

Midwest Chapter of the Medical Library Association

Annual Meeting Guide

Prepared in 1971-73 by Jean V. Hawkins and Joanne Crispen

Revised in 1978-79 by Ad Hoc Committee to Update the Program Guide

Revised in 1980 by the Executive Committee Subcommittee on Program Planning

Revised in 1986 by Judy Madson and the Executive Board

Revised in 1993 by Program Committee

Revised in 2003 by Phyllis Nathan, Annual Meetings Chair

Revised in 2005 by Donna Barbour-Talley, Annual Meetings Chair

Revised in 2009 by Donna Barbour-Talley, Annual Meetings Chair

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Mission Statement for the Annual Meeting:

The Midwest Chapter, Medical Library Association rotates its annual meeting among the nine states in the Chapter in order to bring a high quality regional conference and continuing education opportunities within geographic reach of all Chapter members. The hosting state or local organization should make a good faith effort to meet all the expenses of the conference with revenue from registration, vendor fees and contributions. The goal is to make the conference affordable to as many members as possible.

from the Meeting Finance Policy of the Midwest Chapter, MLA, adopted Nov. 2004

I. INTRODUCTION

The ANNUAL MEETING GUIDE* (name change-2003) has been the work of many people for several years. The Midwest/Chapter/MLA (hereafter called the Chapter) programs are becoming more and more sophisticated and require correspondingly more and more planning. Consequently, the guide is arranged so the future revisions can be easily done to insure its maximum use.

Jean Hawkins, MRG/MLA President for 1971, and Joanne Crispen, the 1972-73 Chapter President, were responsible for the beginnings of the Program Guide, and their work and spirit undergird it. Acknowledgement of the program planning problems that were not answered by the guide prompted the establishment in 1977 of an Ad Hoc Committee to update the Program Guide. This Committee tried to make the guide more responsive to the need of program chairpersons, and to build into it the means for constant improvement to meet the changing needs of the organization.

Copies of the First Edition (1973), as well as the Second Edition (1978-79) are available at the Chapter Archives. In 1980, a Subcommittee was appointed within the Executive Committee to revise the guide further, and to present plans to 1) maintain an accurate and useful program guide, and 2) facilitate better communication between the Executive Committee and the program planners. The Third Edition (1980) of the Program Guide consisted of two parts: Part 1 (this portion) and Part 2 (samples from past meetings). The Fifth Edition (1993) of the Program Guide includes revisions approved by the Executive Board in an attempt to make the guide appropriate for current users.

The Sixth Edition (2003), now called THE ANNUAL MEETING GUIDE, was revised by the Chapter's Annual Meeting Chair, (new name of Chapter's Program Committee) Phyllis Nathan, who is the liaison between the Chapter and the conference planners. The 2003 edition includes revisions and additions in the following sections 1) Conference Coordinator Duties (known in earlier editions as Program Coordinator), and 2) Committees. Additional sections have been added 1) guidelines to reimbursement issues and 2) samples of forms from the 2001 meeting in Milwaukee.

The Seventh Edition (2005) incorporated the Chapter's Meeting Finance Policy and Archives guidelines. Additional detail was added regarding new electronic options in committee communication and registration.

II. HOSTING THE ANNUAL MEETING

The Midwest Chapter's annual meeting is held for 3 to 4 days in September or October. It usually consists of two days of programming, plus an update from the Medical Library Association, vendor exhibits, and continuing education courses. Cooperative sessions with the Greater Midwest Regional (GMR), state meetings, and other activities may be held in conjunction with the annual meeting. Headquarters and most program sessions are based in one hotel or conference center, providing social opportunities for the Chapter members to renew friendship as well as to attend program sessions.

The Annual Meeting is held in various locations throughout the nine-state Midwest Region. A rotation list of states for the annual meeting was approved at the March 2003 Executive Board Meeting based on the schedule in existence at the time. Variations are sometimes negotiated between state associations due to special circumstances, such as the location of the Medical Library Association's Annual Meeting and invitations for joint meetings with other chapters.

The current rotation schedule is:

2008	Michigan
2009	Ohio
2010	Wisconsin
2011	Indiana
2012	Minnesota
2013	Illinois
2014	North Dakota
2015	Kentucky
2016	Iowa

Any local group or organization of the hosting state who can provide adequate accommodations and program resources may offer to host the meeting. An invitation should be sent to the Chapter President, who will seek approval at the next Executive Board Meeting.

Finances

Any profit from the meeting is shared, 50% to the Chapter and 50% to the hosting group or groups. Some states have used the money raised by hosting the Chapter meeting to enhance local program offerings or to offer scholarships for their members to attend Chapter meetings in other locations. The Chapter assumes the risk of financial loss, requiring only that expenses be within 125% of the budgeted expenses filed by the host group.

Assistance provided by the Chapter

- Annual Meeting Guide, available on the chapter website
- Centralized finances through the Chapter Treasurer, paying bills from the Chapter treasury before the conference has received any revenue
- Hotel selection and contract negotiation by Group To Go, Inc. (used by Michigan for 2008 and by many other MLA chapters) For more information, see www.grouptogo.com/mp.html
- Continuing education needs assessment by Professional Practice Committee if desired
- Sample letters and forms from previous conferences from Annual Meetings Chair
- Sample budget from Treasurer's records (see Midwest Chapter website, Chapter Business, Treasurer, Accounts, 2006 with worksheets for Conference Statement and Conference Ledger)
- Guidance and support from the Annual Meetings Chair

Responsibilities of Hosting Group

- Conference Coordinator – lead the planning group and report to the Chapter Board
- Finance and Budget – develop budget, approve expenses for payment by Chapter Treasurer
- Exhibits – recruit vendors to exhibit at conference or support the conference through financial contributions or sponsorships
- Registration – handle database of attendees and coordinate name badges and materials given to attendees at the meeting

