those who attend the preceding State or Regional Conference in order to better learn this important job.

11.4 The host chapter's CCAM, or another chapter commercial member, is recommended as the chair of the Exhibits Committee. CCAMs understand commercial members' motivations and their expectations of the conference.

11.5 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

11.6 It is the intent of the Association, and its Commercial members, that exhibits be an integral part of all Regional and State Conferences, and the needs of local, regional and national commercial members be recognized and an equitable method of allocating booth space be used.

11.7 It is especially important in facilities with limited exhibitor space that a reasonable balance is struck between the need to highlight local commercial members and the need to accommodate those who regularly exhibit at most regional and annual conferences.

11.8 Many of the vendors who display at the Annual Conference & Exposition also do so at the State and Regional Conferences and are accustomed to the procedures and rules used at the Annual Conference & Exposition. It is recommended that these rules be used, with appropriate modifications, for each State and Regional Conference. It is also recommended that exhibit rules for prior regional conference(s) be reviewed for modifications deemed appropriate to that region/venue.

11.10 The Exhibitor Contract should clearly list those goods and services that are provided as consideration for the exhibitor's purchase of booth space, including but not limited to the size of the booth, number of tables, and chairs per booth, drayage provided, etc.

11.11 The Exhibits Chair and the Host Committee Chair should work with both the exhibitors and the facility to resolve any conflicts amicably and to the mutual benefit of all involved parties.

11.12 Have the Conference Exhibitor's Packet ready at least twelve months prior to conference. Sale of booth space should begin no later than the prior State Conference and can be earlier. Reservations for booth space may begin earlier, (especially if no regional conference will be held in the year prior), but it may not be feasible to collect deposits/payments prior to one year out. The Exhibitor's Packet should include an accurate diagram showing numbered booth spaces, entry/exit doors, aisles, etc. so vendors can make informed booth selections. Be ready to tell them which booth spaces are already sold and/or reserved. Some vendors may be concerned about who the neighboring booths are sold to. They may prefer not to be set up right next to their primary competitor for example. Ask for product or services information on the exhibitor registration form.

11.13 Exhibitors will be concerned about the number, length, and quality of the exhibit hours that will be allotted in the Conference program. It is recommended that fifty percent (50%) of the exhibit time is exclusive time when there are no competing events scheduled on the program. This dedicated time can be divided up in a block during the morning and afternoon, or spread over two days. Exclusive time can include lunch time(s) and evening hours after sessions end. These times are especially productive for exhibitors and attendees if special events such as box lunches or wine and cheese receptions are held in the exhibit area.

11.14 Off-site product demonstrations, VIP seminars, by invitation-only meetings and other such commercial demonstrations planned for off the exhibit floor should not be allowed during the regular exhibit hours or during any Association business meeting or Conference sponsored general membership event without the express permission of the Conference Chair. This is included in the Exhibitor Rules and Regulations.

11.15 Work closely with the Conference Chair and Program Chair to ensure that these commitments for exclusive exhibit hours are honored. Include this commitment in the Exhibitor's Packet. Stated hours must be arranged for set up and teardown. It should be clearly stated that there will not be any early booth teardown without a penalty. Early teardowns have a devastating domino effect that will disrupt the exhibit area.

11.16 It is recommended all vendor registration should be done in advance with full payment required prior to set up to minimize no-shows.

11.17 An important task is obtaining layouts of the exhibit area from the host property or service company. These will be used in the Exhibitor's Packet in charting space sales, and in advertising sales.

11.18 When meals will be served in the exhibit area, the exhibits chair should include provisions for the attendees to sit and eat. Having the eating area in the back of the hall tends to keep attendees away from the exhibits.

11.19 Exhibit hall layouts will be used by the Security Committee in learning where the doors to the area are, how many doors, where guards should be posted, etc. In addition, the Registration and General Arrangements Committees need this information in order to locate registration desks, post direction signs, etc.

11.20 Locating draped round tables and chairs throughout the hall, in a scattered pattern to provide as many exhibitors booths to be close to these tables as practical. These tables are also useful for discussions outside of the booths. Sponsors may be found for these 'rest stops' as long as they get recognition such as a sign on each table they sponsor. Being near one of the rest stops also increases the value of the booth position.

