

TENNESSEE LIBRARY ASSOCIATION

CONFERENCE PLANNING  
MANUAL

2016  
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## INTRODUCTION

The Tennessee Library Association (TLA) Annual Conference is held in the Spring of each year. It is the “main event” for the Association and provides education, networking, and entertainment for all TLA members and non-members who attend. The Conference usually lasts two days (traditionally Thursday and Friday), with Pre-Conference sessions offered on the day before the first day of the Conference.

## CONFERENCE COORDINATOR

The actual date and location of each conference is determined by the TLA Conference Coordinator, who is responsible for the selection and negotiation involved in determining the location, space required, and, pricing for the dates chosen. The Conference Coordinator may work with a meeting specialist, such as those available at ConferenceDirect, to request bids for the conference facility and lodging rooms.

The Conference Coordinator serves as an ad-hoc member of the Conference Planning Committee and is assigned the responsibility of preparing and maintaining the planning schedule and the conference budget. The Conference Coordinator is responsible for establishing a Master Billing procedure with the hotel and/or conference facility. The Conference Coordinator also makes the lodging reservations for the TLA President, the TLA Executive Director, and the Conference Coordinator for the entire conference. These reservations are charged to the Master Bill, but are not a part of the conference budget.

The Conference Coordinator also insures that the Conference Planning Committee reviews the conference site agreement at the beginning of the planning process and serves as the contact person and approver for all site agreements and any subsequent changes to the agreement.

## CONFERENCE LOCATION

The Conference has traditionally been held in various locations across the State, rotating from East to Middle to West Tennessee. Since 2013 the Conference has not been able to meet in the Nashville area due to the extremely high costs for facility and lodging. The Conference Coordinator reviews all available venues across the State in order to maintain an appropriate cost level for both the facility and lodging.

## CONFERENCE PLANNING COMMITTEE

Each Annual Conference is managed by a Conference Planning Committee, with the Conference Coordinator as an ad-hoc member assigned the responsibility of maintaining the planning schedule, the conference budget, and resource person for all Committee members. The

Committee consists of Co-Chairs (2); Sub-Committee Co-Chairs (12): 2 each for Program; Exhibits; Local Arrangements; Registration; Electronic/AV Services; and Sponsorships.

The appointment of Co-Chairs for the Conference Planning Committee is a staggered process. Each year the Conference Planning Committee will be led by a “veteran” Co-Chair and a “new” Co-Chair.

- “Veteran” Co-Chair is serving in his/her second year of appointment and is the leader of the Conference Planning Committee for that year.
  - Each Sub-Committee also has a “veteran” Co-Chair in his/her second year of appointment who is the leader of that particular Sub-Committee for that year.
- “New” Co-Chair is serving in his/her first year of appointment, having been nominated by the newly elected Vice President/President-Elect in May prior to his/her assuming that office. The “new” Co-Chair learns from and helps the “veteran” Co-Chair in leading the Conference Planning Committee. The “new” Co-Chair becomes the “veteran” Co-Chair at the beginning of his/her second year of appointment.
  - The “new” Co-Chair and the newly elected Vice-President/President-Elect will collaborate in the appointments of “new” Sub-Committee Co-Chairs who will then serve as “veteran” Sub-Committee Co-Chairs during his/her second year of appointment.

This staggered appointment process insures that there is an experienced person leading the planning for each Conference.

Sub-Committee Co-Chairs appoint the members of each Sub-Committee on an annual basis.

(NOTE: Throughout this Manual “year” is defined as the TLA fiscal year, which is July – June,)

## CONFERENCE FINANCES

The Conference is funded through a combination of registration fees, exhibitor fees, advertisements in conference program, and sponsorships.

Attendees must pay a registration fee to attend any of the Conference sessions, meals, and special events. Each Conference Planning Committee establishes the fees for the Conference being planned. In establishing the registration fees consideration should be given to:

- the facility cost as outlined in the site agreement;
- the historical conference attendance/income for that location;
- projected costs for speakers;
- projected receipts from sponsorships;
- projected income from exhibits;
- projected banking fees for credit card receipts.

Conference registration fee structure has historically had separate fees for TLA members, non-TLA members, students, and exhibits only. Friends of Tennessee Library (FOTL) and Tennessee Association of School Librarians (TASL) members have also been historically treated as TLA members for registration purposes. There are two fee divisions: the pre-registration fees and the on-site registration fee for each category of registrants. Each Conference Planning Committee is responsible for establishing the fee structure, both the divisions and the actual fees.

The Conference Budget does provide a location for 3-4 Pre-Conferences each year, but any other costs, i.e. speaker, refreshments, etc., MUST be covered by the individual fees paid for attendance at each Pre-Conference.

All expenditures must be reflected on Request for Payment forms, which must be approved by the Conference Coordinator and/or one of the Conference Co-Chairs, before being submitted to the TLA Executive Director for final payment. (NOTE: TLA does have a sales-tax exemption in Tennessee and the form which must be submitted to the vendor at the time of purchase, is available upon request from the Conference Coordinator and/or the TLA Executive Director.)

Reimbursable expenses:

- Conference Planning Committee members: May request reimbursement for personal expenses for Conference related activities. These expenses include supplies, printing, etc. In some instances, Committee members may request reimbursement for long-distance phone calls and postage for Conference related calls and mailings. Generally, however, these costs are expected to be covered by the institutions for which the Committee member works.
- Speakers:
  - TLA members and any Tennessee library personnel, whether TLA members or not:
    - Not eligible for an honorarium
    - MUST register for the conference at the appropriate rate.
  - TLA member and any Tennessee library personnel, whether TLA members or not, may be reimbursed for the cost of duplicating program handouts
  - Other Conference speakers
    - Can be reimbursed for travel expenses, per diem, and duplicating costs
    - Speaker hotel rooms are normally charged directly to the Conference master bill.
    - Speakers who are not TLA members nor Tennessee library personnel receive free conference registration.

The TLA Board anticipates that each Conference will be self-sustaining. Any income over the total expenditures for each Conference will revert to the TLA Operating Budget

## **PLANNING GUIDELINES**

### **CONFERENCE PERSONNEL**

The TLA Annual Conference requires the collaboration of many persons/groups within the membership of TLA. Listed below are those persons/groups with a brief explanation of the responsibilities for same.

