

**Region III  
Conference Manual Guidelines**

**Compiled by:  
Region III 2002 Committee  
Region III 2004 Committee**

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## **Guidelines**

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## **I. Introduction**

**The Region III Conference is hosted every other year (even years) in one of the states and cities within the region. The states and chapters in Region III are as follows:**

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

**It has historically been hosted in areas where there will be the greatest number of members attending as well as the chapters who might have the most resources to undertake this endeavor. The intent is to provide funding for the hosting chapter as well as scholarships for chapter members who participate.**

**It is also expected that regardless of chapter that is hosting, there will be significant help and assistance by the other chapters within the Region**

**The success of this conference has been grounded in the primary goal of bringing our Region together to network, provide high quality educational opportunities for the participants and to be able to celebrate the strength of Region III.**

**This handbook is intended to provide guidance and help to the committee hosting the conference. It is not intended to thwart the creativity nor experience that each committee brings to each conference.**

**With that in mind, please use this to assist you in your planning process and most of all try to have fun, enjoy the process, reap the benefits and good luck.**

## **II. Guidelines for disbursement of conference funds**

The funds obtained from the Region III conference are used to assist all chapters in the region to gain funding to establish Region III scholarships for their members.

Seed money has been set aside for the hosting chapter to use to get started on the conference for initial expenses that might be incurred. That money is passed on from each conference.

After all expenses are paid, seed money taken out, 30% of the conference funds are given to the hosting chapter. The remaining 70% is divided between the remaining chapters who have participated/supported/assisted with the conference planning.

### **III. Planning**

Although this conference is held only every other year, early planning is crucial to the success of this conference.

It is recommended that the hosting chapter meet very soon after the last conference to review the evals of the previous conference, the budget, and discuss the issues and concerns.

It is the hosting chapter's choice regarding the overall theme of the conference to include title, topics, speaker choices. All other chapters are available as resources.

## IV. Timeline

The timeline is a useful tool to help keep on track and provide a guideline for what needs to be done when.

Important items and events to be considered in the timeline are:

- Budget to be done/approved by committee
- Theme decided
- Topics picked with alternates
- Hotel contract signed
- Drayage company contract signed
- Final on AV equipment needed
- Call for papers/posters if doing
- Speakers in place and confirmed
- Vendor letters to be done and sent out
- Speaker deadlines for handouts, CV, AV requests
- Vendor deadlines
- Early card to be done/approved/mailed (mailed 4+ months before conference)
- Brochure to be done/approved/mailed (mailed 8 weeks before conference)
- Advertising deadline for ARN and other places
- CE submission for approval (usually 60 days before conference)
- Conference notebooks to be done
- Region III Directors welcome for notebook
- Early registration deadline
- Food to include choices and final numbers

The following page is an example of a timeline used for FSARN  
Remembering that this is only for one year not two years but to just give an idea as to what can be included.



## V. Budget

The major components to the budget include what expenses there will be and what income is expected. It is a good 'guestimation' not intended to be exact.

Income: Participant fees  
Vendor fees  
Advertising fees  
Sponsorships  
Grants

Expenses: Printing: Major printing includes but not inclusive are early reminder cards, brochures, printing of handouts, conference notebooks

Mailing: Mailing includes early cards and brochures. Mailing and printing will be one of your highest expenses next to the food costs.

Food: The hotel may likely tell you what the minimum expense has to be overall but when determining food costs, choose your meals and get an average of cost per person for meals for 2 days. Do not forget feeding the vendors.

AV costs: Shop around and talk with the hotel. Consider borrowing equipment such as lap tops, projectors, etc. The hotel can be the most expensive. Costs for this can run around \$1000 to \$5000 depending on needs. Consider having your speakers use powerpoint as then you do not have to mess with overhead and slide projectors.

Drayage: This is the cost to set up your booths. Get several bids for this and references. Check with the hotel to see who they have used that has been easy for them to work with as well. This runs around \$50-\$75 per booth.

Signage for the hotel, major vendors

Speaker costs: hotel/travel expenses, fees

Speaker gifts if desired

Conference committee gifts if desired

Conference space: This will be contingent on your contract, room book, food use, etc.