- Program – develop a theme and work with speakers; although optional, contributed papers and poster sessions have been popular ways for members to participate
- Continuing Education – coordinate the offering of MLA accredited CE courses, with the number of offerings and schedule determined by the hosting group
- Publicity – distribute information about the conference and the host city through the conference website, chapter listserv, newsletters and the preceding year’s Chapter meeting
- Hospitality – coordinate social event(s) and provide local information
- Hotel Liaison – the hotel usually prefers to deal with one representative from the group; this role is often assumed by the Conference Coordinator or another Committee Chair listed above
- Technology – assist with a-v needs of CE, speakers, exhibitors; again may be assumed by someone listed above (recently the GMR Technology Coordinator has provided very valuable assistance)

III. PLANNING THE MEETING - GENERAL INFORMATION

The hosting should begin preliminary meeting planning approximately 3 years prior to the expected date of the meeting. A Conference Coordinator (or co-leaders) should be named and Committee Chairs appointed. Securing a venue and establishing dates will need to occur next as hotels and convention facilities are often booked far in advance. The Chapter has been using Group To Go as an agent to negotiate hotel contracts; they usually begin work with the state group 3 years prior to the meeting.

While it is the responsibility of the sponsoring/hosting group to select meeting dates based on the availability of local facilities, every effort should be made to select dates that do not conflict with religious holidays or with previously-scheduled activities/meetings of other national, regional, state or local library professional organizations.

If a Sponsoring/Hosting Group needs assistance in planning and carrying out the meeting, it is acceptable to invite any regional, state, or local health science librarians' group to participate. However, overlapping responsibilities, scheduling difficulties and financial arrangements can become problems. The Sponsoring/Hosting Group's primary responsibility is to the Chapter membership; scheduling, programming, and financial arrangements should reflect this responsibility. Joint meetings with other chapters should be undertaken only with clear communication of the responsibilities and financial arrangements of each group.

The planning committee should review past programs, assess current trends and problems, as well as the interests of the group to determine a program theme. Often evaluations of the previous meeting indicate possible program choices. Remember that many librarians must submit request for funds a year in advance, and knowing subject content aids in receiving administrative approval for attending a meeting.

The Chapter Archives Committee maintains complete records of our annual meetings. The planning committee should review the Archival Checklist in this guide for the items recommended to be saved for the Chapter Archives. When in doubt, keep EVERYTHING! At the conclusion of the meeting, send all materials to the Chapter Archives.

A suggested timeline is as follows:

DATE	ACTIVITY	WHO
36 months	Decide on city to hold meeting for appointed year	Hosting state organization
	Choose Conference Coordinator(s)	Hosting state organization
	Assemble planning committee	Hosting state organization
	Decide on target dates for meeting, CE, Board meeting	Conference Coordinating Committee
	Contact Group To Go	Conf Coordinator & Local Arrangements
33 months	Sign a Memorandum of Understanding with Chapter Treasurer and President	Conf Coordinator
	Select hotel and negotiate contract with Group To Go	Conf Coordinator & Local Arrangements
	Forward contract to Chapter Treasurer for signature	Conf Coordinator
	Develop rough outline of meeting schedule (needed for hotel space)	Conference Coordinating Committee
	Decide on theme and develop general plans	Conference Coordinating Committee
	Design logo for use by all committees	Publicity
	Develop budget	Conf Coordinator & Finance

30 months	<p>Invite Midwest Chapter at Spring Board Meeting</p> <p>Establish conference account and authorize financial representative</p> <p>Communicate dates of meeting widely to states in the region, event calendars and other library organizations to avoid conflicting events</p>	<p>Conference Coordinator</p> <p>Chapter Treasurer</p> <p>Conference Coordinator or Publicity</p>
24 months	<p>Report at Fall Board Meeting</p> <p>Attend Meeting Planners session at Midwest Chapter Conference</p> <p>Contact major speakers and negotiate contracts</p> <p>Plan special events and reserve venues</p> <p>Update budget with Treasurer</p>	<p>Conference Coordinator</p> <p>Conference Coordinator</p> <p>Program</p> <p>Hospitality</p> <p>Conference Coordinator</p>
18 months	<p>Report at Spring Board Meeting</p> <p>Invite MLA President-Elect</p>	<p>Conference Coordinator</p> <p>Conference Coordinator</p>
12 months	<p>Promote your meeting at preceding conference</p> <p>Report at Fall Board Meeting</p> <p>Attend Meeting Planners session at Midwest Chapter Conference</p> <p>Invite MLA Executive Director and other MLA elected officers</p>	<p>Publicity</p> <p>Conference Coordinator</p> <p>Conference Coordinator</p> <p>Conference Coordinator</p>
9 months	<p>Contact potential exhibitors</p> <p>Establish pages on Chapter website</p> <p>Call for contributed papers and poster sessions</p> <p>Select CE courses and negotiate contracts with instructors</p> <p>Publicity to members in MIDLINE, listserv and direct mail if desired</p> <p>Submit event for calendar at MLA and other organizations</p>	<p>Exhibits</p> <p>Publicity</p> <p>Program</p> <p>CE</p> <p>Publicity</p> <p>Publicity</p>
6 months	<p>Meet with hotel for food arrangements and room assignments</p> <p>Finalize all arrangements</p> <p>Make travel arrangements for speakers</p> <p>Update budget and set registration fee</p>	<p>Local Arrangements</p> <p>All Committees</p> <p>Program</p> <p>Conference Coordinating Committee</p>
4 months	<p>Release preliminary program on update website</p> <p>Finalize registration forms and process</p>	<p>All Committees</p> <p>Registration</p>
3 months	<p>Notify members of conference registration or mail packets</p> <p>Confirm AV needs</p>	<p>Publicity</p> <p>Program & CE</p>
1 month	<p>Request PowerPoint files from speakers</p> <p>Finalize exhibitors</p>	<p>Program</p> <p>Exhibits</p>

2 weeks	Print final program Print attendee list	Program/Publicity Registration
AFTER	Pay all bills Send thank you notes to exhibitors, sponsors, committee members	Finance Conference Coordinator
3 months post	Submit Final Report to Midwest Chapter Send Conference materials to Archives	Conference Coordinator Conference Coordinator

IV. CONFERENCE COORDINATOR'S DUTIES & RESPONSIBILITIES

The group offering to sponsor/host an annual meeting should designate an individual or individuals as the Conference Coordinator(s) to be responsible for all arrangements for the meeting. The Conference Coordinator(s) will in turn appoint committee heads who will handle details of various aspects of the meeting.