#### **CONFERENCE COORDINATOR**

The Conference Coordinator is appointed by the TLA Executive Committee and continues to serve at the discretion of the appointee and/or the TLA Executive Committee. The Conference Coordinator serves on the TLA Board of Directors. (Additional information regarding this position can be found in the “Introduction” section of this document.)

#### **CONFERENCE PLANNING COMMITTEE**

The Conference Planning Committee follows all established TLA conference policies and may propose policy changes for review/recommendation by the TLA Board of Directors and subsequent review/approval by the TLA Executive Committee. (Additional information regarding this committee can be found in the “Introduction” section of this document.)

#### **TLA VICE PRESIDENT/PRESIDENT-ELECT**

Each May, following the election for TLA Officers, the newly elected Vice President/President-Elect, who will take office in July of that same calendar year, appoints a Conference Planning Committee Co-Chair to serve as the “new” Co-Chair for the next conference. (This is a two year appointment, with the person appointed serving as the “veteran” Co-Chair in the second year.)

The “new” Co-Chair and the Vice President/President-Elect collaborate on the appointment of a “new” Co-Chair for each Sub-Committee. (These are two year appointments, with the persons appointed serving as the “veteran” Co-Chair in the second year.)

#### **CONFERENCE WEBMASTER / GRAPHIC ARTIST LIAISON**

The Conference Webmaster/Graphic Artist Liaison works with the Conference Planning Committee to:

- Develop a conference logo (based upon the TLA President’s chosen theme)
- Develop the conference print materials (i.e. program; postcard; etc.)
- Develop the conference information on the TLA website
- Ascertain that all of the above are completed in accordance with the Conference Planning schedule

## CONFERENCE MOBILE APP ADMINISTRATORS

The Conference Mobile App Administrators are volunteers who work with the Conference Planning Committee to ensure that all information about the conference is made available via the conference mobile app and to promote the mobile app to conference attendees.

## TLA BOARD OF DIRECTORS

The TLA Board of Directors reviews all Conference policies and monitors the work of the Conference Coordinator and the Conference Planning Committee.

Members of the TLA Board of Directors represent the various Sections, Roundtables, and Committees within the TLA governance structure. In that role, Board of Directors’ members should be involved in developing and proposing conference programs to meet the needs of the membership.

## TLA EXECUTIVE DIRECTOR

The TLA Executive Director works closely with the Conference Coordinator in the site selection and site agreement for the TLA Annual Conferences. The TLA Executive Director ascertains that TLA’s liability insurance coverage is in place. Such coverage is required by many convention centers to cover accidents and thefts in the exhibit areas and meeting rooms. TLA’s insurance policy is issued annually and is not a Conference expense.

The TLA Executive Director chooses the printer/ mailing service for all TLA activities and provides this information to the TLA Graphic Artist.

While the Conference Coordinator develops the budget for each Annual Conference, the TLA Executive Director maintains the accounts (with appropriate line items for income/expenses) for each Annual Conference. All expenditures for the Annual Conference are processed for payment by the TLA Executive Director upon receipt of an approved Request for Payment form.

The TLA Executive Director attends each Annual Conference to accept on-site registration payments and “bill me” payments from attendees who registered online prior to the Conference. Requests for refunds for registration payments must be submitted to

the TLA Executive Director in writing. All refunds will be processed during the week after the Annual Conference.

## SITE REQUIREMENTS

### CONVENTION CENTER

The TLA Annual Conference must be held in facilities that provide at a minimum space for the following: Registration:

- Easily accessible space for registration tables (as usually provided by the Exhibits Decorator).
- Conference Office: Small to medium size room for storage of registration and program supplies, available throughout the Conference period.
- Exhibits: Exhibit space for 55 – 65 8'x10' booths, plus space for refreshment tables in several locations in the exhibit area
- Programs: Rooms for 6-8 concurrent programs. Each program room should seat 45-75 persons in theater style.
- General Session: Space for one General Session with a least 400 seats in theater style should be available at some point during the Conference

### HOTEL ROOM REQUIREMENTS

The Conference Coordinator negotiates an agreement with one hotel to hold a specific number of sleeping rooms at an agreed upon Conference rate for TLA attendees: this is called a Room Block. The Room Block is held until a date specified in the agreement between TLA and the hotel (usually 3-4 weeks prior to the Conference). The number of rooms reserved by attendees within the Room Block is called the Room Pick-Up. If all of the rooms in the Block have not been reserved by TLA attendees by the deadline specified in the agreement, the hotel releases the rooms from the Block and makes them available to the general public. These rooms may, if the hotel chooses, still be available to the TLA attendees at the Conference rate on a space available basis. The Conference Coordinator reviews the Room Pick-Up at several points prior to the beginning to the Conference. If additional rooms are required the Conference Coordinator negotiates with the hotel to determine if available rooms can still be offered at the Conference rate.

The Conference Coordinator must consider many factors when negotiating the Room Block for the Conference. These factors include:

- Location of the Conference: Registration fluctuates depending upon the location within the State.
  - Room Pick-Up from the previous Conference held in same location
- Trend of total registration numbers.
- Economic picture within the State.

In some hotels, there are financial consequences when all of the rooms in the Room Block are not in the Room Pick-Up. The negotiated agreement between TLA and the hotel may, if the Room Pick-Up is all of the rooms in the Block, include the partial

payment of the facility rent at an adjoining convention center. If the entire Block is not reflected in the Pick-Up, then the hotel will reduce the proportion of the convention center rent it will pay—which means TLA would pay a higher proportion of the rent. If all of the Conference programs are held in the hotel, the agreement usually indicates that TLA is liable for a certain percentage of the Room Block and must pay the difference between the Room Block and the Room Pick-Up in accordance with that negotiated percentage.

Compensatory Room nights: Some hotel agreements include a specified number of compensatory room nights based on the number of room nights actually rented by Conference attendees. TLA does not actually receive specific rooms. Instead the hotel will post a credit to the final Conference bill in the amount of the number of compensatory rooms. This credit is applied to the rooms provided to speakers. Not all hotels will offer compensatory rooms.

