

ASHE NATIONAL CONFERENCE GUIDELINES

1. PURPOSE OF THIS DOCUMENT

This document provides the procedures that are to be followed by Regions hosting an Annual American Society of Highway Engineers National Conference.

2. OBJECTIVE OF AN ASHE ANNUAL CONFERENCE

- A. Provide a quality venue for ASHE members to meet, conduct annual business, install officers, conduct technology exchange, recognize special contributions, and participate in appropriate social activities.
- B. Exercise due diligence when financial decisions are made to keep attendee costs affordable for the typical highway agency employee. This is to be accomplished by:
 - 1. Obtaining financial sponsors from the highway industry and associated services.
 - 2. Negotiating prices when selecting facilities and activities to keep costs in reasonable proximity to past conferences.
 - 3. Minimizing profits.
- C. Regions are asked to host the conference as though you are welcoming friends into your home. Your primary objective is that attendees leave with a positive appraisal of the event and look forward to future conferences.

3. POLICIES & PROCEDURES

- A. The request to host an Annual Conference must be presented by the Region in writing to the National Board of Directors no more than five years in advance of the proposed National Conference date. Conference requests are considered at each January National Board Meeting. The National Board of Directors must approve any deviations from this policy. The Host Region must submit any proposed deviations in writing.
- B. By requesting to host an Annual Conference the Host Region is agreeing to adhere to the current ASHE National Conference Guidelines.
- C. If National approval of a request to host the Conference is not granted for the requested date, the originator of the letter will be notified in writing with an explanation by March 1.
- D. A Regional Conference Executive Committee will be established that includes representatives of all the Sections in the Region that choose to participate in the Conference.
 - 1. This Committee selects a Chair, a Secretary, and a Treasurer.
 - 2. The Treasurer also serves as Chair of the Financial Subcommittee. (*Attached is a sample of a budget for National Conferences.*)

3. This Committee selects and oversees all the Subcommittees described later in these guidelines.
 4. The Chair of this Committee is the official Conference representative in matters related to the ASHE National Board.
- E. Advance funds from National are available up to \$3,000.00.
1. Funds may be requested after Board's approval to host the Conference.
- F. Establish date and location of the National Conference site to best serve the general membership and technical interests of ASHE members.
1. Scheduled in May or June.
 2. Conflicts with holiday weekends should be considered.
- G. Host Region obtains general liability insurance (a minimum of \$1 million) for the Conference, to cover participants, and also listing National as co-insured. (Provide National with a copy of the insurance.)
- H. After a Conference hotel facility has been selected by the Regional Conference Executive Committee, it must be approved by the National Board prior to a signed contractual agreement.
1. Upon notification by the Region, the National Conference Committee (minimum of two) visits the hotel.
 2. Expenses for the National Conference Committee representatives' visit to the proposed site are paid by National.
 3. The Conference Committee makes a recommendation and the National Board votes regarding approval of the hotel at the first Board Meeting following the site visit.
 4. As soon as possible after the Board Meeting, the National Conference Committee Chair notifies the Region regarding the Board's approval of the site.
- I. The Conference Facility Contract is executed between the Regional Conference Executive Committee and the hotel facility. The person signing the contract should be a Regional member authorized by the Regional Conference Executive Committee. National is provided a copy of the signed contract for the Conference as soon as it is finalized.
- J. Within (42) months of the Conference, the Regional Conference Executive Committee provides a Critical Action Planning Schedule (*sample copy attached for your use*) for the Conference to the National Conference Committee. This schedule includes:
1. All the planning and procuring activities that will be accomplished - beginning (36) months prior to the Conference

2. The percentage of each activity that will be accomplished per quarter (beginning of January, April, July, and October) during the (36) month period.
- K. The National Conference Committee reviews the Regional Critical Action Planning Schedule, approves or requests specific modifications, and returns it within three months.
- L. Thirty-six (36) months prior to the Conference, the Regional Conference Executive Committee provides a quarterly report to the National Conference Committee Chair. The report is due two weeks prior to each National Board meeting.
1. The report shows the actual progress of each activity compared to the proposed progress contained in the Regional Critical Action Planning Schedule.
 2. This report must be signed by the Chair of the Regional Conference Executive Committee and submitted through the Regional Director.
- M. A National Board Meeting is scheduled at the Conference hotel facility in the fall prior to the up-coming Conference.
1. The National Board members and Regional members will strive to develop a constructive working relationship to improve cooperation during the Conference.
 2. Details related to the scheduled Conference activities will be reported by the Regional Conference Committee members.
 3. Board members will have the opportunity to ask questions and/or provide suggestions regarding the proposed activities.
- N. Following the National Conference, the National Conference Committee will review the National Conference Guidelines to determine if revisions are required. This will include:
1. Review the Conference Report by January.
 2. Solicit suggested changes from the Regional Conference Committees, Past National Presidents, and attendees.
 3. Prepare 'draft' Conference Guidelines with proposed changes.
 4. Submit proposed changes to Board for approval.
- O. No later than October following the National Conference, the host Region will reimburse National for any advanced funds that were issued them.
- P. Conference Profits: Every effort will be made to keep profits under \$10,000.00. The first \$10,000.00 will remain with the Host Region. Any amount over \$10,000.00, will be split equally with the Host Region and National. National's share should be submitted by October following the Conference.
- Q. A National Conference Monitor/Assistant will be appointed by the National Conference Committee to monitor the progress of each Regional Conference Planning Committee to

assure their compliance with the National Conference Guidelines. This person shall be a present or past member who has participated in arranging for a National Conference.

4. ADDITIONAL RESPONSIBILITIES OF HOST REGION

- A. Review records from previous Conferences. *(As well refer to attached spreadsheet summary from previous National Conference Hosts.)*
- B. Keep complete records to document all activities associated with planning and conducting the Conference.
- C. Keep detailed financial records of all Conference expenditures and receipts. *(Recommended that the host decide on a time frame to keep important documents, receipts, contract, and insurance information following the National Conference in case of an audit question.)*
- D. Establish Conference Subcommittees to perform the duties listed under each Subcommittee.
 - 1. Attachment 1 lists the Subcommittees and their duties.
 - 2. Attachment 2 is a guide in developing the Conference agenda.
 - 3. Attachment 3 is a guide in planning the Annual Banquet & Installation of Officers Ceremony.
 - 4. Attachment 4 is a guide in planning the Past Presidents' Luncheon.
- E. Provide incoming and outgoing National Presidents and the Robert E. Pearson recipient with room, meals, and registration.
 - 1. Solicit their Conference travel arrangements in advance.
 - 2. Advise them in advance to avoid confusion or duplicate reservations.
 - 3. Provide 'welcome gift' in rooms for incoming and outgoing National Presidents.
- F. Provide shuttle service to and from airport for National Board Members and their family. It is recommended this service be complimentary.
- G. Provide hospitality room for traditional periods during the Conference.
- H. Include attendees' breakfast or continental breakfasts in the registration cost.
- I. Establish a one-day registration fee to increase attendance at technical sessions and tours.
 - 1. Invite local (non-ASHE) consultants, contractors, agency employees, and college engineering students to the technical sessions and exhibits at minimal costs.