A. Link to Midwest Chapter

The Conference Coordinator will serve on the Midwest Chapter's Annual Meetings Committee for approximately a three-year term, beginning immediately upon confirmation of their selection but no later than the Spring Executive Board meeting two years prior to their Annual Meeting and continuing until the final report is received/approved by the Board at the Spring Board meeting following the conference.

Throughout the planning period, the Conference Coordinator is asked to keep the Chapter's Annual Meetings Chair informed. Minutes of planning meetings, preliminary budget plans and progress reports are essential for this purpose. The Annual Meetings Chair will act as the sponsoring/hosting group's liaison with the Chapter. The Chair has funds available to travel to at least one planning meeting and is always available throughout the planning process for consultation and assistance. At each Board meeting, the Conference Coordinator(s) will report on plans and progress and receive input from the Board on their expectations. The Annual Meetings Chair will present the reports on behalf of the Coordinator, who is not required to attend.

The Conference Coordinator(s) sends an invitation to the Chapter President, which is brought before the Executive Board to host the annual meeting in their state. A Memorandum of Understanding will be signed between the Chapter and the Hosting Group. The Conference Coordinator and the local planning committee, with guidance from the Annual Meetings Chair, will establish a budget for the conference. After approval of the budget, the Treasurer will establish an account for the conference finances with an initial deposit of \$5000 from the Chapter. Either the Conference Coordinator or the Finance and Budget Chair will be authorized by the Treasurer as the Chapter's representative to the hotel or meeting facility, within the limits of the line of credit extended in the hotel or meeting facility contract.

B. Hotel Contract

The Conference Coordinator(s), the Hotel Arrangement Chair and possibly the Finance and Budget Chair are usually involved with the initial negotiations with the hotel. The hotel expenses are the major financial commitment involved in the meeting. A contract is usually required by the hotel to hold space and is signed by the Chapter Treasurer. Some of the things that the contract should include are the cost of the sleeping rooms, a guarantee of some double rooms for sharing, cost and number of meeting rooms (question if rooms that are being used for food functions have a charge — some hotels will not charge for ANY meeting rooms, if all food functions and breaks are held at the hotel), etc. The contract may also have some provision for complimentary rooms for every so many of revenue-producing nights occupied by the group, perhaps calculated on a cumulative basis (complimentary units may be used for speakers or MLA guests). The Chapter has been using an agency, Group To Go, Inc., to assist with negotiations with the hotel.

C. Invitations and Thank You

The Conference Coordinator(s) must extend an invitation to the MLA Board and the MLA Executive Director to attend the annual meeting. (see section XV on reimbursement). Registration and ticketed events should be waived for MLA officers and/or Board members not residing in the Chapter's region, but those MLA officers and/or Board Members residing within the Chapter boundaries should not have fees waived, as they should be attending their own Chapter's annual meeting.

At the end of the meeting, the Conference Coordinator(s) should send thank you notes to Committee Chairs and in turn the Chairs should send notes of thanks to their committee members.

V. COMMITTEES

The following items are the areas of planning that must be considered. One individual or a committee can be responsible for each area, and reports should be made to the Conference Coordinator regularly. The Chair or members on each committee will determine how work assignments will be accomplished.

The following committees will be needed:

1. Finance & Budget
2. Exhibits & Sponsors
3. Registration
4. Program
5. Continuing Education
6. Publicity
7. Facilities / Hotel Arrangements
8. Hospitality

The chairs of these committees are considered the Conference Coordinating Committee. Several states have shared information between committees quite successfully by conference calls, e-mail, or a blog, rather than meetings.

Past committees have suggested that it would be helpful to have a secretary appointed for the Conference Coordinating Committee to handle meeting minutes, to-do lists and invitations.

FINANCE & BUDGET

A. Mission Statement

The Midwest Chapter / Medical Library Association (the Chapter) rotates its annual meeting among the nine states in the Chapter in order to bring a high quality regional conference and continuing education opportunities within geographic reach of all Chapter members. The hosting state or local organization (the Host) should make a good faith effort to meet all the expenses of the conference with revenue from registration, vendor fees and contributions. The goal is to make the conference affordable to as many members as possible.

B. Policy

Under the guidance of the Annual Meetings Chair, the Conference Coordinating Committee will create a conference budget and submit it to the Chapter Treasurer (the Treasurer) for approval. Upon acceptance of the budget, the Treasurer will open books for the conference, which will be available to the Committee at any time. The Committee will submit all contracts, invoices, and receipts to the Treasurer for signature, deposit or payment. The Treasurer will deposit all funds and make all payments in a timely manner using Chapter bank accounts. Payment requests do not require the signature of the Chapter President. However, expenses in excess of 125% of any single budget line must be approved by the Chapter Board prior to payment.

Chapter expenses, such as the Board Meeting and President's hotel room, will be paid by the Treasurer from Chapter accounts and will not be credited or debited to the conference, though they may be included in the contract or line of credit with the hotel or meeting facility. At the conclusion of the conference, the Treasurer will close the books, present a detailed report and full copy of the books to the Committee, and pay 50% of net profits, if any, to the Hosting Group. The Host will not be liable for losses. All conference books and finances are subject to audit under existing Chapter policies and procedures.