## MEAL REQUIREMENTS

Over the years, TLA Annual Conference Meal offerings have changed from two breakfasts/two lunches to one breakfast/two lunches and then simply two lunches. The breakfast offerings were eliminated due to the increasing costs for that meal. It is the decision of each Conference Planning Committee as to which meals to offer, however, a review of the site agreement is necessary to see if space has been contracted or can be added for breakfast meals.

Currently (2016), there are two luncheon offerings:

- First day:      CYA Roundtable or Intellectual Freedom (these two groups rotate over two conferences)
- Second day:   Trustees/Friends

The location of the meal events is determined by the site agreement which was negotiated by the Conference Coordinator, who will have estimated the number of attendees at each of these functions at the time of agreement signing. Just as with the Room Block, there are financial penalties if the actual number of people who attend the meal is significantly fewer than the estimated number. Any changes in the site agreement, including meal events, **MUST** be made by the Conference Coordinator. **NOTE:** Site agreements do contain the vendor's "minimum" income from food/beverage. If this minimum is not met by TLA there are financial penalties which the vendor can impose upon TLA.

## CONFERENCE PLANNING TIMELINE

The Conference Coordinator, in collaboration with the Planning Committee Co-Chairs, is responsible for developing the Conference Planning Timeline. The basic timeline below

is based on an April Conference and will need to be adjusted (backwards) for a March Conference. It cannot be stressed enough that the development of a reasonable timeline and adherence to same will make Conference Planning Committee-life more enjoyable and result in a successful conference.

Early Spring	TLA elections
At TLA Conference	Newly elected TLA Vice President/President-Elect announced
At TLA Conference	Next Conference's Exhibits "veteran" Co-Chair distributes exhibitor registration information for the next Conference (Exhibitor registration is now completed on the TLA website. Paper registrations are no longer available.)
At close of TLA Conference	Current Conference Planning Committee meets to review the Conference and, if needed, make recommendations for policy/procedure changes.
May/June	Newly elected TLA Vice President/President-Elect appoints Conference Planning Committee Co-Chair and Sub-Committee Co-Chairs
June/July	Program Proposal forms are posted on TLA website Exhibits Sub-Committee begins exhibits decorator bid process
August	Site visit by Conference Planning Committee
October/November	Deadline for submitting Program Proposal forms
Conf. minus 100 days	Publicity released regarding upcoming Conference (may be printed postcards, articles in Newsletter, information on TLA website) Program finalized (participants notified) Advertisements / program schedule due to Conference Webmaster/ Graphic Artist Liaison and Conference Mobile App Administrators Conference app purchased by Executive Director and set up by Conference App Administrators
Conf. minus 60 days	Registration information posted on TLA website Mail postcard announcing registration availability
Conf. minus 30 days	Deadline to reserve lodging Deadline for pre-registration Decision on pre-conferences status: hold / cancel Deadline for conference program to printer
Conf. plus 30 days	Conference app information posted on TLA website All bills should have been submitted to the Conference Planning Committee Co-Chairs for approval

## CONFERENCE MASTER SCHEDULE

The Conference Master Schedule is the schedule of programs, exhibit times (opening, closing, no-conflict), special events and meal functions. The Conference Planning Committee Co-Chairs establish the Conference Master Schedule in consultation with the Program Co-Chairs and the Exhibits Co-Chairs. The schedule should provide the following:

- 5-30 minutes between programs during the time the exhibits are open to encourage people to visit the exhibits
- 2 no-conflict periods for viewing the exhibits
- 6-8 concurrent session periods on both days (depending upon the available space on the site agreement)
- 1 General Session
- Exhibits opening (traditionally immediately following the General Session if it is held on the first day of the Conference)

## EXHIBITORS AND ADVERTISING

### EXHIBITOR FEES

Vendors pay a fee to exhibit at the TLA Annual Conference. Exhibitor fees are set by the Conference Coordinator a year in advance of each conference. This is to allow the Exhibitor's Registration Form to be posted on the TLA website in July/August preceding the Conference. Exhibitor fees may be paid with credit card on the TLA website or by check, with reference to the invoice which is presented on the website subsequent to the completion of the Exhibitor's Registration Form.

### ADVERTISING

Vendors are encouraged to advertise in the Conference Program. The advertising fees are set by the Conference Coordinator a year in advance of each conference. Advertising fees appear on the Exhibitor form and can be purchased in conjunction with the purchase of exhibit space or without exhibit space. Advertising fees may be paid with credit card on the TLA website or by check, with reference to the invoice which is presented on the website subsequent to the completion of the Exhibitor form.

Advertising copy is due no later than 70 days before the Conference Program draft is to be given to the TLA Graphic Artist. The following requirements must be met:

- .eps or .pdf are usable
- black and white is preferable; all color files will be converted to black and white
- photography must be high resolution with a minimum of 300dpi
- all files should be compatible with Adobe CS3 (Microsoft application formats are not acceptable)

## TLA SPONSORSHIPS

Sponsors of various activities during the Conference are recognized in the Conference Program; by signs at the appropriate activity; and by the TLA President during the General Session.

## CONFERENCE PUBLICITY

Publicity about the upcoming Conference activities should be included in at least two of the TLA Newsletter issues published prior to the date of the Conference. The Conference Committee Co-Chairs and/or the Program Sub-Committee Co-Chairs should provide short articles highlighting pre-conference and Conference program topics and speakers. These articles should be provided to the Editor of the TLA Newsletter, by the announced deadlines.

Some Conference Planning Committees may also develop special flyers/postcards to announce Conference activities. Such flyers/postcards can be developed with the help of the TLA Graphic Artist under the guidance of the TLA Conference Webmaster. Printing and mailing should be handled through the vendor currently used by TLA for all major printing/mailing activities. All Conference mailings are handled by this vendor and/or the TLA Executive Director and these mailings are normally sent to all current TLA members and past-year members. Should the Conference Planning Committee wish to send mailings to non-TLA members/groups, the Conference Planning Committee **MUST** provide the appropriate electronic mailing lists to the TLA Executive Director.