- J. Display American and State flags, as well as the ASHE Section Banners at the business meeting and other appropriate events.
 - 1. Request that all Sections bring Section Banners for display at the Conference.

- K. Cover Past Presidents' Luncheon costs for ASHE Past National Presidents and invited guests.
 - 1. Notify the Past National Presidents and the Pearson Award winner in advance that there will be no charge to them for this luncheon.
 - 2. This can be accomplished by sending a form to each asking if they plan to attend and if they will bring a quest.
 - 3. Arrange reserved seating for all Past National Presidents (and spouses/guests) at the Past National Presidents Luncheon. (Note: Reserved seating cards should indicate "Seating for Past National Presidents".)

- L. Prepare summary article for the summer SCANNER edition following the Conference.

- M. Provide National with three copies of the National Conference Summary Report, by October, for distribution to future hosts.

RESPONSIBILITIES OF NATIONAL BOARD

- A. Notification shall be made to all Sections/Regions in the fall of each year that correspondence is being accepted for hosting a future National Conference.

- B. Select Conference Hosts using an objective procedure with the goal of providing an equitable Regional distribution of Conference sites. Selection made at January National Board Meeting.

- C. Monitor the progress of each Regional Conference Planning Committee to assure their compliance with the National Conference Guidelines.

- D. If requested, provide advance funds (up to \$3,000.00) to the Conference Hosting Region.

- E. Intervene with the Regional Conference planning process as deemed necessary to accomplish compliance with National Conference Guidelines.

- F. The National Conference Committee will provide the host conference committees with the following electronic files for their use in the Conference Program Book:
 - 1. ASHE Mission Statement
 - 2. List of Previous Conference Hosts
 - 3. List of Past National Presidents
 - 4. List of Current and Incoming National Officers and Directors
 - 5. Bio and Photo of Current and Incoming National President

6. Reason for Award/Grant Presentations: Including Robert E. Pearson/Person of the Year Award, Gene G. Smith Award, and George K. Hart Award
 7. List of Previous Honorees of Robert E. Pearson/Person of the Year Award
 8. List of Previous Winners of Gene G. Smith Award
 9. List of Previous Winners of George K. Hart Award
- G. Update Conference Guidelines as deemed appropriate to improve the process
 - H. Provide and present the Robert E. Pearson Award Plaque and Outstanding Society Member Plaque to awardees during Conference functions.
 - I. Conduct meeting for Regional Officers/Section Presidents/Secretaries/Treasurers during the Conference. (National Board strongly encourages Section and Regional Officers to attend this session.)
 - J. Participate and/or attend the Annual Business Meeting at the Conference.
 - K. Three years in advance of a conference, consideration will be given to holding a National Board Meeting at the proposed conference site and combine the National Conference Committee's review of the site and contract with this meeting.
 - L. As an option, a fall National Board meeting could be held at the upcoming National Conference site.
 - M. Conduct a National Board Meeting at the Conference site typically the morning following the event.
 - N. Each fall contact all Regions notifying them to make a written request to the National Nominating Committee by December 31st if they would like to be considered for hosting the next perspective National Conference.
 - O. Each January review requests from Regions interested in hosting a Conference and advise them in writing of the Board's decision.
 - P. National Conference Committee is to:
 1. Monitor closely the progress of each Regional Conference and report that progress to the Board.
 2. Provide active communication between the National Board and the Host Region.
 3. Update the National Conference Guidelines as deemed necessary or as prompted by issues related to the prior Conference.

Attachment 1

Regional Conference Subcommittees and Duties

1. **FINANCIAL SUBCOMMITTEE** (*Minimum Size/Chair +2*)
 - a. Help develop realistic Subcommittee budgets with assistance of each Subcommittee Chair.
 - b. Develop a Conference budget based on a rigorous evaluation to establish estimated costs and income.
 - c. Develop a realistic plan to solicit required Conference funding.
 - d. Solicit and disburse Conference funds.
 - e. Keep an up-to-date detailed record of Conference expenditures and income.
 - f. Develop a detailed treasurer's report at least every three months that includes Conference expenditures and receipts, and submit this report to the Regional Conference Committee and the National Conference Committee. Each report shall include an assessment of the Conference funding status.
 - g. Work with appropriate Subcommittee to establish the attendee price for all Conference items.
 - h. Set up checking account:
 - 1) Obtain TIN (Tax Identification Number) when establishing the account.
 - 2) Provide National Secretary with your TIN when received.

2. **ADVERTISING SUBCOMMITTEE** (*Minimum Size/Chair + 5*)
 - a. Establish Subcommittee budget and schedule of fees.
 - b. Establish layout size of program book ads prior to solicitation.
 - c. Start advertising solicitation as soon as possible after the prior Conference.
 - d. Solicit advertising from companies, organizations, and ASHE Sections/Regions for printed Conference program.
 - e. Establish a minimum quota of income from advertisements.
 - f. Establish schedule of mailing, income of returns and follow-up.

3. **TECHNICAL SUBCOMMITTEE** (*Minimum Size/Chair + 5*)
 - a. Establish Subcommittee budget.
 - b. Develop timely technical topics of interest to the national highway industry.
 - c. Identify recognized speakers who are qualified to present these topics.
 - d. A technical tour may be substituted for a session.
 - e. Solicit commitments from the speakers early and follow-up to ensure that their schedules do not change.
 - f. Develop a technical program schedule that does not compete with other important conference activities.
 - g. Select and train local ASHE members as session moderators and AV specialists to ensure that presentations progress without delays and attendees receive the appropriate information related to Conference events.
 - h. Arrange for AV equipment as needed.
 - i. Ensure that appropriate signs are placed to direct participants to the technical session locations.

- j. Coordinate with Registration and Facilities Subcommittees to ensure the meeting rooms will accommodate the Session attendees.
- k. Provide Continuing Education Units (CEUs) for attendees at Technical Sessions.
- l. Provide appropriate time slot for National Board Representatives to conduct Section and Regional Officers meeting followed by CEU training. (Note: A total of two hours is required). This should be scheduled to immediately follow the General Assembly Meeting.
- m. Coordinate with session presenters (speakers) regarding their anticipated arrival time and needs. Arrange for someone to meet the speakers and help them find their session room.