11.21 It is best if the registration desk for the exhibitors is located away from the main registration desk, preferably near the exhibit area, so day passes can be handled and checked easier. This desk can also be used as the operating center for security and the drayage and decorating people can locate Conference committee persons easier.

11.22 In dealing with the service company, if any, and the host property, find out early the house rules for labor charges, etc. It is sometimes necessary for exhibitors to move their products around in the host property, in other cases, union labor may be required, and exhibitors will be prohibited from doing so.

11.23 Some exhibitors have been subjected to excessive charges. Usually, the decorator or host property will have a booth or person in the area as a means of filling last minute requests for tables, carpets, etc. Make a contract with the proper persons regarding requests to move equipment around if there are no service company workers on the premises. If the property requires using only their workers for this purpose, have them provide a list of their charges in writing and provide that list to the exhibitors, so they will have all the information before they ask for the service. Be sure the electrical requirements are met in the exhibit area. There may be a fee for electrical service.

11.24 Most host properties have storage space to hold the vendor exhibit materials until the vendors arrive. Drayage companies have the same capability. If a service company is used, they may require the exhibitors to use their services and storage facilities.

11.25 Compare charges for storage, insurance, and security issues. Determine all exhibit floor service charges. This information should be included in the Exhibitors Packet.

11.26 Host properties usually have a preferred or exclusive drayage company and decorator. Usually it is an advantage to use someone who is familiar with the property layout. Decorators will probably have a copy of the host property exhibit area with booths sketched in and numbered.

11.27 Only the Conference and Exhibits Chairs are authorized to make changes in the booth layouts. Do not permit host properties, decorators, drayage, etc., to make changes without proper authorization.

11.28 The previous State Conference Exhibitor Brochure can be a guide. Remember, the vendors are providing a large portion of the revenue for the Conference and a successful Conference depends significantly on this Committee.

11.29 Should any exhibitor, or an employee of an exhibitor, violate other exhibitors' rights or perform acts that are in violation of the exhibitor prospectus, the State Conference reserves the right to withdraw a percentage of booth points from the violating exhibitor, if booth points are used by that Conference.

11.30 Photography in the exhibit hall (still or video) by an attendee or exhibitor is limited to images captured from the aisle areas only during published exhibit hours and when the exhibitor is present in the booth. The exhibitor can deny others permission to take photos inside their booth(s). The photographer should exercise good judgment as to not disturb any exhibiting company from conducting normal business activities. Photography other than during published exhibit hours is limited to the official conference photographer appointed by the Conference Chair. Photographs of the inside of any booth or of the contents of any booth may only be taken with the express permission of the exhibiting company. Violation of this photography policy will be subject to a penalty to be decided upon by the Conference Chair including removal from the exhibit hall.

11.31 It is recommended that early payment be required when selling booth spaces. These funds will be needed for other pre-Conference expenses. Vendors expect this and will normally mail their checks in to reserve space. Let them know that their requested booth space will be sold to others on the waiting list if payment is not received prior to the deadline. Deadlines for receipt of deposits and final payments must be published. These deadlines are an effective way to stimulate interest and compliance.

11.32 Make prompt reply upon receipt of a properly requested exhibit reservation to confirm the booth number(s) sold. Do not allow any vendor to move into a booth space unless their payment has been received.

### **11.33 Here are a few exhibitor considerations:**

11.33.1 Use the Chapter CCAM, and the Commercial Advisory Council as resources for advice and recommendations concerning exhibitor participation.

11.33.2 Assist vendors, service providers, and the decorator in setting up the exhibit area. If there are no vending machines in the area, set up a coffee break table for them on this day.

11.33.3 Be alert for such things as uneven room lighting causing various booths to be "highlighted" at the expense of others. Have the facilities or decorator personnel correct problems such as blocked signs, prior to the opening of the exhibits area.

11.33.4 The Grand Opening for the exhibit area should be a big ceremony. Cut a large ribbon with huge scissors to mark the opening of the exhibit hall. Work with the General Arrangements Committee in planning this ceremony and its details.

11.33.5 Make sure exhibit hours will allow for maximum attendance and interest by attendees. Encourage activity in the exhibits area by offering finger foods, holding drawings, etc. Encourage the Conference attendees to visit the exhibits area whenever announcements are being made.