Posting of information about the up-coming Conference programs and speakers on tla-l (the TLA listserv) is very helpful in encouraging attendance at the Conference and should be managed by the Conference Planning Committee Co-Chairs.

The TLA Conference Webmaster/Graphic Artist Liaison should collaborate with the TLA Webmaster to develop appropriate general Conference information for the TLA homepage for viewing during the months prior to the Conference. The TLA Conference Webmaster/Graphic Artist Liaison will insure that the Conference program is available on the TLA website as noted on the Conference Timeline. The earlier this can be accomplished is helpful in encouraging attendance at the Conference.

## CONFERENCE PROGRAM

The TLA Conference Webmaster/Graphic Artist Liaison is responsible for gathering the information to be included in the Conference Program from the various Conference Planning Committee and Sub-Committee Co-Chairs. The TLA Conference Webmaster/Graphic Artist Liaison works directly with the TLA Graphic Artist to develop the final program in both print and electronic formats. The TLA Graphic Artist will manage the layout for the Conference Program. The printed Conference Program needs to be ready for pick-up from the printer by the TLA Executive Director no later than the Friday before the Conference.

## CONTENT

The Conference Program includes the following information:

- Theme / Color scheme / Logo
- Advertisements from vendors
  - Total number/size of each
- TLA Executive Committee List
- TLA Standing Committee C-Chairs List
- TLA Conference Planning Committee List
- Welcome message from TLA President
  - Including picture
- Conference logistics
  - Location of registration
  - Registration hours
  - Conference mobile app information
  - Exhibits information
    - Opening/closing each day
    - Free time each day
    - Hospitality information
    - Concessions / refreshments, if any
  - Special and Featured Conference events
    - Keynote speaker(s)
    - All bios, including pictures
  - Award recipient information
    - Names, bios, including pictures
  - Program grid
    - Audience key
    - Add page numbers to corresponding information
  - Pre-Conference information
    - Date/time/location
    - Information about each session
      - Speaker
      - Sponsor, if any
      - Intended audience, if any
  - Meal Events
    - Time/Location/Speaker
    - Awards to be presented, if any
  - Used Book Sale / Scholarship Basket Sale
    - Time/Location
  - All Conference Reception
    - Time/location
    - Reminder that \$5 from each ticket supports the Scholarship Fund
  - Occasional special events
    - UTK SIS Alumni & Friends reception

- Time/location
  - Poster sessions / Table talks
    - Time/location
- Next year's conference information
  - Date/location
- Hotel / conference site floor plan
- Vendor directory with booth numbers and websites
- TLA membership announcement
  - Information on online membership application
- Notes pages
- Sponsors List

## CONFERENCE MOBILE APP

The conference mobile app includes much of the same information that is available in the Conference Program but presents it in a format that is available on mobile devices (smart phones, tablets, laptops) so that conference attendees may create schedules and use other features that are not available in the printed Conference Program. It is also updated continuously, even after the Conference Program has been finalized and printed, so attendees always the most up-to-date schedule when using the app.

## **CONFERENCE PLANNING COMMITTEE AND SUB-COMMITTEE CO-CHAIRS RESPONSIBILITIES**

### CONFERENCE PLANNING COMMITTEE CO-CHAIRS

- Manage the Conference and coordinate activities of Sub-Committees in coordination with the TLA Conference Coordinator.
  - Check with Sub-Committee Co-Chairs at least once a month to determine status of completion of responsibilities.
- Members of the TLA Board of Directors and should make quarterly reports.
- Establish Conference Timeline prior to first meeting of the Conference Planning Committee (outlined earlier in this document).
  - Schedule meetings (optimum number 5 during the year) of the Conference Planning Committee.
    - One meeting should take place at the site of the Conference, if feasible.
    - Meetings may be held via GoToMeeting.
  - Coordinate timing of presentation of final program information with the TLA Conference Webmaster/Graphic Artist Liaison to insure Conference program is completed by TLA Graphic Artist at the appropriate time for presentation on the website and in the printing of the program booklet
- Coordinate with the Program Sub-Committee in the development of the Master Program Schedule (outlined earlier in this document)

- Coordinate with the Conference Mobile App Administrators to ensure that the appropriate information is available in the mobile app.
- Create the General Session agenda to insure that the business meeting (if required), awards presentations, and the keynote speaker have appropriate time
- Monitor the Conference budget and expenditures throughout the Conference planning year
- Develop, distribute, and tabulate an evaluation instrument to Conference attendees

#### PROGRAM SUB-COMMITTEE CO-CHAIRS

- Arrange all Conference programs, pre-conferences, and special programmatic events
- Design the TLA Conference Program Proposal form. (Revising the previous year's form is the easiest way to accomplish this.)
  - In coordination with the TLA Conference Webmaster/Graphic Artist Liaison, post the Program Proposal form on the TLA website in accordance with the Conference Planning Schedule.
  - Announce the availability of the form via tla-l, being sure to include the hyperlink to the form on the TLA website.
- Processing / reviewing Program Proposal Forms.
  - Approval is NOT automatic. Program Sub-Committee Co-Chairs make the final decision as to which programs to approve. Some, if not all, of the Committee members should be included in the review process.
  - Considerations when reviewing proposals:
    - Will the program be of interest to at least 25 people who are likely to attend the Conference?
    - Are reasonable program outcomes clearly defined on the proposal form?
    - Have credible speakers been selected for the program?
      - Are more than three speakers proposed? (Consider the time limitations when there are more than 3 speakers.)
      - Is the speaker free or will there be a fee? If there is a speaker fee, is it more than \$500? (Review the Speaker Honorarium section later in this document.)
    - Is there more than one program proposal on this topic? Can they be combined?
  - Ensure that there are programs of interest to all TLA members. It may be necessary for the Committee to solicit programs to offer options for all of the specific audiences served by TLA, i.e. school, academic, public, special, etc.
- Pre-Conferences can be proposed in the program proposal process or the Program Sub-Committee members may recommend a topic for a pre-conference. Several TLA roundtables and sections have routinely proposed pre-conferences, i.e. CYA Roundtable and College and University Libraries Section. If such a group proposes a pre-conference, these usually receive top priority in the approval routine.
  - All Pre-Conferences must be financially self-sustaining, i.e. attendee registration fees must cover all expenditures for each pre-conference.