These are the major costs that need to be considered. There will be other incidental costs that you may or may not know upfront, just plan for them.

Banking: A separate account will need to set up separate from your chapter account to keep all the funds separate and it makes for easier book keeping in the end.

Additional tips and suggestions to help keep expenses reasonable:

1. Project number of manuals needed
2. Base projection on number of expected participants and add 10 to cover late registrations. Consider registration totals of previous conferences. If giving a manual to exhibitors, remember to include extra manuals in the projected total for them.
3. Determine color scheme for manual.
4. Remember: each additional color to the palette has additional cost.
5. Consider limiting size of presenters' handouts that will be included in the manual. ie: 8 speakers x 10 pages each...
6. Conserve number of pages by printing on both sides of paper.
7. Obtain estimates from free lance and commercial printing companies.
8. Plan on \$10 to \$12 per manual. Cost per book is dependent upon number of pages, number of colors, and custom sheets requested.
9. Attempt to get the cost of manuals donated by a sponsor. Offer an advertising incentive of placing one of their ads (provided by them) in the back, external clear pocket. Acknowledge the sponsorship during opening remarks.
10. Finally, determine if you will have the printer assemble the manuals or if you will have a conference committee assemble them. If the quoted price is reasonable and assembly is included, by all means have the printer do the assembly. If the cost per book is significantly cheaper without printer assembly, you may want to solicit a group of volunteers to assemble the books. Either way, a mock-up manual is needed.
11. RESOURCES
  - Printers/Graphics
    - Kinko's
    - AlphaGraphics
    - Kwik Kopy
    - Office Max
    - Local printers
    - United Way: for sheltered workshop offering printing services
  - Print/Office Supplies
    - Office Max
    - Office Depot
    - Sam's Club
    - Price Club

## **VI. Brochure**

The early card needs to be simple and eye catching. The intent is to get people thinking about the conference early enough to put it on their calendars. You need your date, title and place at a minimum and preferably a contact.

The brochure...the most important advice for the brochure is to have several people who are good at proofing...to proof read, proof read, proof read for content and spelling/grammar errors.

Attached as a separate file is the brochure used for the 2004 conference to get an idea of the layout. Be careful what is on the front and back relative to the registration form, directions, contact people.

The brochure needs to be mailed at least 8 weeks before the conference to account for lost brochures, slow mail, etc. Plan on printing 1500, mailing 1000 and using the rest to hand out, send to chapter presidents, etc.

## VII. Speakers

Topics and speakers go hand in hand. Sometimes you know a great speaker and you fit the topic accordingly and the reverse is also true. Do not get caught up in having a perfect line up and make sure you have back ups if needed or one cancels.

Get them early to commit, send confirmation letters, give deadlines for handouts and desired format. Handout pages should be limited and you need to tell them hat or they can print their own. Remind of deadlines several times during the process and make this part of your timeline. They will forget!!!

If travel arrangements are to be made, there are a couple of acceptable options both designed to keep costs down. One, make them for them or two give them your budget for travel expenses by looking on line for travel costs for that period of time.

Speakers need to be given ample time to get their stuff in but don't let it get away from you. Remind, remind, remind. Hold to your deadlines

They need to get to you:

- CV/resume
- Objectives
- Outline
- Bib/References
- AV needs
- Handouts
- Travel needs

The first four you need minimally early enough to submit for CE's

A sample speaker letter is attached to this.

December 3, 2001

Speaker  
Address

Dear Speaker:

This letter is to confirm your speaking engagement for the Florida State Association of Rehabilitation Nurses (FSARN) at the 25<sup>th</sup> Annual Education Conference, "**Building the Future with Bridges from the Past**", being held at the Hyatt Regency, Orlando International Airport, Orlando, **Florida May 3 & 4, 2002**. The details related to your talk are outlined below. We are including requirements and deadlines we need to ensure the success of this conference.