11.33.6 Monitor the exhibit area. The Commercial Advisory Council may be able to assist in this.

11.33.7 There may be expanded exhibit times during some days depending on specific needs or desires of the committee. Special events, which include refreshments, may be held in the exhibit hall to encourage attendance.

11.33.8 Walk the exhibit area during the last hour to discourage vendors from tearing down and leaving early. This will have a snowball effect among the vendors and will discourage the Conference attendees from visiting the other booths.

11.33.9 Be on hand for the booth teardown.

11.34 Final wrap up. See that the area is clear. Go over final billings with decorator, draying company, etc.

11.35 If committee members are available, try to assign one person to assist vendors with any unforeseen problems such as delayed equipment arrival/pickup, additional equipment needs, and general assistance.

## **Chapter 12: Security Committee**

12.1 The Chair of this Committee is responsible for the security of money at the registration desks and for valuable equipment in the exhibit area.

12.2 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

12.3 Dependable help is the main ingredient. When dealing with a commercially available security firm, be sure to know who they are. They should have their own communications, and it must in some way be tied in with the communication system being used by the other committees. Check references. Ask the host facility. Their own security service may be available.

12.4 Arrange for 24-hour security beginning the morning of exhibits setup, and ending when all vendor materials have been moved out. Even after that, check to make sure local authorities can monitor the safety of the guests. In many cases, the conference venue may allow volunteers from local agencies to be used to supplement, but not to replace professional security services.

12.5 Design a membership verification system. This will be used to prevent unauthorized persons from entering business sessions, including those of the APCO International Executive Committee and Board of Directors.

12.6 Instruct security personnel as follows: Verify badges during the exhibit hours. Do not allow any person access without proper credentials unless personally instructed to do so by the Exhibits Chair or the Conference Chair.

12.7 No after-hours access to the exhibits area should be allowed unless accompanied by the Exhibits Chair or the Conference Chair.

12.8 Provide for the secure storage of registration funds, and for their transport to deposit drop points.

12.9 Preliminary arrangements should be made at least 9 to 10 months prior to the Conference. As the Conference draws closer, be sure to keep up with the other committee planning, and in contact with any contractors that have made commitments.

12.10 A suggested schedule is:

### **12.10.1 Eight to twelve months out:**

12.10.1.1 Determine or confirm security requirements for exhibit facility

12.10.1.2 Organize committee

12.10.1.3 Prepare budget

12.10.1.4 Decide how to provide security

12.10.1.5 Advise local authorities that large groups of public safety professionals are coming into the city.

### **12.10.2 Two to seven months out:**

12.10.2.1 Work with host facility(s)

12.10.2.2 Coordinate with Registration & Exhibits Committee Chairs

12.10.2.3 Define communication needs

### **12.10.3 One to two months out:**

12.10.3.1 Coordinate plans with other agencies and with other committees.

12.10.3.2 Determine security points.

12.10.3.3 Confirm staffing needs.

## **Chapter 13: Entertainment Committee**



13.1 If entertainment is included in the conference, the person chairing this committee will work closely with the Program and the General Arrangements committees.

13.2 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

13.3 The emphasis on entertainment should be on quality rather than quantity. It is better to have one good act than several mediocre ones. Work with the host properties for suggestions.

13.4 Book the banquet night entertainment (if applicable) at least eight to nine months in advance. Entertainers make bookings far ahead. Require auditions, or visit the acts if they are performing in the area. Go over the contracts carefully and be sure everything is understood.

## **Chapter 14: Optional Special Event**

14.1 Optional special events are often completely or partially funded by an exhibitor or several exhibitors.

### **14.2 Nine to twelve months out:**

Set up the committee, discussing ideas and lessons learned with the previous Chair, and submit a budget to the Finance and Conference Chairs.

### **14.3 Six to nine months out:**

Screen possible locations, if event is to be held off site; get prices for menus, entertainment, and transportation; look for entertainment agents, and compare proposed costs to the approved budget.

### **14.4 Four to six months out:**

Confirm dates, location, acts, meals, and transportation if necessary; sign contracts; make deposits; and, coordinate with other committees.

## **14.5 One to four months out:**

Confirm arrangements with the Transportation Committee, if event is not in hotel; finalize communication arrangements; and, visit location with other committee Chairs to determine any other needs.