It is expected that the Hosting Group will make timely reports and handle finances responsibly. The Board reserves the right to assess a portion of any loss to the Hosting Group if the procedures for approval of expenditures have not been followed.

C. Accounts and Authority

The Chapter Treasurer will control all bank accounts and retain all signature authority for contracts and other documents obligating the Chapter financially. The Host will have no authority to commit the Chapter legally or financially without authorization from the Treasurer. A representative of the Host should be authorized by the Treasurer as the Chapter's representative to the hotel or meeting facility, within the limits of the line of credit extended in the hotel or meeting facility contract. The authorized representative of the Host will normally sign the hotel or meeting facility contract, with written approval from the Treasurer.

D. Cash Grant

The Chapter will provide a cash grant of \$1500 to be used as seed money for the conference committee's expenses. In the larger budget, the grant should be used to enhance the program: i.e., to obtain speakers and/or develop a program for the meeting.

E. Tax Exemption/FEIN

The Midwest Chapter is a 501c3 organization through the Medical Library Association; however, we do not have exemption from sales tax in all states. Check with the Treasurer for the specifics for your state. The Chapter also has a FEIN (Federal Employer Identification Number) which should appear on any paperwork for payments made to the Chapter such as the registration form, exhibitor contract, sponsorship agreement, etc.

F. Budget

The Treasurer maintains budget information from each conference and can assist in the developing the general outline. In estimating costs, anticipate a 5% to 20% increase in costs between original planning and the actual meeting.

Items of income will include registration fees, fees from social events, exhibitor donations and fees, CE course fees, and the cash grant from the Chapter.

Items considered expenses of presenting the meeting may include costs of printing, publicity, mailing, meeting rooms, food, entertainment, speakers' travel and fees, exhibit facilities, utilities, shipping conference-related documents to the archives, table center pieces or decorator items, signage, group transportation, AV rental, and the usual "miscellaneous."

Chapter officers and members of the Executive Committee pay their own way and the Conference Coordinator(s) does not assume any financial responsibility for them.

Each Sponsoring/Hosting Group's situation and local arrangements will be different; each will find different needs to be included in the budget. However, all sponsoring/hosting groups will find preparation of a workable budget to be a challenging task that cannot be taken lightly.

G. Profits and Losses

The Chapter encourages the Sponsoring/Hosting Group to balance income and expenses as closely as possible. If there is a profit, this will be equally divided between the Chapter and the Sponsoring/Hosting Group. If two or more local groups jointly host the meeting, they will constitute one Sponsoring/Hosting Group, and may share their 50% of the profit at their own discretion.

The Executive Board recognizes the fact that the potential for a financial loss could discourage groups from assuming the responsibility of sponsoring/hosting an annual meeting. Therefore, in the event of a loss, the Chapter will be liable. The established budget controls, which require Board approval for expenditures in excess of 125% of the budgeted amount, should limit this liability in most instances.

VII. EXHIBITS & SPONSORS

A. General Information

Exhibitors make significant contributions to the meeting through rental fees, displays and sponsorships. There are no standard exhibitor fees set by the Chapter. Monetary and gift contributions as well as sponsorships of breaks, keynote sessions, etc. may be solicited from any company. Early contacts are essential for securing commitments from exhibitors or contributions. The Exhibits Committee should plan to visit the Exhibit Hall at the meeting preceding their own to meet the exhibitors and give them preliminary information about the next meeting.

An introductory letter to each vendor is appropriate with a contract included. The vendor should sign the contract and return it to the Exhibits Chair with the full understanding that the exhibit fee must be paid in full prior to the meeting. If possible, a deposit should be requested with the returned contract to hold a place for the vendor. A reminder letter always seems necessary.

*The exhibit fee usually includes the one-day registration, including meals, for __ people (number decided by the committee). If the vendor is a speaker, they still only have one-day of free registration---either speaker day or exhibit day. (*It is really up to the committee if they wish to extend full registration to exhibitors---be sure to check if this will be workable in the budget).

Recently, the exhibits have been on only one day of the meeting, but not on the last day.

Exhibitors and contributors are guests of the Chapter and their promotional activities still must be acceptable to the Sponsoring/Hosting Group.

Vendors wishing “Sunrise” sessions are charged an additional fee.

If the Conference Committee elects to provide an attendee list to requesting vendors before the meeting, the registration form must provide an “opt-out” box for attendees not wanting their name given. Vendors must be told that they are allowed to use the list only for meeting promotional purposes and only up to the meeting date. (Executive Board approval Sept. 2003).

Exhibits by MLA, GMR, and other local groups should be included, although fees for these groups may be waived.

B. Suggestions

Avoid programming during the time the exhibits first open.

Whenever possible, place the Exhibits Area close to the action to increase traffic through the area. You might schedule refreshment breaks in the area to attract attendees.

Give vendors time to address the attendees concerning their new products (not more than 5 minutes each if they are speaking at the end of a program)

Raffles in the exhibit area bring attendees in to browse (raffled items would be donations from the vendors)

Check and double-check vendor placement so competitors are not located near each other.

Small host gifts (e.g. local candy or other souvenirs) to the vendors are optional, but appreciated.

In calculating fees for “Sunrise” sessions be sure to take into consideration 1) cost of room, 2) cost of breakfast and 3) the profit you wish to make.

Check with the hotel about arrangements for shipping materials for the exhibits. The name of the meeting should appear on the shipping label. Some hotels have restrictions about how long they will hold materials so the timing of shipments is important.

Some exhibits will take a significant amount of time to set up. You may inquire of vendors how much time they will need in order to plan an appropriate opening time.