4. EXHIBIT SUBCOMMITTEE (Minimum Size/Chair + 3)

- a. Develop Subcommittee budget and exhibitor fee schedule.
- b. Estimate number of exhibitors and establish space required.
- c. Develop requirements of exhibitor tables, chairs, and electrical connection.
- d. To encourage industry participation at this and future Conferences, coordinate the exhibitor location and schedule with other Conference activities to maximize their exposure. For example: plan receptions and continental breakfasts in or near the exhibit area.
- e. Collect exhibitor contact information from prior ASHE conferences and other available national and local resources.
- f. Start solicitation for exhibitors as soon as possible after the conclusion of the prior Conference.
- g. Mailings are important but personal calls from industry associates are most effective.
- h. It is recommended that solicitations for exhibitors be combined with solicitations for financial sponsors.
- i. Provide free exhibit space for next year's Conference host and include listing of the locations of all upcoming conferences that have been approved.

5. PROGRAM SUBCOMMITTEE (Minimum Size/Chair +3)

- a. Establish Subcommittee budget.
- b. Coordinate with other Subcommittees to develop theme and logo for Conference during early planning stage.
- c. Establish program of events for Conference with input from other Subcommittees.
- d. Produce Conference Program with cooperation of Advertising Subcommittee and designated printer.
- e. Plan opening session and solicit prominent speakers that will attract attendance.
- f. Work with Entertainment and Financial Subcommittees to plan banquet and social events subsidizing cost when possible with industry sponsorship.
- g. Coordinate with National Board on keynote speakers and annual banquet award presentations. [National Nominating Committee will contact the winner of the Robert E. Pearson/Person of the Year Award and provide them with initial information regarding the Conference. In turn, the National Nominating Committee will provide the Conference host with information for their program booklet. National will also provide the plaque.]
- h. Coordinate with other Subcommittees and designated Conference printer to develop and produce Conference Program Book that includes:
 - 1) A schedule of all Conference events.
 - 2) Description, time, and location of all events.
 - 3) Map of the Conference facility.
 - 4) List of incoming and out going officers/directors.
 - 5) Bio and photo of incoming and outgoing National Presidents and Robert

- E. Pearson recipient.
- 6) Description of awards and bio of recipient.
- 7) List Past National President's names and terms of office – denote 'deceased' if appropriate.
- 8) List of Conference sponsors based on level of support.
- 9) List of exhibitors with map of exhibitor location.
- 10) Details related to future conferences- including dates and locations.
- 11) Local information, not easily available in the hotel, which might be useful to Conference attendees.

6. REGISTRATION AND RECEPTION SUBCOMMITTEE (Minimum Size/Chair +5)

All host region members and spouses are asked to be involved in reception activities. This is the most important element of a successful Conference.

- a. Establish Subcommittee budget.
- b. Refer to attached Registration Pamphlet Check List of Items that should be included.
- c. Develop registration form.
 - 1) Note CEU credits offered for technical session attendance.
- d. Coordinate with Publicity Subcommittee to develop the Conference registration packet. (*Attached are Guidelines for Registration Packet*)
- e. **Provide National Conference Committee with a 'draft' copy of the registration packet, for their comments/suggestions, prior to printing.**
- f. **Mail approved registration form and packet at least three months in advance.**
- g. Provide a second mailing as a registration reminder.
- h. Develop nametags for all participants with:
 - 1) Colored ribbons designating officers, Committee members, speakers, guests, spouses, etc.
 - 2) Name of the attendee, their Section name and the name of their business or employer.
 - 3) Conference Logo incorporated into nametag format
 - 4) Clear plastic protector that can be displayed without adhesives or pins.
- i. Provide computer and printer at registration site so that nametags, identical to the original, can be printed or modified, as necessary.
- j. Develop Conference attendee packets that includes:
 - 1) Name tag with colored ribbons designating officers, Conference Committee members, speakers, spouses, etc.
 - 2) Roster of conference pre-registrants and spouses.
 - 3) Tickets for events, if required.
 - 4) Conference program.
 - 5) Local attractions.
 - 6) Conference attendee mementos
- k. Secure volunteer or paid personnel to perform the registration process.
 - 1) Recommend coverage from 7:00 a.m. to 7:00 p.m. daily in order to assist early/late arrivals
 - 2) Provide complete Conference attendee packet to all registrants.
 - 3) Create nametags for onsite registrants and recreate nametags when modifications are required.
 - 4) Maintain accurate pre-registration and on-site registration records.
- l. Regardless of the registration personnel status (paid or volunteer) an adequate number of local ASHE members shall be available and trained to serve as hosts, and answer questions related to Conference activities, at the registration desk and at all Conference activities, including tours.
- m. Prepare all necessary signs (Registration Desk, Hospitality Room, Meeting

- Rooms, Luncheon, Dinner, etc.)
- n. Meet with dignitaries on arrival and act as official escort throughout Conference.
- o. Provide host hospitality room for attendees and guests.
- p. Provide message board.

7. **ENTERTAINMENT SUBCOMMITTEE** (*Minimum Size/Chair +3*)

- a. Establish Subcommittee budget.
- b. Research the popularity of different types of entertainment programs at prior ASHE conferences. The National Board will share experience if needed.
- c. All entertainment should appeal to the broad age range of ASHE participants.
- d. Plan all organized entertainment for Conference with assistance from Program Committee. See “Suggested Conference Format” to determine the times and activities where special entertainment is suggested.
- e. Activities that require consideration are as follows:
 - 1) First evening reception.
 - 2) President’s Luncheon.
 - 3) Opening session.
 - 4) Second evening dinner and entertainment.
 - 5) Third evening annual banquet and entertainment.
- f. Coordinate with Transportation Subcommittee for off site activities.
- g. Coordinate with Facilities Subcommittee for onsite activities.

8. **PR/PUBLICITY SUBCOMMITTEE** (*Minimum Size/Chair +4*)

- a. Establish Subcommittee budget.
- b. After National approval, begin promoting the Conference Region to attract the large number of workers needed to properly conduct the event.
- c. Create promotional items such as lapel pins and caps to distribute or wear during ASHE events to enhance Conference exposure.
- d. Create T-shirts to be made available to the Conference Committee Members and to the National Board Members. Recommend these shirts be worn during the ice breaker.
- e. **Plan to display and promote Conference at prior year’s Conference.**
- f. Prepare complete advance coverage on Conference and distribute to various news media organizations such as:
 - 1) Highway Builder Publications
 - 2) **ASHE SCANNER ad needs to be submitted by January prior to the conference.**
 - 3) DOT Publications/Newsletters
 - 4) Local Newspapers/Radio/Television
 - 5) Trade Publications
- g. **Immediately following the previous National Conference, establish and maintain a Conference website to be linked to National ASHE Website. Website is being designed by ICG and Conference folks are to provide them with the appropriate information.**
- h. Take photographs of Conference events and candid photographs for
 - 1) Display during Conference.
 - 2) Creating a photographic record of Conference events.
 - 3) Use in publicizing future ASHE events.
- i. Coordinate with Registration Subcommittee to develop pre-conference mailing to all ASHE members detailing lodging costs, registration fees, location, general program, pre-registration data, etc.
- j. **Prepare and submit an ad for your conference to be published in the most recent National Conference Program Book.**

- k. Prepare SCANNER articles on Conference activities and a summary of the Conference, with photos, for the summer edition of the SCANNER.