## **14.6 One month out:**

Decide on number of buses (if going off-site) after checking with the Registration Chair; check communications plans; review plans for loading/unloading; schedule any special events; confirm plans for transportation to offsite locations; finalize arrangements for beverage, cocktail hour, appetizer and food service and entertainment;

14.7 Try to deal with one contact person at each location in order to avoid misunderstandings.

14.8 Outdoor events are well received; however, alternate plans should be made.

14.9 Be sure there are enough serving lines, and enough food and beverage.

14.10 Be innovative. This event could be a cruise, barbecue, poolside fiesta complete with shawls and hats, dinner at a mountainside lodge complete with stagecoaches and roadside bandits, rock music, country music, bell choirs, etc.

## **Chapter 15: Publicity/Public Relations Committee**

15.1 The Chair must work with the Conference staff to advertise, guide, promote, and, inform others about the Conference. Concentrate on publicity in the host region.

15.2 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

15.3 Work closely with all the other Committees. Conference Material for the magazine has to be submitted a minimum of two months prior to the planned publication date. The first publicity mailing should be made 180 days prior to the Conference and it will have a greater impact if it can be accompanied by an article in the corresponding magazine.

15.4 Here are a few publicity/ public relations considerations:

15.4.1 Work with the Registration and General Arrangements committees in designing conference forms, letterhead, tickets, day passes, programs, signs, layouts, publications, and rubber stamps.

15.4.2 Pre-Conference publicity should begin at least one-year prior to the conference.

15.4.3 Conference publicity: press coverage, tables, literature, interviews, releases, etc. Arrange interviews for local media with VIP speakers or attendees.

15.4.4 Post-Conference publicity: Work with the magazine editor on information and photographs for post Conference publicity.

15.4.5 Information service during registrations and throughout the Conference.

15.4.6 One of the more important assignments will be that of aiding the Conference photographer. The Conference photographer should be contacted and any necessary contractual agreements decided upon two months prior to the Conference. Suggested photos include:

- ◆ Conference Committee at work;
- ◆ Exhibitor set-up;
- ◆ Peak rush at registration booth;
- ◆ Groups of members (get names);
- ◆ Opening ceremonies;
- ◆ Chair convening Opening Event and speakers;
- ◆ Officers presiding and/or reporting;
- ◆ Panels, workshops, sessions- tight, and long shots;
- ◆ Exhibit area opening;
- ◆ Exhibit area. (Try to get all the booths in a series of shots);
- ◆ Entertainment;
- ◆ Field trips;
- ◆ Special Events.

## Chapter 16: Family Program Committee

16.1 This is a function that could be included as a part of the General Arrangements Committee duties.

16.2 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.

16.3 Planning for family programs will require working closely with the General Arrangements, Program, and Transportation Committees, following the main schedule maintained by the Conference Chair.

16.4 Suggested places for the family programs include tours of historical places, attractions, and special shopping areas. The Committee should try to have something in the tours for people of all ages. Municipal tour companies, the area chamber of commerce, historical societies, or convention and visitors bureau can help identify suitable locations for family events. All tours and programs must be accessible and ADA-compliant.

16.5 It is recommended that an assembly room be designated in the host facility where the families can meet before their programs begin. Refreshments may be served.

16.6 Accessible and ADA compliant transportation is an important function for offsite programs, and/or events that have been planned. Generally, tours and luncheons should be planned to end at the hotel no later than 3 p.m. in order to accommodate participants who will be attending evening functions. Here are a few suggestions regarding planning:

### 16.6.1 Eight to twelve months out:

16.6.1.1 Set up the committee

16.6.1.2 Prepare budget

16.6.1.3 Meet with other committees

16.6.1.4 Make preliminary inquiries regarding tours, etc.

### 16.6.2 Six to eight months out:

- 16.6.2.1 Get restaurant menus, tour rates, etc.
- 16.6.2.2 Decide on locations of tours, luncheons, etc.
- 16.6.2.3 Plan tentative schedule, how many days, etc.

### **16.6.3 Four to six months out:**

- 16.6.3.1 Get firm commitments on menus, dates, places, transportation, etc.
- 16.6.3.2 Make deposits as required
- 16.6.3.3 Coordinate with other committees

### **16.6.4 Zero to four months out:**

- 16.6.4.1 Coordinate final plans with other committees and contracted providers.