Bring a small tool kit which includes duct tape and band-aids.

Ensure that the Exhibit area can be locked and/or guarded during any time (such as lunches) when the exhibitors will need to leave their equipment unattended.

VI. REGISTRATION

Early on the registration committee should identify a database that they will use to keep track of incoming registration, acknowledgement letters sent, CE courses, etc. The whole committee should be knowledgeable in its operation. In 2009, the Ohio conference is piloting the use of Acteva for online registration.

Registration forms should include:

- Name and title or position
- Organization and address
- City & State
- Full, One-day or Student registration fees
- Late Fee date
- CE course fees for members and non-members
- Charges for any additional meals and/or special events
- Dietary or Special Needs requirements
- Total Enclosed
- Designation of “Check Payable To.....”
- Return to: ___ with name & address
- Chapter FEIN (see Finance & Budget)
- Statement about mechanism and time and/or regulations covering refunds for either meeting attendance or CE courses. (Refunds after deadline date should only be in case of emergency or family death or at the discretion of the conference committee)
- Statement about the mechanism and acknowledgement of registration for the meeting and/or CE courses including cancellation of a CE course (refund or placed into another course).
- Information regarding membership and an opportunity to join the Chapter.
- Check-off for attendees to indicate if they do not wish their photograph to be included in chapter publications, including the newsletter, blogs and the online photo galleries
- Check-off for attendees to decline vendor contacts

Since 2005, the registration information has been posted on the chapter website instead of doing an expensive mailing. Postcards may be mailed to all members in advance and extensive e-mail notifications are used to alert people to the conference and to announce when registration is open.

A membership registration rate is usually offered. The verification of membership is up to the local committee. A current list of Chapter members can be obtained from the Chapter’s Membership Secretary.

Program packets (packets to be handed out at the meeting) should contain name badge, list of attendees (only names and institutions), list of vendors, courtesy gifts (if available), meeting evaluation form, hotel map, ribbons where appropriate, and voting paddles for Chapter members.

If the Conference Committee elects to provide an attendee list to requesting vendors before the meeting, the registration form must provide an “opt-out” box for attendees not wanting their name given. Vendors must be told that they are allowed to use the list only for meeting promotional purposes and only up to the meeting date. (Executive Board approval Sept. 2003).

At the start of the meeting, the Registration Committee will inform the photographers and the editor of the newsletter and blog of any persons who check the registration form that they do not wish photographs to appear.

Name badges should include the first name in at least 36 point font. The last name, institution, and city/state are usually included as well in smaller font. There is software for producing name badges or a local Convention Bureaus may either provide the service or know a vendor who does. Ribbons may be added for officers, speakers, exhibitors and the host committee members.

At the meeting, provide ample cash, a table and staff for walk-in registrants, and sufficient committee members to answer questions and hand out materials.

Suggestions:

Stick to deadline for early and late registration. The deadline date should be at least 2 weeks before the meeting. Try to avoid the Labor Day holiday as the deadline date. Do send reminders as the early registration deadline approaches.

Put Payable To: and Mail To: information of the same line of the Registration Form to avoid having checks made out to the person receiving the registrations.

Tote bags for the conference are optional. The cost of bags may be underwritten by a vendor with advertising on one side; vendors may even be able to supply some bags. In recent years, an emphasis on “green” awareness has caused some meetings to encourage the re-use of bags instead of providing a new one, or to make the conference bag one that can be re-used as a shopping bag by attendees.

Promotional items may be included in the registration packet. This may include local information from the Hospitality Committee, pens/notepads from local libraries, or a local edible gift.

Make arrangements to print name badges at the registration desk. Vendors often send different representatives than the names they sent in advance and attendees appreciate the chance to correct name misspellings or institution changes.

IX PROGRAM

A. General Information

The program must include scheduling for two Midwest Chapter meetings, an Executive Board meeting and Business Meeting for the general membership in that order. The Business Meeting should be scheduled at a time which will attract attendance and has often included a luncheon.

Since we are a Chapter of MLA, allow a timeframe in the program for an MLA update or a forum on whatever topic is suggested by MLA for member feedback. As a courtesy, we usually allow some time for an update or content from the Greater Midwest Region as well. Both MLA and the GMR have had last-minute requests to add content to the meeting; scheduling some time when this content can be accommodated can avoid conflicts.

*Any group other than MLA that wishes to be part of the program must submit a proposal, with an estimate of expenses, at least one year before the meeting to the Conference Coordinator(s) and/or the meeting's Program Chair. The final approval or denial is determined by the program committee. This does not include the MLA or GMR update sessions. (*Executive Board approval in March 2003).

It has been requested that the planners allow a block of time for committees to meet - perhaps during the CE classes. A single larger room can be used by multiple small groups to gather and conduct some face-to-face business.

B. Speakers

Invite speakers/moderators/chairpersons as soon as the main theme is selected. Set stipends for plenary and invited speakers (see section C on Honoraria). To get a "name" speaker, you may have to pay a higher rate; you may be able to offset the expense by vendor sponsorship of the session. Speaker agreements should be sent out and signed and returned with a curriculum vitae as soon as speakers accept the invitation.

The contract with the speaker should be very specific about what is to be paid for by conference. Whenever possible, seek to control the expenses by making copies, reservations, etc. rather than allowing the speaker to bill for them after the fact. Be specific about "travel expenses" by offering a specific dollar amount for driving mileage (use MapQuest and per mile rate) in the initial contract. If a speaker is coming from a distance and the conference is paying for the travel and lodging, it is desirable for the committee to make the arrangements in order to control the costs. Bills from speakers for expenses already incurred have been the largest source of unpleasant financial surprises.

An outline of subject content should be requested of each speaker and panelist well in advance so there will be no duplication. Share these outlines with all appearing in the same session. Send copies of preliminary program as soon as possible to all program participants to give them an idea as to how their presentations fit into the total program. Be sure to brief the speakers on the audience they will be addressing.