- The program description: (This is the description which will appear on the TLA website and in the printed Conference program. The Program Sub-Committee may need to revise the description found on the proposal form in order to promote interest in the program.)
    - The approved budget is: (detail)
    - The AV/electronic services requested are: (list)
      - This notification of approval form is used to confirm agreement between the Program Planners and the Program Sub-Committee.
  - A second Program Confirmation Form, incorporating any changes which have occurred since the first form, should be sent after the program times have been set and room assignments have been made, at least 8 weeks before the Conference date. The information in the second Confirmation Form will be used for the development of the Conference Program and the Conference Mobile App.
- Speakers' honorarium information
  - The honorarium information shown below should appear on the website in connection with the Program Proposal Form and, if payment is requested on the Program Proposal Form the Program Sub-Committee Co-Chairs should confirm that said payment meets the policies below.
  - Non-Honorarium speakers:
    - TLA members who are speaking at the Conference do NOT receive an honorarium
    - TLA members who are speaking at the Conference do NOT receive free Conference registration
    - TLA members who are speaking at the Conference can request copying reimbursement for items distributed in a Conference session
      - A TLA Request for Reimbursement should be completed and returned to the Program Sub-Committee Co-Chairs for processing
  - Honorarium and travel reimbursement for speakers:
    - Honorarium amounts are at the discretion of the Program Sub-Committee Co-Chairs based upon the Conference budget for programs. In some instances the speaker will declare the cost of his/her services, in others, the Program Sub-Committee Co-Chairs will offer an amount.
      - Upon determination of the amount, a Speaker Agreement Form should be completed and two copies sent to the speaker for his/her signature. Upon return of both copies, the Program Sub-Committee Co-Chairs will sign and return one copy to the speaker for his/her records. The second copy remains with the Program Sub-Committee Co-Chairs
        - The agreement should indicate the location, the date, the time of program and the amount of honorarium. It should also indicate if travel reimbursement/lodging are included in the agreement. (NOTE: Some speakers

only want travel/lodging, even then an agreement should be written stipulating what both the speaker and the Program Sub-Committee Co-Chairs have agreed to.)

- Even if the paid speaker was proposed by a Program Planner and not initiated by the Program Sub-Committee, the Program Sub-Committee Co-Chairs should handle all agreements.
- The agreement should also include the final paragraph that indicates that TLA can decide not to use the speaker's service within a set time limit before the beginning of the Conference.
- The same procedure should be used for the contracting of persons to present pre-conferences. (NOTE: The final paragraph of the agreement which indicates the cancellation deadline is very important for per-conference speaker agreements, as it may have to be implemented, if the pre-conference does not "make.")
- Honorarium checks should be ready to distribute to the speaker just prior to the session in which the speaker is making his/her presentation. (Program Sub-Committee Co-Chairs should request the checks from the TLA Executive Director at least 20 days prior to the Conference. The request should be accompanied by a copy of the Speaker Agreement Form. Checks will be available from the TLA Executive Director at the start of the Conference.) If travel reimbursement is part of the agreement, the TLA Executive Director will include a TLA Travel Claim Form with the honorarium check. Instructions for completion and return of the TLA Travel Claim Form will also be included.
  - Travel expenses are reimbursed by TLA Policy, at the same rate as paid by the State of Tennessee to an employee. (The TLA Travel Claim Form reflects the most up-to-date information regarding travel expenses.)
  - A speaker is expected to pay for his/her own meals as these are covered by per-diem reimbursement through the Travel Claim process. If the Program Sub-Committee Co-Chairs wish to take the General Session speaker to dinner and/or lunch, one person should be assigned to be responsible for the speaker's meal check and the request personal reimbursement through the TLA Request for Reimbursement procedures. Reimbursement in this case is limited only to the speaker's meal charges. All other attendees at the meal are expected to pay for his/her own charges.
  - Speakers should be told that commercial transportation between the Conference location and the airport will be reimbursed with the presentation of appropriate receipts and a

- completed TLA Travel Claim Form. TLA does NOT provide airport pick-up for speakers.
- Speaker lodging information
    - Program Sub-Committee Co-Chairs are responsible for making lodging arrangement for those speakers who have lodging included in the Speaker Agreement.
      - Information should be provided to the Conference hotel in the manner prescribed by the hotel.
      - Lodging should be charged directly to the TLA Master Bill. (You will need to stress to the speaker, that he/she is not responsible for the lodging, but may be asked for a credit card to cover incidentals that are not paid by TLA, i.e. phone calls, movies, room service, etc.)
  - Non-librarian speakers (both paid and not paid)
    - Receive free Conference registration.
      - Program Sub-Committee Co-Chairs should provide a list of speakers receiving free registration to the TLA Executive Director so that these registrations can be entered into the online registration system. This list should be forwarded at least 3 weeks prior to the Conference.
    - Receive gift from TLA
      - Gifts are purchased by the Local Arrangements Sub-Committee Co-Chairs based upon a list provided by the Program Sub-Committee Co-Chairs at least 3 weeks prior to the Conference.
  - Copies for speakers
    - Speakers may request information on the number of copies required for distribution in the session. Program Sub-Committee Co-Chairs should estimate the attendance, but be prepared to make additional copies at the Conference site of hotel site and charge to the TLA Master Bill when necessary.
  - AV requests
    - Program Sub-Committee Co-Chairs should prepare a listing of AV requests by session and present to the Electronic/AV Services Sub-Committee Co-Chairs shortly after receipt of the Program Confirmation Forms from all Program Planners.
    - See Electronic/AV Services Sub-Committee Co-Chairs information in this document for further information.
  - Scheduling Sessions
    - The Program Sub-Committee Co-Chairs are responsible for scheduling the sessions. Not only should the needs of the Speakers/Program Planners be met, but also programs for the various types of libraries should be offered in each time-slot.
    - General Session is usually 2 hours in length, leaving time for general introductions, any TLA business that needs to be conducted and 45 minutes

for the Speaker. Additional time should be added if any or all TLA awards are to be given during the General Session.