9. GOLF OUTING SUBCOMMITTEE (Minimum Size/ Chair +4)

The Golf outing is not required. It is permitted as an option for the portion of Conference attendees who are golf enthusiasts. It is not to be subsidized with sponsorship funds that might otherwise be used to reduce the attendee cost for activities related to traditional Conference events.

- a. Establish Subcommittee budget.
- b. Secure golf course early.
- c. Develop flyer with information including cost.
- d. Coordinate with Registration Subcommittee to incorporate golf information in registration packet.
- e. Coordinate with Publicity Subcommittee to include golf information in publicly.
- f. Solicit prizes.
- g. Set-up foursomes.
- h. Provide lunch/refreshments to participants.
- i. Establish scoring rules for golf event.
- j. Golf outing should not conflict with Past Presidents/Robert E. Pearson Award Luncheon or other traditional Conference activities.

10. TRANSPORTATION SUBCOMMITTEE (Minimum Size/Chair + 3)

- a. Establish Subcommittee budget
- b. Coordinate with Program Subcommittee to provide transportation for:
 - 1) Dignitaries participating in the program.
 - 2) Registrants attending off site Conference events.
- c. Provide shuttle service to and from airport for National Board Members and family. (It is recommended this service be complimentary.)
- d. Coordinate with Facilities and Registration Subcommittees to assess the need to shuttle registrants, if more than one hotel is required to house registrants.
- e. Coordinate with Guest Program Subcommittee to provide transportation for off site guest activities.
- f. Coordinate with Technical Subcommittee to determine if buses (or other types of travel) are necessary for technical tours.
- g. Contact public carriers for discount rates/fares.
 - 1) Airlines
 - 2) Rental Car
 - 3) Bus Passes
 - 4) Rail Passes
- h. Host Region to underwrite costs of travel for individual receiving Robert E. Pearson Award and his/her guest.

11. GUEST PROGRAM SUBCOMMITTEE (Minimum Size/Chair + 3)

- a. Establish Committee budget.
- b. Determine the times during the conference when guest activities are appropriate.
 - 1) Do not plan activities during the reception, opening meeting, and evening social activities.
- c. Research local activities that might be of interest to the guests of ASHE members attending the Conference.
- d. Investigate the details of local activities that are considered appropriate:

- 1) Can it be accomplished within time restraints?
 - 2) Is the price reasonable or can it be negotiated?
 - 3) Does it require special equipment or clothing?
 - 4) Do you have to commit in advance for a specific number?
- e. Select and make necessary arrangements for activities.
 - f. Establish participant cost for each activity.
 - g. Work with Registration Subcommittee to include guest activities in registration material.
 - h. Provide transportation when necessary.
 - i. Provide lunch/refreshments when appropriate.

12. FACILITIES SUBCOMMITTEE (Minimum Size/Chair + 2)

- a. Identify the facilities within the Region that are capable of accommodating the Conference requirements.
- b. Research prior ASHE Conferences and other professional conferences to determine the hotel price range that is acceptable.
- c. Obtain the best value for Conference attendees by:
 - 1) Using someone experienced at negotiating for conference hotels.
 - 2) Negotiating with more than one hotel to stimulate competition.
 - 3) Negotiating the total package of hotel services not just the room rate.
 - 4) Negotiating complimentary rooms for outgoing and incoming National Presidents and upgrades for National Board members.
- d. After the Regional Conference Committee is satisfied with the hotel contract submit it to the National Board for review prior to signing.
- e. Arrange for a National Conference Committee site visit prior to signing a contract.
- f. Arrange for accommodations and meet with the National Conference Committee representatives when they evaluate the site prior to signing the contract..
- g. After the site has been approved by the National Board, execute the contract to secure the Conference facility.
- h. Serve as the primary point of contact with the hotel facility.
- i. Work with other Subcommittees to identify and secure appropriate rooms for all Conference activities.
- j. Arrange for accommodations when the National Board Members meet with the Regional Conference Committee at the hotel, in the fall, prior to the Conference.

- 10:00 a.m. - 12:00 p.m. Section & Regional Presidents/Treasurers/Secretaries Forum by National Board Members
Where _____
What _____
Who _____
When _____
- 12:00 p.m. - 2:00 p.m. Past Presidents' Luncheon/Robert E Pearson Award
Where _____
Who MC's _____
Who Speaks _____
When _____
Invocation/Pledge _____
Head Table _____
Flowers _____
How Many _____
Luncheon Program/Menu _____
- 2:00 p.m. - 5:00 p.m. Hospitality Room
Where _____
- 6:00 p.m. - 7:00 p.m. Host Regions/Sections Reception/Cocktail Party
Where _____
How Paid _____
- 7:00 p.m. - 10:00 p.m. Dinner/Program/Entertainment
Where _____
Who MC's _____
How Many _____
Head Table _____
Invocation/Pledge _____
Flowers _____
Menu _____
- 10:00 p.m. - 12:00 a.m. Hospitality Room
Where _____

Day 3

- 7:00 a.m. - 10:00 a.m. Continental Breakfast
- 7:00 a.m. - 7:00 p.m. Conference Registration Desk Open
Where _____
- 10:00 a.m. - 5:00 p.m. Golf Outing (Optional)
Where _____
Starting Time _____
Organizers _____
Foursomes _____
Prize Awards _____
- 9:00 a.m. - 5:00 p.m. Guest Programs/Field Trips/Tours
How Many _____
Buses _____
Admissions _____
Lunch _____
- 2:00 p.m. - 5:00 p.m. Hospitality Room
Where _____

6:00 p.m. - 7:00 p.m. President's Reception/Cocktail Party
Where _____
When _____
How Paid _____

7:00 p.m. - 9:00 p.m. Annual Banquet - Officers/Directors Installation
Where _____
Who MC's _____
President's Award to Society Member _____
Section Attendance Award _____
Membership Increase Awards _____
Menu _____
Who Speaks _____
Head Table _____
Invocation/Pledge _____
Flowers _____
How many _____

9:00 p.m. - 11:30 p.m. Entertainment
Open Bar

Check Out Day

7:00 a.m. - 10:00 a.m. Continental Breakfast

12:00 Noon
Check Out Time
No Scheduled Activities
Have a Safe Return Trip Home

8:30 a.m. - Noon National Board of Directors Meeting
(by Invitation Only)

Attachment 3

Guidelines for Annual Banquet & Installation of Officers Ceremony

(Conference Chair)

- Welcome to Annual Banquet Dinner & Introduce Head Table
- Invocation

(Dinner)

(Conference Chair or Co-Chair)

- Call on National Secretary

(National Secretary)

- Present Conference Attendance & Present Membership Increase Awards

(Conference Chair or Co-Chair)

- Call on Present National President

(Present National President)

- Outgoing President's Remarks

(Conference Chair or Co-Chair)

- Call on Person Installing National Officers
(Note: Installation person should be a Past National President.)