It is desirable to have the speaker e-mail their PowerPoint slides in advance for loading on a laptop. This can minimize technical difficulties at the conference and also allows the committee to preview the content of the presentation.

For the main sessions, identify and secure an alternate speaker in case of last minute cancellation. The original speaker may offer to send someone in their place, so be prepared to either accept or decline the offer.

It is a courtesy to offer to meet the out-of-town speaker at the airport and provide personal transportation to the conference hotel. The speaker's registration packet may be picked up for them and presented to them on arrival at the hotel. A small host gift (local candy or souvenir) may be presented if desired, either privately or as a thank you at the end of their presentation.

C. Honoraria (approved by Executive Board in March 2003)

- 1) Program participants will not be paid honoraria or travel expenses if they are GMR staff members or members of the hosting organizations.
- 2) Keynote or plenary speakers will be offered honoraria and travel expenses at the discretion of the committee.
- 3) Other program participants may be offered honoraria at the discretion of the committee. Travel expenses will not be offered.

Note: If a speaker is paid an honorarium or fee of \$600 or more, it must be reported to the IRS on forms 1099 and W3. The 1099 is sent to the individual and the W3 to the IRS. This amount does NOT include reimbursements for travel or other expenses. The Program and Finance Committees should work with the Chapter Treasurer to comply with this.

D. Contributed Papers/Poster Sessions

The Chapter meeting has traditionally offered opportunities for members to make presentations about programs and projects in their libraries through either contributed papers or poster sessions. These may be tied to the theme of the conference. Contributed papers may be held concurrently if necessary, with groupings by likely audience (hospital and academic, consumer health and technical, etc.).

The committee should decide whether they will accept posters or papers which have been previously presented at the national MLA conference or other conferences, and include that information in the call for contributions. The committee should also determine if poster and paper presenters must be members of the Midwest Chapter or the host group.

The call for papers and posters should be distributed widely in Midwest Chapter and the hosting organizations. Set deadline dates with time for the committee to select the contributions and members to polish their contributions.

In 2008, the Chapter purchased easels for mounting posters at the poster session. Pieces of foam coreboard are used to mount the posters. The easels come in cases and will be shipped to the next conference location.

It is desirable to include abstracts in the program packet handed out at the conference.

E. At the Conference

AV requirements should be requested in advance, perhaps even on the speaker agreement, from each participant in order to obtain and reserve it for the meetings. It is important to test the equipment prior to use to make sure it is in working order to avoid delays. Check lighting arrangements and assign someone to handle lights for those using projected images.

Stress time limitations in all correspondence and discussions with speakers, chairpersons, etc. Assign a committee member or members to be "in charge" of each session to start and end the session on time, handle introduction of the speaker(s), control physical arrangements of the room as necessary, and serve as a host to the speaker. Arrange for time signals to be used during each session to prevent the embarrassment of running overtime.

Attendees like getting copies of PowerPoint slides from speakers when possible. Decide if you will make paper copies available at the meeting or consider getting permission to post them on the conference website after the meeting.

X. Continuing Education (CE)

Changes in the guidelines for MLA course accreditation occur, so CE planners should contact MLA Division of Education to obtain the most current information on accredited courses.

The CE committee for the conference should work with the Chapter's Professional Practice Committee to prevent duplication of efforts. The Chapter's Professional Practice Committee may have suggestions and assistance for course choices. At the end of the meeting, a separate CE report must be sent to the Chapter's Professional Practice Chair as to what classes were offered and the attendance at each.

A survey of desired CE courses may be taken at the prior year's meeting. This can be included in the program packets upon request.

Invite instructors as soon as the main theme is selected and stipends for instructors are set. Instructor agreements should be sent out and signed and returned with a curriculum vitae as soon as instructors accept the invitation. An outline of subject content should be requested of each instructor well in advance.

AV requirements should be requested in advance, perhaps even on the speaker agreement, from each participant in order to obtain and reserve it for the meetings. It is important to test the equipment prior to use to make sure it is in working order to avoid delays. Check lighting arrangements and assign someone to handle lights for those using projected images. Stress time limitations in all correspondence and discussions with speakers, chairpersons, etc. Assign a committee member or members to be "in charge" of each session to start and end the session on time, handle introduction of the instructor, control physical arrangements of the room as necessary, serve as a host to the instructor and distribute the MLA CE certificates (blanks forms can be obtained from MLA if the course has been approved). Arrange for time signals to be used during each session to prevent the embarrassment of running overtime.

CE instructors have one-day registration if requested and should be reimbursed for one night in hotel, travel, and meal expenses (at the discretion of the committee a full day instructor may have 2 nights paid for at the hotel---first check to see if it works in the budget!).

Any courses not held in the hotel or convention center should be accessible by group transportation arranged by the CE committee. Consider accessibility of all courses for handicapped attendees.

Cancellations

Circumstances may arise which would necessitate the cancellation of planned CE courses. The committee should decide the minimum number of attendees needed for each class to proceed and set a cut-off date when the decision will be made. Because the instructor will incur expenses in preparing materials and making arrangements to attend, the conference should plan to pay the instructor at least part of the honorarium if they cancel the course. The contract with the instructor should be specific about the dates and payment in the event of a cancellation. If the instructor needs transportation tickets to travel to the meeting, the financial responsibility for cancelled tickets should be agreed in advance as well.

The contract with the instructor should also include provisions if the instructor desires to cancel the agreement. There should be a deadline which will allow the conference planners to seek a substitute instructor or course. The financial obligations in case of an instructor cancellation should also be specified.

Because last-minute crises can occur, the committee should form a back-up plan if it is possible to have a different instructor.