- The Conference Planning Committee Co-Chairs are responsible for the preparation of an agenda/timeline for the General Session. This should be prepared in consultation with the TLA President, who is the host for the session.
- Program Sessions are usually 55 minutes in length with 5-30 minutes between session time-slots, except when the break is for free time in the Exhibits, and such a break should be at least 30 minutes in length.
- Meal functions should be 1.5-2 hours in length.
- First Conference Day should not go past 4:30PM, especially if there is an All-Conference Reception planned.
- Second Conference Day should not go past 4PM, to allow attendees to start home before rush-hour traffic.
- Special Events
  - All-Conference Reception is planned and coordinated by the Local Arrangements Sub-Committee Co-Chairs, who provide information to:
    - Program Sub-Committee Co-Chairs and the TLA Conference Webmaster/Graphic Artist Liaison for inclusion in the Conference Program and the Conference website.
    - Registration Sub-Committee Co-Chairs for placement on the online registration form template, along with charge for attendance at the reception.
  - TLA's Annual Used Book Sale and Basket Silent Auction information is the responsibility of the TLA Scholarship Committee, which should provide information regarding these events to ascertain that the information is listed on the Conference website and the Conference Program.
  - Any other special events should be proposed to the Conference Planning Committee Co-Chairs for assignment to the appropriate Sub-Committee.
- Public Relations
  - Development of the pre-conference publicity and the Conference Program, in conjunction with the TLA Conference Webmaster/Graphic Artist Liaison is covered elsewhere in this document.
  - Schedule and speaker information should be communicated to the Conference Mobile App Administrators so that featured speakers are also featured in the conference mobile app.
- Program Sub-Committee Activities During the Conference
  - Program Sub-Committee members should ascertain that appropriate signage is posted for each session room, striving to maintain a reasonable cost.
    - Some conference facilities provide room signage, others require the association to make and post signage.
    - Signs may be created by the same system that runs the Conference Mobile App. Contact the Conference Mobile App Administrators to request these signs.
    - Signs can also be ordered through the Exhibits Sub-Committee using the decorating company that is contracted for the Exhibits.

- Program Monitors
  - Program Sub-Committee members and other volunteers should have a copy of the final Program Confirmation Form and should address the Speaker and/or Program Planner at least 5 minutes prior to the scheduled session to assure that the Speaker has all of the necessary equipment/connections.
  - Monitors should count those in attendance at the session and return the Monitor Information Form to the Program Sub-Committee Co-Chairs for tabulation at the end of the Conference.

#### EXHIBITS SUB-COMMITTEE CO-CHAIRS

- In consultation with the Conference Coordinator, the Exhibits Sub-Committee Co-Chairs are responsible for selling booth space to vendors, managing all activities in the Exhibit Hall, and selling advertisements in the Conference Program.
  - Maintenance of exhibitor mailing list
    - The Exhibits Sub-Committee Co-Chairs must maintain an updated master vendor listing in electronic format. This listing should contain the name and contact information for the vendor representative.
  - Selling booths
    - Registration for booths is available on the TLA website at least 9 months prior to the actual Conference.
    - During the current Conference, printed invitations to register for at booth at the next Conference should be distributed by the Exhibits Sub-Committee Co-Chairs.
    - Personal contacts with vendors by the Exhibits Sub-Committee members is very important in the selling of booth space. Continued contact with vendors not yet registered for the next Conference should be scheduled by the Exhibits Sub-Committee Co-Chairs.
    - Pricing of booths is the decision of the Conference Coordinator in consultation with the Conference Planning Committee Co-Chairs.
      - Availability of discounts for early exhibitor registration is at the discretion of the Conference Coordinator and the Conference Planning Committee Co-Chairs.
    - Information for the online registration exhibitor registration form should be provided to the TLA Executive Director in July prior to the next Conference. The TLA Executive Director will post the form on the TLA website and notify the TLA Conference Webmaster/Graphic Artist Liaison that the form is ready for announcement on the TLA website.
    - A listing of all registered exhibitors should be provided to the TLA Conference Webmaster/Graphic Artist Liaison in January before the Conference (for posting on the Conference website and placement in the Conference Program and in the Conference Mobile App). This listing should be updated on a regular basis and, if any exhibitors are added after the printing deadline for the Conference Program, a separate listing of additional exhibitors should be prepared for

distribution at the Conference Registration Booth. If possible, the listing should include a map of the Exhibit Hall and location information for each exhibitor. All of this information should also be sent to the Conference Mobile App Administrators for inclusion in the app.

- Decorator
  - The Exhibits Sub-Committee Co-Chairs, in consultation with the Conference Coordinator, are responsible for hiring a firm of exhibit decorators to set up exhibit booths and provide the other furnishings in the exhibit area and to set up the registration booth and give-away tables.
    - Bid process
      - Scheduled on Conference Planning Timeline
      - Specifications include:
        - Booth table/chairs
        - Drapery
        - Aisle carpet (If there is a concrete floor in the facility carpet, while expensive, should be obtained from the decorator, as bare concrete is not appealing to the Conference attendee.)
        - Separate tables or booths for Local Arrangements Sub-Committee; ALA Counselor; SELA Representative; Scholarship Used Book Sale and Basket Silent Auction
        - Internet access / electricity
          - Internet access / electricity is NOT included in the basic booth rental charge established by TLA.
          - Exhibits Sub-Committee Co-Chairs should determine whether access is available via the facility or the decorator and notify the vendors of actions which the vendor should take in order to obtain phone / internet access. TLA does NOT make individual arrangements for the vendors' access.
    - The Exhibits Sub-Committee Co-Chairs should choose drapery and carpet (if necessary) colors to coordinate with the logo colors chosen by the Conference Planning Committee.
    - The Exhibits Sub-Committee Co-Chairs should offer all vendors the opportunity to advertise in the Conference Program, even if not purchasing exhibit booth space.
- Advertising
  - Advertising space is sold by: Quarter page; Half page; Full page
    - Ad requirements:
      - .eps or pdf are usable