## **16.7 Family Program considerations:**

- 16.7.1 Determine whether the conference will provide family programs or just supply information on local points of interest.
- 16.7.2 Work with the local tourism bureau and be sure activities are accessible and ADA-compliant.
- 16.7.3 Will lunch be provided? Know if costs include taxes and gratuities.
- 16.7.4 Try to work with the same person all year at each field trip/venue.
- 16.7.5 Keep good records. Ask for and keep receipts.
- 16.7.6 Know what admission fees include.
- 16.7.7 Work with Transportation Committee.
- 16.7.8 Look for free souvenir items.
- 16.7.9 Provide communications for escorts.

## **Chapter 17: Transportation Committee**

- 17.1 This Committee could be a part of the General Arrangements Committee. Transportation can be a most important function if the hotels are distant to the conference facility. Determine the transportation needs of any other committees.
- 17.2 Each committee must develop a budget as early as possible. These individual budgets will be included in the master budget maintained by the Finance Chair. Previous conference budget information can be obtained from the Finance Chair to assist in this endeavor. The budget will usually change as the planning progresses, but it is an important tool that will be beneficial throughout the process.
- 17.3 It is important to work with other committees when making decisions of when and how much transportation is needed. Monitoring schedules is an important part of the Transportation Committee duties.
- 17.4 If providing group transportation, confirm the transportation needs for committee members, VIP's, and APCO International Officers.
- 17.5 Communications are essential, so the Transportation Chair should work closely with the General Arrangements Committee to ensure these needs are met.
- 17.6 Deal with only one transportation carrier to limit the chance for miscommunication.
- 17.7 Make arrangements early, at least four to six months ahead.
- 17.8 Deal with only one point of contact at the transportation company, if possible, so that the source of responsibility for any issues is clearly known.
- 17.9 Keep up with the registration count in order to add or delete transportation units as the Conference progresses.
- 17.10 Identify a pickup/drop-off point at the host facility(s).
- 17.11 Have at least one passenger van on hand to pick up VIP's, etc., and to follow along behind the buses in case someone is left. Have the facility(s) mark out a reserved space(s) for this vehicle.
- 17.12 Make sure the transportation arrangements are accessible and ADA-compliant

## **Chapter 18: Webmaster/I.T.**

18.1 It is important that State Conferences utilize information technology effectively. For this reason, the State Conference Committee may choose to recruit a webmaster or Informational Technology Specialist. The webmaster/I.T. Specialist should explore and recommend the use of online apps or services to improve conference committee operations (i.e. virtual fax & voicemail, pre-scheduled email blasts, online form & document access).

18.2 Duties for the webmaster may include:

18.2.1. Creating and managing online web and social media resources as required in support of conference activities;

18.2.2 Performing a needs analysis with other committee chairs to determine requirements such as online registration, email campaigns, social media feeds, and sponsorship opportunities;

18.2.3 Preparing an operational budget for inclusion in the conference budget;

18.2.4. Establishing a web-presence to distribute pre-conference information, exhibitor & visitor resources, commercial advertisements, social media updates, post-conference resources, and referrals to APCO online resources;

18.2.5. Designing or participating in the creation of an online artistic theme that matches promotional materials;

18.2.6. Partnering with the treasurer to audit online registration revenue and manage the merchant account interface;

18.2.7. Collaborating with the Registration Committee to create a customer service plan to handle registration cancellations, refunds, transfers, attendee badge creation, etc.;

18.2.8. Working with commercial chair to create and promote online sponsorship opportunities.

# APPENDICES



**Appendix #1**  
**State Conference Preliminary/Final Report**

*Final report to be forwarded to CAC Chair, Host Chapter President, APCO Events Department and placed on file for inspection by the next hosting chapter. Posted on the Region's Executive Council PSConnect page.*

Host Chapter:

Name of State Conference:

Dates of Conference:

Chair of State Conference:

Address:

Telephone:

Email:

Conference Logo/Slogan if Used:

*[insert logo here]*

Name of Host Hotel:

Hotel Room Block:

Number Used (By Day):    Day1:            Day2:            Day3:

Additional Hotel(s) Used:

Room Cost (By Day):    \$ \_\_\_\_\_

                                         \$ \_\_\_\_\_

                                         \$ \_\_\_\_\_

Site of Meeting/Seminars (Conference Center, Hotel):

Site of Exhibits:

Meal Functions (Number planned/Number used)

Opening Breakfast :

Special Event Functions:

Closing Banquet:

Other:

**Exhibits**

Number booths planned:

Number booths sold:

Size of exhibit booth spaces (8x8, 8x10, 10x10):

Cost per booth space:

Days of exhibits:

Hours of exhibits:

Number of exclusive exhibit hours:

Functions held in exhibit area:

Exhibitor Sponsored functions:

\$            Function:

\$            Function:

\$            Function:

Seminars (Please attach copy of program)

How many meeting rooms:

Were room sizes adequate?:

Which four classes were the most popular and had the greatest attendance:

#1:

#2:

#3:

#4:

Which four subjects were the least popular and had the lowest attendance:

#1:

#2:

#3:

#4:

Describe any Special activities:

Events, what days, costs, etc. (Family Program, Golf Tournaments, Other):

### **Registration**

Number Planned:

Number Registered:

Number of Full Members budgeted:

Number of Full Member registered:

Member Registration Rate \$:

Number of Non Member budgeted:

Number of Non Member registered:

Non Member Registration Rate \$:

Number of Guest/Spouse/Child budgeted:

Number of Guest/Spouse/Child registered:

Guest/Spouse/Child Registration Rate \$:

### **Exhibits**

Number of Exhibitors budgeted:

Number of Exhibitors registered:

Exhibitor Registration Rates

Per Booth Rate \$:

Per Table Rate \$:

Number Exhibitor comps per cost of space:

Number of Day Passes/Seminars:

Day Pass/Seminar Cost \$:

Number of Day Passes/Exhibits Only:

Exhibits Only Cost \$:

Number of Comp Registrations (List types, i.e. speakers, committee, guests)

Number of Comp Speakers:

Number of Comp Committee Members:

Number of Comp Special Guests:

Number of Comp APCO Staff/Exec Board:

**General Information**

How far in advance did you begin planning?:

How often did the committee meet?:

Lessons Learned:

Signed: \_\_\_\_\_

State Conference Committee Chair

Date \_\_\_\_\_

## **Appendix #2**

### **Consent to Record**

The Chapter of APCO International may designate/contract a recording company to manufacture, distribute, sell, and advertise audio and video recordings of any speech, program, or workshop presented at the California APCO State Conference held on (dates).

Said designated/contracted recording company shall have the right to manufacture and sell the audio and video recordings described herein for the period of time it deems appropriate.

By signing this consent form, you waive any right to the proceeds from the sale of any audio or video recordings described herein, and to any control over the manner in which the recordings are manufactured, distributed, sold, and advertised. Recordings of seminars will be made available only to members of APCO International and to other attendees of the California APCO State Conference.

Audio recording of your remarks will in no way infringe on your rights to have material reproduced in either printed or audio/visual form. Your seminar may be recorded by any attendee.

Non-agreement to have your session(s) recorded will not influence APCO's decision to invite you to be a speaker at the California APCO State Conference.

-----  
I hereby consent to the recording of my session(s) during the California APCO State Conference.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

I do not choose to have my session(s) recorded during the California APCO State Conference.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

### Appendix #3

#### Presentation Evaluation

Date \_\_\_\_\_ Time \_\_\_\_\_

Presenter \_\_\_\_\_

SUBJECT \_\_\_\_\_

Did speaker meet or exceed your expectations? Yes \_\_\_ No \_\_\_

Would you attend another session presented by this speaker? Yes \_\_\_ No \_\_\_

Did the presentation meet or exceed your expectations? Yes \_\_\_ No \_\_\_

Did session content match the program description? Yes \_\_\_ No \_\_\_

Will you use what you learned in this session in your job? Yes \_\_\_ No \_\_\_

Would you recommend this session to others? Yes \_\_\_ No \_\_\_

Comments:

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#### Housekeeping Items

Was the room easy to find? Yes \_\_\_ No \_\_\_

Room of adequate size? Yes \_\_\_ No \_\_\_

Heating/ventilation adequate? Yes \_\_\_ No \_\_\_

General Comments on Facility or Conference Overall:

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