If a course is canceled, the CE committee must notify those who have registered to give them the choice of either attending another course or receiving a refund.

XI. PUBLICITY

A. Announcements

Early publicity helps members in planning and budgeting for attendance at the annual meeting. Publicity should begin immediately after the dates and theme are decided and the Chapter Executive Board has accepted the meeting invitation. A logo should be designed promptly with an electronic version which can be used on all correspondence and materials related to the conference.

A large promotional effort is launched at the prior year's annual meeting. The committee should plan a display which may include pamphlets, badge stickers, or trinkets from the host state. Other promotional activities such as a raffle of prizes may also be used. The Conference Coordinator usually presents an invitation to the membership at the Business Meeting.

Advance Publicity should be sent to:

1. MIDLINE Editor
2. MLA News Editor - program and calendar dates of meeting plus CE courses to be offered (for inclusion in the CE section of MLA News estimate a four-month lead time)
3. GMR Headquarters
4. State health science library groups listservs
5. Special, academic or regional library groups whose members may be interested in the program
6. Med-Lib

Promotional material may also be sent with membership renewal mailings---make arrangements with the Chapter's Membership Chair.

B. Mailings/Contacts

As communication has moved to an online format, much of the publicity has moved to e-mail or website rather than mailings. The committee should decide if any mailings (such as an announcement postcard) are used to augment electronic communication.

The committee should use the members of the State Liaison Committee to spread information about the conference in each of the Midwest Chapter states.

C. Website

The committee should work with the Chapter webmaster to establish webpages for the meeting on the Midwest Chapter's website. The page should be established by the previous year's meeting and augmented as the date approaches. All important information that would traditionally be part of a registration packet (e.g. program schedule, speaker bios, CE courses, hotel information, registration form, etc.) should appear on the website. Links may be made to other local websites for tourist information, weather forecasts, or tickets for cultural events near the meeting site.

1. Blog

A good way to share bits of information about the meeting has been a section of the Chapter blog. To interest members in coming to the meeting, the Publicity Committee can include items about local attractions, foods or fun facts. Tips for getting to the hotel from the airport, alternate parking arrangements or other useful facts are also appreciated.

XII. FACILITIES / HOTEL ARRANGEMENTS

This committee is the direct link with the hotel for meeting arrangements. The hotel usually requests that an official contact be established for approval of arrangements.

Included in the Hotel Arrangements Committee charge are:

- room set-ups for all meeting and CE sessions,
- signage for each meeting and CE session,
- meal arrangements and breaks,
- rental of AV equipment needed for all meeting and CE sessions
- arrangements for “spin off” rooms needed for meetings (e.g. state meetings, committees, etc.)
- arrangements to have photographs taken during the meeting so they can become part of the Chapter’s archives.

A-V Equipment

There is no easy way to handle AV equipment. Renting from commercial sources can be costly; however, use of a single source for securing the hardware may expedite the matter. Certainly one committee person should be given the responsibility for coordinating and overseeing AV hardware. In correspondence to speakers and CE instructors be sure to ask what AV equipment is required by them. It is helpful to clarify terminology to be sure everyone is, in fact, referring to the proper piece of equipment. Make sure the equipment has replacement lamps, extension cords, remote control mechanisms, etc. It is essential to test out the equipment in the room in which it is used.

Check the technology capability of the hotel to be able to inform both presenters and exhibitors about Internet accessibility and costs.

Meetings

The committee arranges a place for the Executive Board Meeting in the hotel. The room must be large enough to hold 25-30 persons. Traditionally the Board meeting lasts several hours. Contact the Chapter President for food requirements. Any food costs for the Executive Board Meeting are the responsibility of the Chapter.

Chapter committees need to be able to hold meetings sometime during the conference. A number of groups can meet simultaneously in the same larger room with round tables. Some groups have scheduled this during the first CE day before the main conference starts.

Food

Conference attendees appreciate having food included in the general registration fee as much as possible. This is an item which vendors can be asked to sponsor.

Inquire about the hotel’s ability to accommodate special diets. Give attendees a contact person to notify about food allergies and special diets, so you can work directly between the individuals and the catering department in advance.

When possible, order food items from the hotel “on consumption” so you don’t pay for unused items. Establish a plan for replenishing buffet items if consumption is higher than anticipated.

If vendors are arranging to provide breakfast for Sunrise Seminars, it is desirable to have them billed directly for the costs. However, try to arrange with the hotel that these charges are “counted” toward the catering guarantee for the meeting.

Suggestions:

On the meeting days, have one name and phone number of a hotel employee that the committee can call with any problems.

Share a cell phone contact list, so key people from various committees can be reached immediately.

Request a locked room at the hotel for storing any laptops or other AV equipment which is brought in from outside the hotel, plus signs, registration and hospitality materials, etc.

Label everything you bring to the hotel.

When selecting the hotel, inquire about renovation plans and what their policy is on booking other events during the same time as the conference.

The blocks of hotel rooms reserved for each night are always a challenge. Do allow for some rooms on the night before the Executive Board meeting.

XIII. HOSPITALITY

The Hospitality Committee handles all social events, tours and local information at to the conference. The social events may be included in the full conference rate or listed as separate costs on the registration form. Any events not held in the hotel or convention center should be accessible by group transportation and arranged by this committee. Consider accessibility of all functions by handicapped attendees. You may offer the option of buying additional tickets to social events only for spouses or other guests of conference attendees.

A hospitality table near the registration table is very helpful to meeting attendees. Information on area shopping, activities, restaurants, etc. should be available in this area. The Convention & Visitors Bureau is an excellent source for maps, brochures and give-aways. Some groups have developed their own restaurant guide to places in the vicinity of the conference hotel.

The Midwest Chapter owns a poster which is intended to promote membership in the Chapter. A table may be reserved near the hospitality and registration area for the displaying the poster, especially if the hosting state group has a number of members who are not also members of the Chapter. Check with the Membership Secretary to schedule the poster.