(Person Installing National Officers)

(Provide Person with List of Officers & the Installation Speech [Copy Attached])

- Installation of Officers

(Conference Chair or Co-Chair)

- Call on New National President

(New National President)

- Incoming President Comments

(Conference Chair or Co-Chair)

- Recognition of Conference Committee Members
- Special Thanks
- Call on Future Conference Spokesperson

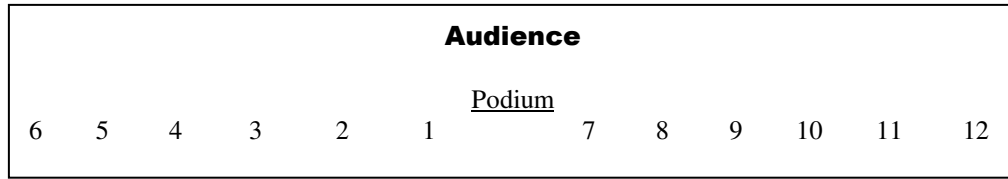
(Future Conference Spokesperson)

- Invite to the next ASHE National Conference

(Conference Chair or Co-Chair)

- Entertainment Introduction
- Closing Remarks

Guidelines for Annual Banquet & Installation of Officers Ceremony



Head Table Seating:

- 1 - Conference Chair
- 2 - Conference Chair's Spouse/Guest
- 3 - National President
- 4 - National President's Spouse/Guest
- 5 - National Treasurer
- 6 - National Treasurer's Spouse/Guest
(Podium)
- 7 - Conference Co-Chair
- 8 - Conference Co-Chair's Spouse/Guest
- 9 - Incoming National President
- 10 - Incoming National President's Spouse/Guest
- 11 - National Secretary
- 12 - National Secretary's Spouse/Guest

ASHE INSTALLATION OF OFFICERS

- As your name is called, will the officers elect please step forward and take a position in front of the group.
- “Election to a position of leadership in any organization is an honor not to be taken lightly. Your fellow members, in electing each of you to your respective office, have expressed confidence in you. First, that you will discharge your duties with distinction; second, that you are willing to do so. Do you now, in the presence of these fellow members of the American Society of Highway Engineers, pledge yourself to faithfully discharge the duties of the office to which you have been elected? If so, answer ‘I will’.
- Please repeat after me . . . I (your name) pledge to give cheerfully . . . and willingly of my time . . . and talent to service the advancement . . . of the Highway Industry... with the highest goals of achievement as a beacon . . . I make this pledge in humility . . . and with the need for divine guidance.”
- Will the members of the American Society of Highway Engineers please stand.
- “You have heard the pledge of your officers elect. Without your wholehearted support they will not be able to fulfill their pledge, faithfully given. Do you promise to support these, your Officers, as they guide this organization through the coming year? Will you assist them when called upon for help in undertaking the various activities, which they plan? Will you encourage and advise them, and refrain from unjust criticism of their plans and actions? If so, answer, ‘I will’”.
- “Let these mutual pledges be our constant guide to the end that this organization may be an increasingly greater force for the well-being of all good Americans.”
- Please bow your heads while we offer a short prayer.

- “Our Heavenly Father, we ask thy divine guidance for these Officers as they go forth to assume their new duties. May God bless, guide and keep them throughout the coming days, we ask these things in the name of the one to whom each of us is accustomed to praying, AMEN.”
- Will the Officers elect please remain standing – others may be seated.
- “By the powers vested in me, by your Board of Directors, I now install each of you in the office to which you have been elected.
- May you go forth and serve the Highway Industry proudly.”
- “Congratulations you have been duly installed into your respective office to service the American Society of Highway Engineers for the coming year.”

Attachment 4

Past National Presidents Luncheon Guidelines

Agenda:

(Conference Chair or Co-Chair)

- Welcome to Past National Presidents Luncheon
- Introduce Head Table
- Invocation

Lunch

(Conference Chair or Co-Chair)

- Call on National President

(National President)

- Introduce Past National Presidents
(Have List of Names Available for Him/Her)

(National President)

- Read Reason for Person of the Year/Robert E. Pearson Award
[Attached]
- Read Russell Horn Grant Information
[Attached]
- Read Nomination Correspondence
- Call on Recipient and Present Award

(Award Recipient)

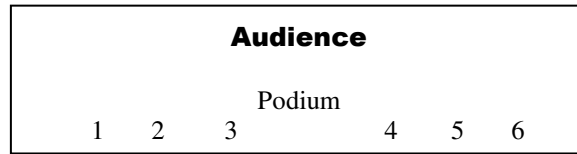
- Acceptance
- Name of Charity to Receive the Grant Monies

(Conference Chair or Co-Chair)

- Adjourn

NOTE: Arrange reserved seating for all Past National Presidents (and spouses/guests) at the Past National Presidents Luncheon.

Past Presidents' (and Person of the Year Award) Luncheon Guidelines



Head Table Seating

- 1 – National Treasurer
- 2 – National Secretary
- 3 – Person of Year Award Recipient & Spouse if Applicable

(Podium)

- 4 – Conference Chair or Co-Chair(s)
- 5 – National President
- 6 – Invocation Presenter

Robert Pearson, P.E./Person of the Year Award

Sections are asked to select a nominee for this most prestigious award. Consideration is to be given, by the ASHE Section, as to whether this person is active in any highway related societies, has had impact on the highway industry statewide, that the person is willing to give personal time for the good of the industry and does this person have overwhelming respect of his/her peers.

Russell Horn \$1,000 Grant

A \$1,000.00 Grant is given to the favorite charity of the recipient of the Robert E. Pearson/Person of the Year Award.

Russell E. Horn Sr., P.E., is the Founding Father of the York, Pennsylvania Engineering Firm, Buchart-Horn, Incorporated. He is a Charter Member of the First Section of the American Society of Highway Engineers in Harrisburg, PA and is the 17th name to appear on the Original Charter.