- Black and white is preferable. All color files will be converted to black and white
- Photography should be of a high-resolution, with a minimum of 300 dpi
- Font: should be outline
- Compatible with Adobe CS3 applications
- Cannot accept ads saved in a Microsoft application format
- Pricing for advertising space is the decision of the Conference Coordinator in consultation with the Conference Planning Committee Co-Chairs.
- Managing Activities in the Exhibit Hall
  - Security/EMT
    - Requirements for security/EMT service differs with each conference facility. The Exhibits Sub-Committee Co-Chair should consult with the Conference Coordinator to determine what, if any, requirements appear in the conference facility agreement and ascertain that said requirements are met.
  - Food in the Exhibit Hall
    - There should always be some form of liquid refreshment available to exhibitors and Conference attendees in the Exhibit Hall.
      - Provision of food varies depending upon the conference facility. In some cases beverages will be provided as part of the conference center rental. More commonly, the Conference Planning Committee must purchase this service via the Local Arrangements Sub-Committee to be added to the Master Bill from the hotel/conference center. In those cases the Sponsorships Sub-Committee should offer “beverage service” to the exhibitors as a sponsorship opportunity.
    - The Exhibits Sub-Committee Co-Chairs after consulting with the Sponsorships Sub-Committee, makes the arrangements regarding how refreshments will be provided in the Exhibit Hall during the Conference.

#### LOCAL ARRANGEMENT SUB-COMMITTEE CO-CHAIRS

- The Local Arrangement Sub-Committee Co-Chairs, in consultation with the Conference Planning Committee Co-Chairs, are responsible for coordinating meal arrangement with the hotel and/or conference center during the Conference; for selecting the menu for Conference meals; for arranging special events and tours (if any); for managing Conference hospitality; and for providing local information during the Conference,
  - Arranging for meals
    - TLA now offers only two luncheons during the Conference. (Breakfast offerings were discontinued due to pricing.)



from or about Tennessee. The Program Sub-Committee Co-Chairs will give the Local Arrangements Sub-Committee Co-Chairs a list of these speakers and the location of each session at least 3 weeks prior to the Conference. Local Arrangements Sub-Committee members will purchase the fits and deliver each just before the appropriate session begins.

- Conference hospitality desk
  - The Local Arrangements Sub-Committee Co-Chairs make arrangements with the Exhibits Sub-Committee Co-Chairs for a Hospitality Desk in or near the Exhibits Hall and/or Registration Desk.
    - The desk is staffed by Local Arrangements Sub-Committee members during the Conference.
    - Offers information/map about host city and recommendations for restaurants.
    - Information/map of host city and restaurant recommendations should also be sent to the Conference Mobile App Administrators for inclusion in the app.
- Arranging special events
  - The Local Arrangements Sub-Committee Co-Chairs work with the Conference Planning Committee Co-Chairs to determine what special events (i.e. All-Conference Reception), if any, should be held.
  - The Local Arrangement Sub-Committee is responsible for coordinating the special event.
    - If the event is held off-conference-site, the Local Arrangements Sub-Committee Co-Chairs must work with the Conference Coordinator for contract negotiation, approval, and payment.

#### REGISTRATION SUB-COMMITTEE CO-CHAIRS

- The Registration Sub-Committee Co-Chairs, in consultation with the Conference Planning Committee Co-Chairs and the TLA Executive Director, are responsible for managing the Conference registration process, both pre-registration and onsite registration.
  - All Conference registration is managed on the TLA Conference website. No paper pre-registration forms are available.
    - Confirmation of registration is provided automatically via the website.
    - Receipt for payment of the registration is provided automatically via the website.
  - The Registration Sub-Committee Co-Chairs should prepare a registration template and present it to the TLA Executive Director for final preparation for entry on the TLA Conference Website by the TLA Conference Webmaster/Graphic Artist Liaison.
    - The registration template should be presented to the TLA Executive Director in early January prior to the Conference.
    - The registration template should contain:

- All events for which pre-registration is required, even those for which there is no fee.
  - Registration costs for TLA members; Non-Members; Students; Trustees/Friends; and other types of attendees, if approved by the Conference Planning Committee.
    - The costs should be divided by pre-registration and on-site.
    - As stated elsewhere in this document, the registration costs are decided by the Conference Planning Committee Co-Chairs.
  - The Registration Sub-Committee Co-Chairs will obtain the meal costs from the Local Arrangement Sub-Committee Co-Chairs.
  - Pre-registration deadline
    - The pre-registration deadline is normally about three weeks prior to the beginning of the Conference. This allows time to cancel any Pre-Conferences that do not meet minimum registration requirements. This also allows for solid meal counts to be presented to the vendor.
    - Once the pre-registration deadline has passed, the registration amounts on the TLA website will be changed to the onsite amounts.
  - Required information to be requested:
    - Name of registrant
    - Name of library with which the registrant is associated
    - Mailing address (street/city/state)
    - Phone number
    - Email address
  - Additional information which may be requested:
    - Memberships in various appropriate library organizations, i.e. ALA, TASL, FOTL, etc.
    - Special meal requirements
    - ADA requirements
    - Type of library associated with
- Registration policies
    - Institutional members of TLA may send two (2) persons to each Annual Conference at the member rate
    - Speakers who are not required to register for the Conference:
      - Registration badges and packets are provided for each
      - A listing of these speakers will be provided by the Program Sub-Committee Co-Chairs

- Honorees receiving awards during the meal events are given two free tickets to the meal event. Should the honoree wish to bring others to the meal event, those tickets must be purchased.
- Registration statistics
  - The TLA Executive Director will provide updated registration listings to the Registration Co-Chairs on a mutually agreed schedule.
- Registration for meals
  - The TLA Executive Director and the Registration Sub-Committee Co-Chairs will provide final meal registration counts to the Local Arrangements Sub-Committee Co-Chairs at the deadline required by the vendor providing the meal.
  - Registration Sub-Committee Co-Chairs are responsible for printing tickets for all meals and any other event requiring a ticket.
- Name badges
  - The Registration Sub-Committee Co-Chairs collaborate with the TLA Executive Director to choose the name badges/holders/lanyards for the Conference.
    - The TLA Executive Director orders badge supplies and delivers to the Registration Sub-Committee Co-Chair for printing.
  - The Registration Sub-Committee Co-Chairs design the name badges, usually using the conference logo. (This logo can be printed on the badges when ordered, leaving on the attendee's name/city/library to be printed by the Registration Sub-Committee Co-Chairs.)
  - Ribbons
    - The TLA Executive Director ascertains that all necessary badge ribbons have been ordered for each conference.
      - Speaker ribbons are placed in the appropriate packets by the Registration Sub-Committee Co-Chairs prior to the conference.
      - ALA and SELA ribbons are provided by the ALA Councilor and the SELA Representative.
- Conference Mobile App
  - The TLA Executive Director provides a list of the registrants to the Conference Mobile App Administrators so that those who pre-register for the conference can be invited to access the full Mobile App before the conference.
- Registration packets
  - The Registration Sub-Committee Co-Chairs are responsible for assembling the registration packets, which should include:
    - Meal tickets
    - Special event tickets
    - Speaker ribbon, if appropriate
  - The registration packet is given to each registrant, along with a Conference bag which contains:
    - Conference program