Suggestions:

Tours of local points of interest or local libraries may be offered if desired.

Provide a bulletin board for attendees to leave notes for others in attendance, receive messages, etc.

It is often possible to combine the hospitality and registration tables for joint staffing during the conference.

For liability reasons, transportation should be arranged with buses or vans through transportation companies rather than in private vehicles.

Consider giving all members of the hosting state organization some designation on their badge as a "host" for others visiting their state.

XIV. FINAL REPORT

A final report written by the Conference Coordinator(s) and all committee chairs should be sent to the Chapter President within three months after the meeting. The Treasurer will provide a detailed financial report and full copy of the books to the Committee.

One copy of the final and financial report must to be sent to the Annual Meetings Chair and one copy to the Chapter Technology Chair for the website in PDF or Word. These items should also be submitted within three months of the meeting.

Send one copy of the program packet, the final report and any available photographs of the meeting to the Chapter's Archives Chair. Materials accumulated from the meeting planning, such as correspondence and minutes, should also be sent to the Archives. See the Archives checklist in the appendix for details.

Be sure the President has the names and addresses of persons who were principally responsible for the planning of the meeting so that the President can express appreciation for their efforts.

XV. REIMBURSEMENT GUIDELINES

CE Instructors

Free one-day registration if requested. Reimbursement for one night in hotel, travel, meal expenses and supplies.

Instructor stipend set by CE committee

Plenary/Keynote Speakers

Free one-day registration if requested. Special event from the evening before also included if speaker arriving the day before. Reimbursement for one night in hotel, travel, supplies, and meal expenses.

Speaker stipends are flexible and set by the Program Committee

Other Invited Speakers

Free one-day registration if requested. Reimbursement for one night in hotel, travel and meal expenses.

Speaker stipends set by Program Committee

Contributed Paper Speakers

No free registration. No reimbursement for travel, hotel or meal expense.

MLA Representatives (2 are to be invited)

No reimbursement for travel, hotel or meals. If MLA pays exhibit fee, the MLA Executive Director is not charged for his/her registration (see under Vendors). A MLA board member from the region attending the meeting is not reimbursed for registration, travel, hotel or meals. Any MLA officer or Board Member is reimbursed by MLA for travel, hotel or meals—free registration.

GMR Representatives

No free registration. No reimbursement for travel, hotel or meals. (All GMR personnel pay registration fees.)

Vendors

Exhibit fee includes full registration for not more than 2 representatives. Any additional personnel that are brought pay a registration fee. No reimbursement for travel, hotel or meals.

Exhibit fee determined by Exhibit Committee

Poster Session Participants

No free registration. No reimbursement for travel, hotel, meals, or supplies.

Midwest Chapter President

Free hotel throughout the conference, if a complimentary room is available. If not, room is paid for by the Chapter.

Sponsoring/Hosting Group's President

Free registration and complimentary room (if available) paid by sponsoring group (if appropriate).

Midwest Chapter/MLA Archives
Archival checklist for Midwest Chapter/MLA Annual Meetings

1. Proposal of location.
2. Acceptance of location
3. Written charge to the committee
4. Invitation for committee members to participate
5. Final list of all committee members
6. Minutes of committee members
7. Written directives for committee members
8. Initial budgets
9. Revisions to the budget
10. Final financial statement
11. Minutes and reports of any subcommittee
12. All bills
13. Bank statements and cancelled checks
14. Contract signed with the hotel(s) and any other contracts the committee signs
15. Invitation to speakers
16. Copies of paper presented or any handouts speakers provide
17. Samples of all items provided for attendees such as badges, bags or portfolios, suggested restaurants, etc.
18. Preregistration materials, and onsite registration forms, if these differ
19. All written publicity releases and copies of newsletter articles, etc.
20. All correspondence, including that with the state organization involved.
21. CE certificate
22. List of attendees
23. List of advertisers
24. Solicitations to advertisers, their requirement (Space, telephone and electric lines, etc.) and charges for their exhibits
25. Final program
26. Daily newspapers generated by the convention
27. Photographs of all officers, social activities, meetings, speakers, etc.
28. Minutes, including reports of the Board Meetings
29. Thank you notes
30. Final report

Types of Material to be Archived

Audio Recordings

- Cassette Tapes
- CD's
- Reel-to-Reel Tapes

Charts

- Diagrams
- Graphs
- Maps
- Tables

Computer Data

- CD ROM Disks
- Data Tapes
- 5 ¼ inch Disks
- 3 ½ inch Disks

Correspondence

- Greeting Cards
- Letter Books
- Letters
- Printed E-mail
- Printed Dictation
- Telegrams

Diaries

- Journals

Financial Documents

- Bank Statements
- Bills
- Checks
- Financial Journals
- Financial Notes
- Ledgers
- Receipts

Legal Documents

- Abstracts of Title
- Agreements
- Briefs
- Contracts
- Deeds

Depositions

- Insurance Policies
- Inventories of Estates
- Mortgages
- Petitions
- Wills

Literary Productions

- Manuscripts
- Memoirs
- Reminiscences

- Reports
- Research Notes
- Sermons
- Speeches

Photographic Material

- 8 mm film
- Laser Discs
- Negative Prints
- Newspaper Photo Clippings
- Positive Transparencies
- Positive Prints
- 16 mm film
- Video Tapes

Printed Material

- Awards
- Broadsides
- Brochures
- Certificates
- Circulars
- Clippings
- Flyers
- Pamphlets
- Posters
- Programs
- Proofs

Realia

- Magnets
- Mouse pads
- Mugs
- Paper Weights
- Pencils
- Pens
- Pins
- Scarves
- T-shirts
- Wrist Supports

Scrapbooks

- Scrapbook Material