Attachment 5

Annual General Assembly/Business Meeting Guidelines

NOTE: Responsible Areas May Be Split Between Conference Chair and Co-Chair(s)

(Conference Chair or Co-Chair)

- Pledge of Allegiance
- Call on Person for Invocation
- Introduce Head Table
- Welcome to the Conference
- Call on National President

(National President Welcoming Remarks)

- Introduce National Secretary

(National Secretary)

- Secretary's Report
- Roll Call of Sections (*Conference Committee Members Assist as Counters*)

(Conference Chair or Co-Chair)

- Introduce Guest Speaker(s)
- Call on National President

(National President)

- Introduce National Treasurer

(National Treasurer)

- Treasurer's Report

(National President)

- Introduce Chairperson of National Nominating Committee
(Which is the Immediate Past National President)

(Immediate Past National President)

- Election of National Officers

(Conference Chair or Co-Chair)

- Introduce Guest Speaker
- Note Any Changes to Conf, Agenda & General Housekeeping Items
- Adjourn

Annual General Assembly/Business Meeting Guidelines

Guidelines for Head Table

<u>A u d i e n c e</u>										
A					Podium					B
	1	2	3	4	5	6	7	8	9	

A and B (United States Flag + Conference Host's State Flag)

- 1 – Person Providing Invocation
- 2 – Guest Speaker (Providing Program)
- 3 – National Treasurer
- 4 – National Secretary
- 5 – Conference Co-Chair

(Podium)

- 6 – Conference Chair
- 7 – National President
- 8 – Guest Speaker
- 9 – Past National President

NOTE:

- ❖ American and State Flag Should be Displayed
- ❖ Section/Region Banners Should be Displayed in this Room

Take Action	Establish Due Date	Note When Completed	ASHE Conference Action Plan 'Example' Description	Committee Assigned Task
3 Yrs. Out			Establish Dates of Conference	Region
			Select Conference Chair & Co-Chair	Region
			Develop Conference Committee Chairs	Chair & Co-Chair
			Obtain General Liability Insurance (Minimum of \$1 Million) to Cover Participants and National	
			Establish Web Site, Domain Name, & Host	Web Site
			Select Facility, Obtain Tentative Contract, National Review/Approval, & Sign Contract	Facilities
			Develop Theme and Logo	Conference Chairs
			Request Advance Funds (\$3,000) from National	
			Prepare Tentative Budget with Input from Each Committee	Finance
			Establish Conference Checking Account	Finance
2 Yrs. Out			Develop Tentative Conference Agenda - 3-Day Conference Format	Conference Chairs
			Select Printing Company for Program Book, Design Letterhead, and Envelopes	
			Discuss Registration Procedures and Attendee Gifts	Registration
			Develop Tentative List of Sessions, Speakers, and Project Tours	Technical Program
			Compile List of Potential Exhibitors	Exhibits
			Compile List of Potential Sponsors	Advertising
			Guest Programs - Review and Consider Various Tours and Entertainers	Guest Program
			Golf - Arrange for Course(s) - Determine Details and Prizes	Golf
1 Yr. Out	January		Hotel Space - Review Floor Plans and Activities for Conflicts	Facilities & Exhibits
	January		Refine Technical Program Sessions and Develop Technical Tour(s)	Technical Program
	January		Select Attendee(s) to the Current Year's Conference to Handle Exhibit Booth	
	January		Determine if Registration Will be Handled by Region or Outside Company	Registration
	January		Prepare ad for publishing in this year's National Conference Program Book.	Publicity
	January		Invite National Board to Facility for their October Meeting	
	March		Order Letterhead/Envelopes	Advertising
	March		Determine Mailing Method (Bulk or Standard Postage)	Advertising

	May/June	Attend Current National Conference to Handle ASHE Exhibit Booth to Promote Your Conference	
	April	Prepare and Submit Ad for Fall Issue of SCANNER due in June.	Advertising
	June	Link Conference Web Site to National	Web Site
	June	Determine Nomination Candidate for Robert Pearson/Person of Year Award	
	September	First Mass Mailing for Sponsorship/Exhibits/Program Advertising	
	September	Develop "Draft" Conference Agenda, Activities Brochure, & Registration Form & Submit to National Conference Committee for Review and Approval	Registration
	September	Send Program Book Advertising Request to All ASHE Sections & Other Agencies	Advertising/Program
	September	Prepare Page Ad for Golf Registration	Golf
	October	Develop Mailing List (Database) - Obtain from National Secretary	
	November	Confirm Entertainment for Banquet Dinner, Etc. and Sign Contracts	
	November	Attend Other Conferences to Advertise ASHE National Conference	Advertising
	November	Confirm Technical Program Agenda (Speakers Bios and Topics)	Technical Program
	November	Prepare article for publishing in the spring issue of the SCANNER (submission due in January).	Advertising
	November	Follow-Up on Ad Solicitations	Advertising
	November	Submit article for publishing in the spring issue of the SCANNER to National	Advertising
	December	Develop Final Conference & Activities Registration Form	Registration
	December	Develop "Draft" Conference Brochure	Advertising
	December	Select Gift Items for Attendees, Golf Participants, and Guest Speakers	
5 Mths.	January	Confirm Transportation/Bus Costs (Coordinate with Technical & Guest Committees)	Transportation
	January	Establish Food and Menus	
	January	Encourage Firms' Sponsorship via Personal Contacts	
	January	Second Solicitation for Exhibitors	Exhibits
	January	Conference Brochure to Printer	Marketing
	January	Submit ad for publishing in this year's National Conference Program Book.	Advertising
4 Mths	February	Initial Mass Mailing of Conference Brochure & Registration	Marketing
	February	Start 'On-Line' Conference Registration	Web Site
	February	Confirm Technical & Guest Tours	Technical/Guest
3 Mths	March	Send Letter to Speakers Acknowledging their Speaking Date and Time	Technical Program
	March	Confirm Transportation/Bus Service	Transportation
	March	Send Letter to Sponsors & Exhibitors with Registration Form (Identify their "Free" Entitlements)	Reg./Adv./Exh.

	March	Solicit Volunteers to Assist with Conference Activities	
	March	Send Letter to Exhibitors with Specific Instructions (Equipment, Hookups, Etc.)	Exhibits
	March	Compile Information & Ads for Program Book	Advertising/Program
	March	Confirm Entertainment at Various Events	
2 Mths	April	Conference Program Book to Printer (Hold Off as Long as Possible to Accommodate Changes)	Advertising/Program
	April	Order all Registration Gifts, Prizes, Speaker Gifts, Golf Gifts, Etc.	
	April	Arrange for Digital Photos to be Taken at Various Functions	
Deadline	May	Prepare Signs & Posters	Various
	May	Assure Gifts & Prizes Have Been Received	
	May	Obtain Hospitality Room Supplies	Guest Program
	May	Provide Hotel/Caterer with Head Count for Various Meals	
	May	Coordinate with National on Past National Presidents Luncheon & Annual Banquet Presentations	
	May	Discuss Seating Arrangements for Various Dinners with Hotel	
	May	Develop Agendas for Various Dinners	
	May	Distribute Assignments to Volunteers - Area Coverage and Shifts (Need Several People)	
	May	Golf - Establish Foursomes, Scoring Rules, Handouts, etc.	Golf
	May	Ensure CEU/PDH/CPC Units are Available for Attendees at Technical Sessions	Technical Prog
	May	Assemble Registration Packets, Name Tags, List of Attendees	Registration
	May	Treasurer to Prepare Selected Checks for Conference (Do Not Endorse till Turned Over)	Finance
		Take Digital Photographs at Selected Conference Events	
		ASHE National Conference - Day 1	
		ASHE National Conference - Day 2	
		ASHE National Conference - Day 3	
		ASHE National Conference - National Board Meeting Held Morning Following Banquet	
	June	Send Thank You Letters to Speakers, Printer, Etc.	
	June	Hold Close-Out Meeting with Conference Committee Chairs	
	June	Develop Summary Article and Photos for SCANNER Following Conference & Submit	
	June	Develop Summary Binders for Distribution to National & Future Conference Hosts financial audit	Audit
	June	Prepare Financial Audit	Finance
	June	Distribute Conference Profits Between Sections and National	Finance

Sept./Oct.