- Give away items
  - The Conference bag is chosen by the Conference Coordinator and ordered by the TLA Executive Director. (The bag design carries the TLA logo – not the conference logo – so that an order can be placed for two conferences, thus lowering the cost per bag.)
- Registration booth
  - The Registration Sub-Committee Co-Chairs are responsible for recruiting people to staff the Registration Booth.
    - Five persons are usually required on the first morning of the Conference, after that 3 persons is usually sufficient.
    - The booth should be open:
      - One hour before the beginning of the pre-conferences
      - 7:30AM on the first day of the Conference
      - Remain open during all the hours that meals and programs are being presented
  - The Registration Sub-Committee Co-Chairs and the TLA Executive Director maintain the onsite registration booth.

#### ELECTRONIC / AV SERVICES SUB-COMMITTEE CO-CHAIRS

- The Electronic / AV Services Sub-Committee Co-Chairs, in coordination with the Program Sub-Committee Co-Chairs, are responsible for:
  - The provision / rental of appropriate connections for use of the electronic equipment (provided by the program participants)
  - The provision / rental of microphones in all program session rooms, if necessary
  - The provision / rental of audio-visual equipment
- It is suggested that the Electronic / AV Services Sub-Committee Co-Chairs develop and maintain a daily spreadsheet describing the equipment required for each session.
- Electronic equipment / connections
  - Computer and peripherals:
    - TLA policy states that the Conference Planning Committee will no longer provide computers and peripheral equipment for speakers, due to the high cost of rental of such equipment. The Speaker or the Program Planner are expected to provide the necessary equipment for the session.
      - The Electronic / AV Services Sub-Committee may be able to provide equipment as a “back-up.” However, this equipment will have been loaned to the Conference by TLA members and/or his/her library and should always be handled appropriately. Loaned equipment should NOT be left unattended at any time. All equipment should be maintained overnight by the person who brought the equipment to the Conference, so as not to have TLA libel for loss.
  - Internet connection:
    - With the advent of wireless access, the need for scheduling sessions which require internet connection in specific rooms is no longer necessary. The

Electronic / AV Services Sub-Committee Co-Chairs need to ascertain that wireless is available in all session rooms and establish an immediate contact with the facility should such access experience problems.

- The Exhibits Sub-Committee Co-Chairs are responsible for coordinating any internet connects required by the exhibitors.
- Audiovisual equipment
  - POINT TO REMEMBER: AV vendors (including the facility, if it provides AV equipment) will not only charge for equipment, but also for moving equipment from one session location to the next . Thus, the same general AV should be assigned to each room, eliminating continual changing in the equipment.
  - Equipment that may be needed in each room:
    - Speaker stand with microphone, even in small rooms, and most especially in rooms that have movable walls and/or tall ceilings, as a speaker's voice may not be able to overcome noise from outside the room.
    - 3 additional microphones (with long cords) at table for panel presentations
    - Lapel microphone: for General Session only, if requested by speaker
  - Flip charts / pens
    - Count the total number of sessions requesting these items. Try not to schedule these session at the same time,
      - Use volunteers to move the minimum number of flip charts / pens between the rooms, as necessary.

#### SPONSORSHIPS SUB-COMMITTEE CO-CHAIRS

- The Sponsorships Sub-Committee Co-Chairs are responsible for soliciting donations and encouraging TLA Partners Program from appropriate vendors to help defray some of the costs of the Conference.
  - Should coordinate all activities with the TLA Development Committee
  - Should work with the Local Arrangement Sub-Committee Co-Chairs and the Exhibits Sub-Committee Co-Chairs to develop a list of sponsorship opportunities. These could include:
    - Refreshments in the exhibits area for a specified period of time
    - Special events, i.e. All Conference Reception
    - Internet access in session rooms and/or in lodging rooms
    - Keynote speaker
    - Meal speakers
  - The Sponsorships Sub-Committee Co-Chairs should notify the TLA Executive Director as to all in-coming donations, so that these can be credited appropriately in the Conference accounts. (The TLA Executive Director can provide invoices for such donations, should be vendor request one.)
  - The Sponsorships Sub-Committee Co-Chairs should send a listing of all sponsorships by the appropriate deadline to the TLA Conference Webmaster/Graphic Artist Liaison for listing in the Conference program.

## CONFERENCE MOBILE APP CO-CHAIRS

- The Conference Mobile App Co-Chairs, in coordination with the Program Sub-Committee, the Exhibits Sub-Committee, the Local Arrangements Sub-Committee, the Registration Sub-Committee Co-Chairs, and the Conference Webmaster, are responsible for:
  - The selection of the conference mobile app software
  - Ensuring all relevant information from the Conference Program is available via the mobile app platform:
    - Tailor general look/feel to the particular year's conference logo/colors
    - Import all people: attendees, speakers, exhibitors
    - Import all sessions and categorize them appropriately
    - Post local information/maps
    - Post wireless network connection information for attendees
    - Post conference hashtag and encourage social media participation
  - Promoting the app to attendees, speakers, and exhibitors
    - Attendees: Sign up and create schedule
    - Speakers: Upload session presentation/materials for attendees
    - Exhibitors: Sign up and enhance their profile for better visibility (logo, descriptions, links, etc.)
  - Providing app support to attendees as issues arise and contacting the mobile app software vendor for support on behalf of attendees as needed