Develop Report to National on Conference & Return Advanced Funds to National

National Conference Guidelines

Registration Pamphlet Check List of Items That Should Be Included

Welcome Invitation

Brief outline of what attendees can expect at the Conference.

Technical Sessions

Topic/Speaker/Date/Time and Explanation of Program
Note that CEU's are Being Offered
Provide a Room Location if Known

Tours/Activities

Date/Time/Activity & Explanation/Cost & Note if Lunch Included

Featured Speakers

Provide Short Bio

Exhibitor Set Up

Date(s)/Cost & What is Included/Registration Form

Conference Schedule

List Date/Time of all Activities for the Conference
Provide a Room Location if Known

Featured Events

Ice Breaker Reception/Annual Business Meeting/Past Presidents' Luncheon/Special Evening Dinners/Banquet Dinner (*Note type of attire required at each event.*)

Sponsorship

Breakdown of Each Type of Sponsorship/Cost/Extras Included with Each Level
Type of Art Work is Acceptable (i.e. Digital in .tif, .jpg, or .eps format on disk, CD, or e-mail.
Include Form to Complete - Where to Submit Form - Make Check Payable To

Golf Outing

Golf Course/Date/Time/Cost & What is Included/Registration Form

Registration Form

Name/Mailing Address/Telephone Number/E-Mail Address
Company/Agency
ASHE Member (Y-N)/Section Name
National Board Member Position (If Applicable)
Past National President (Y-N)
Conference Sponsor (Y-N)
Exhibitor (Y-N)
Need Any Special Access/Mobility Requirements (Please Explain)
Need Any Special Dietary Requirements (Please Explain)
Spouse/Guest Attendee Information - Name/ASHE Member (Y-N)/Section Name
Children Attending with Registrant - Name
Discount Cutoff Date to Register
Refund Policy and Cutoff Date
Cost List
ASHE Member

ASHE Member - Government Discount
Non ASHE Member
Qualifying Sponsor/Exhibitor
Spouse/Guest/Children
One Day Registration
Each Day
 Technical Sessions
 Tours Separated
 Breakfast
 Dinners
 Special Events (Past Presidents' Luncheon/Banquet)

Hotel Information & Directions

Name/Location/Telephone & Fax Numbers
Room Rate
Available Parking (Cost If Applicable)
Note Shuttle Service (If Applicable)
Directions
Overflow Accommodations (If Needed & Note 1st Come Basis)

Mailing Address for Completed Registration Form & Check Payable To

Websites of Local Area

Note to Sections to Provide Their Banners (Include Mailing Instructions)

Airlines and/or Car Rental Discounts

		INFORMATION FROM PREVIOUS NATIONAL CONFERENCES					
NATIONAL CONFERENCE			2002	2003	2004	2005	2006
Dates Held			June 5-9	May 29 Thru June 1	June 16-20	June 2-5	May 31 Thru June 4
Total Attendance			506	535	234	619	
	Members Registered		368	205	176		
	Guests/Spouses Registered		138	103	24	163	
	One Day Attendance Registered		43	147	14	79	
	Pre-Registered		463	535	Not Known	585	
	Register on Site Walk Ins		0	0	Not Known	34	
	Electronic Registration		0	0	Not Known	38%	
	Mailed Registration		100%	100%	Not Known	62%	
Proposed Budget			\$120,000	\$188,290	\$150,000	\$210,000	
Registration Cost							
	Member		\$55	\$60	\$100/\$125	\$100	\$125/\$175
	Non Member		\$75	\$0	\$125/\$150	\$125	\$150/\$200
	Spouse/Guest		No Charge		No Charge	No Charge	\$75/\$125
	Children		No Charge		No Charge	No Charge	No Charge
	Discount to Government Employee		\$45	\$0	None	\$90	
	Two Day Registration		\$35	\$0	None		
	One Day Registration		\$25	\$35	\$50	\$75	\$75/\$100
Projected/Actual							
Room Nights	Room Charge		\$89 + Tax	\$99 + Tax	\$130 + Tax	\$102 + Tax	\$139.00 + Tax
	Projected Room Nights						924/794

	First Night		156/137	20	20	10/0	
	Second Night		171/160	200	200	182/175	
	Third Night		207/183	280	180	166/136	
	Fourth Night		142/120	125	125	150/97	
NATIONAL CONFERENCE			2002	2003	2004	2005	2006
Sponsorship Costs							
	Grand	\$5,000	NA	NA	5	7	
	Diamond	\$3,000	11	9	1	10	
	Platinum	\$3,500	NA	NA	NA	NA	
	Platinum	\$2,000	3	7	NA	4	
	Platinum	\$1,500	NA	NA	11	NA	
	Gold	\$2,500	NA	NA	NA	NA	
	Gold	\$1,000	6	5	NA	7	
	Silver	\$1,000	NA	NA	NA	NA	
	Silver	\$750	NA	NA	11	NA	
	Silver	\$500	13	15	NA	7	
	Bronze	\$500	NA	NA	NA	NA	
	Bronze	\$250	11	18	7	7	
	General	\$100	6	7	NA	2	
	Special Events	\$1,000	2	7	NA	4	
	Coffee Breaks	\$250	6	NA	12	NA	
	Breakfast Buffet	\$250	NA	NA	NA	NA	
	Ice Breaker	\$1,500	0	NA	NA	NA	
	Past Presidents' Luncheon	\$1,000	0	NA	NA	NA	
	Annual Banquet	\$2,000	0	NA	NA	NA	
	Hospital Suite	\$250	0	NA	NA	NA	
Program Book							
	Total Ads		135	101	53	45	
	Inside Front Cover		NA	NA	\$500	NA	

	Front Page		\$400	\$400	NA	\$500	
	Outside Back Cover		\$400	\$310	\$500	\$500	
	Inside Back Cover		\$300	\$210	\$400	\$450	
	Full Page		\$250	\$250	\$250	\$300	\$300
	Half Page Inside		\$160	\$160	\$160	\$200	\$200
	Business Card		\$90	\$90	\$100	\$100	\$100
	Patron Ad		\$20	NA	\$100	\$50	
	NATIONAL CONFERENCE		2002	2003	2004	2005	2006
	Ice Breaker						
	Attendance		319	250	199		350-400
	Cost Per Person		No Charge	No Charge	No Charge		No Charge
	Exhibitors						
	Total Setups		46	54	\$30	54	80
	Cost Per Exhibitor		\$400		\$750/\$500	\$575	\$750
	Continental Breakfast						
	Attendance First Morning		217	339	189	212	391
	Cost Per Person		No Charge	No Charge	No Charge	No Charge	No Charge
	Attendance Second Morning		248	233	207	180	298
	Cost Per Person		No Charge	No Charge	No Charge	No Charge	No Charge
	Attendance Third Morning		306	30	182	NA	250
	Cost Per Person		No Charge	No Charge	No Charge	NA	No Charge
	Past Presidents Luncheon						
	Total Attendance		125	164	84	287	169
	Cost Per Person		\$15	\$15	\$25	\$20	\$35
	Total Past Presidents		14	15	Not Known	17	
	Thursday Night Dinner						
	Attendance		239		223		

	Cost Per Person		\$15		\$35		
Friday Night Dinner							
	Attendance		291	256	165	246	
	Cost Per Person		\$25	\$35	\$40	\$55	\$40
Banquet Dinner							
	Attendance		273	199	187	284	220
	Cost Per Person		\$25	\$25	\$50	\$60	\$60
Off Site Tours			4 Tours Offered		7 Tours Offered	8 Tours Offered	16 Tours Offered
	Attendance		Avg.54/Tour		Avg. 20/Tour	Avg. 20/Tour	Avg.
	Cost Per Person		Avg. \$20/Per.		Avg. \$35/Per.	Avg. \$30/Per.	Avg. \$30/Per.
NATIONAL CONFERNCE			2002	2003	2004	2005	2006
Technical Sessions			5 Sessions		8 Sessions	2 Sessions	15 Sessions
	Attendance		Avg. 121/Each		Not Known		
Golf Outing							
	Hole Sponsors		18	13	9	20	
	Cost		\$100 Each	\$100	\$750 Each	\$100 Each	\$100/\$125
	Attendance		136	171	177	144	
	Cost Per Person		\$55	\$65	\$120	\$75	
	Beverage/Hole Sponsor		NA	NA	NA	NA	\$500
	Hole Sponsors		NA	NA	NA	NA	\$200
	Lunch Sponsors		NA	NA	NA	NA	\$1,000
Hospitality Room							

	Total Open Hours		7	12	12	14.5	
Total Conference Profit			\$38,511.14	\$19,801.21	(\$12,000)	\$21,666.02	
Profit for Conference Host			\$24,255.57	\$14,900.61		\$15,833.01	

BUDGET 'EXAMPLE' for ASHE National Conference

Committee	Items	Estimated Expenditures			Estimated Income			
		Unit Price	Expected Quantity	Expense Est.	Unit Price	Expected Quantity	Inc. Est.	Rec'd to Date
EXECUTIVE COMMITTEE								
	Letterhead, Envelopes, Binders, Copying							
	Misc. Postage							
	Subtotal							
ADMINISTRATION FOCUS GROUP								
Registrations/Facilities	Advance Notification (printing/copying,							
Chair Registration/Reception (Name)	postcards, mailing labels, postage)							
Chair Facilities (Name)	Registration Brochure (printing/copying)							
	Registration Packets (printing/copying, gifts, etc.)							
	Advance Registration-Mailings							
	On-Line Registration							
	Nametags (clips, chains, ribbons, tags)							
	(hospitality room, meeting rooms)							
	Directional Signs							
	Host Golf Shirts							
	Miscellaneous							
	Printing/Copying/Fax/Postage							
	Final Closeout (printing/copying,							
	mailing labels, envelopes, postage)							
	Door Prizes							

	Conference Registration							
	Spouse Registration							
	One-Day Registration (Member or Spouse)							
	Subtotal							
Treasurer	Checking Account Fees							
Chair (Name)	Mailings							
Co-Chair (Name)	National Advance - Payback							
	Subtotal							
Technical Programs	Audio Visual Rental							
Chair- (Name)	Speaker Gifts							
Co-Chair-(Name)	Speaker Subsidy							
	Subtotal							
ACTIVITIES FOCUS GROUP								
Hospitality/Guest Programs	Space and Room Upkeep							
Chair (Name)	Beverages							
	Insurance for Open Bar							
	Hors D'oeuvres/Chips/Nuts							
	Special Guest Subsidies							
	Subtotal							
Events/Transportation	Tour - 1st Day (Lunch Included)							
Chair (Name)	Tour - Technical Session							
	Tour - 2nd Day (Lunch Included)							
	Tour - 3rd Day (Lunch Included)							

	Buses							
	Subtotal							
Golf	Course Fee							
Chair (Name)	Lunch							
	Prizes & Gifts							
	Beverages on Course							
	Registration							
	Sponsorships (Golf Hole, Scoreboard)							
	Beverage Cart Sponsor							
	Lunch and Beverage Sponsors							
	Subtotal							
Socials/Entertainment	Ice Breaker							
Chair (Name)	Buffet Breakfast (Day 1)							
	A.M. Break (Day 1)							
	Lunch (Day 1))							
	P.M. Break (Day 1)							
	Reception & Dinner (Day 2)							
	Buffet Breakfast (Day 2)							
	Past National Presidents' Luncheon (Day 2)							
	Dinner (Day 2)							
	Entertainment (Day 2)							
	Buffet Breakfast (Day 3)							
	Cocktail Party (Day 3)							
	Banquet (Day 3)							
	Entertainment (Day 3)							
	Buffet Breakfast (Last Day)							
	Subtotal							

OUTREACH FOCUS GROUP									
Advertising	Banners								
Chair-Advertising (Name)	Sign Boards								
Co-Chair (Name)	Solicitation Mailing								
	Inside Front Cover (Limit of 1)								
	Inside Back Cover (Limit of 1)								
	Outside Back Cover (Limit of 1)								
	Full Page								
	1/2 Page								
	Business Card								
	Exhibitor Listing								
	Printing								
	Postage								
	Subtotal								
Exhibitors	Directory								
Chair (Name)	Solicitation Mailing								
	Exhibit Area-Pipe & Drape (Include Electric Hook Up)								
	Booths (50)								
	Subtotal								
PR/Publicity	Conference Promotions								
Chair (Name)	Conference Shirts								
Co-Chair (Name)	Publication Ads								
	Photographs								
	Pre Conference Mailing								
	Subtotal								
Sponsorship									

(Chair)	General Conference Sponsorships						
	Event Sponsorships						
	Subtotal						
CONTINGENCY	(To Balance Budget)						
GRAND TOTAL							