Speaker:

Date/Time of Talk:

Title:

Length:

Travel Reimbursement:

Travel Arrangements:

|                      |         |          |       |  |
|----------------------|---------|----------|-------|--|
| Hotel:               | 1 night | 2 nights |       |  |
| Dates of hotel stay: | May 2   | May 3    | May 4 |  |
| Mileage:             |         |          |       |  |

Fee:

A/V:

CV:

Outline & Objectives:

Handouts/Deadline:

If any of this information is inaccurate or has changed since we last communicated, please contact me as soon as possible. It is our intention that final brochures for this conference will be printed and mailed out by mid-February. It is imperative that we have information regarding your credentials, affiliations, title of talk no later than February 1<sup>st</sup>. The deadline for handouts will be March 1<sup>st</sup>. If the deadline is missed, you will need to bring at least 400 copies of your handouts to the conference.

It is our intent that all speakers have their talk/lecture on PowerPoint. We will provide the computer and LCD Projector. You may email your presentation to me or bring it on disc or CD. If you need any assistance with your presentation, I will be more than happy to help you. The size of the room does not work well for overheads, and we strongly discourage their use.

We ask that you keep your presentation to the time allotted with five (5) minutes for questions. Our intention is to ensure that we stay on schedule and not impinge upon the time of subsequent speakers.

If you are flying into Orlando, we encourage you to make travel arrangements early. We are attaching prices we have obtained from various airlines for your departure city into Orlando.

If you have any questions, please feel free to contact me using the information listed below. We thank you in advance for agreeing to speak at our conference and helping to make it a great success. We look forward to your presentation.

Sincerely,

Lisa Pervin, RN, CRRN, PhD  
Conference Co-Chair, FSARN

Address:  
513-A 1<sup>st</sup> Street  
Indian Rocks Beach, FL 33785

Phone:  
727-596-4738

Email:  
[bbpconsulting@aol.com](mailto:bbpconsulting@aol.com)

## VIII. Hotel

Important things to consider when choosing your hotel:

- Getting to the hotel by participants

- Parking

- Airport ease of access

- Amenities at the hotel and choices outside of the hotel

- Participant rate

- Room book requirement and how that ties back into conference room costs

- Space for vendors

- Food quality

- Hotel people to work with and commitment to you as the customer...the hotel will reflect directly back on you if they are not responsive to your needs

You will need to set up a master account to charge to such as rooms for speakers, VIP's, food, etc. Allow only 1 or 2 people to be able to do that so you can control what gets added to the account.

Business center...you will need it for something

Post mortem with the hotel staff after the conference and check the bill closely

Contract in writing when chosen and agreed upon

Have one conference committee member in charge of communication with the hotel

Try to negotiate food costs etc if feel that certain things might be too high or cannot afford...work with them and they should you as well

## **IX. Vendors**

Vendors are your bread and butter...treat them like gold.

Vendor letters should go out early, they have budgets as well...get on theirs.

Vendors need to be reminded as well. A specific person or persons should be assigned to manage the vendors

Be careful of placement regarding industry

Know how you plan to thank them, give them plenty of time during the conference

Have levels of sponsorship and know how to distinguish them

Sample vendor letter attached.

# Florida State Association of Rehabilitation Nurses

25<sup>th</sup> Annual Educational Conference

May 3 & 4, 2002

**"Building the Future with Bridges from the Past"**

Dear Vendors and Sponsors:

The Florida Association of Rehabilitation Nurses will be celebrating its 25<sup>th</sup> Anniversary this year and we are planning an exciting conference. The conference will be held at the Hyatt Regency Hotel located at the Orlando International Airport on May 3 & 4, 2002. The conference is attended by rehabilitation nurses and other healthcare professionals committed to the field of rehabilitation from a variety of settings. Those settings include acute/hospital, skilled nursing/long term care, worker's compensation, case management, and home health settings to name just a few. We are anticipating over 300 people to attend this conference.

The conference theme is to take a look at the last 25 years, the progress that has been made and what we can expect for the future. Our intention is to make this a true celebration of our field and this organization's commitment to making a difference.

We rely on the support of vendors and sponsors to make this conference a success. We are inviting you to be part of this celebration. We have felt very fortunate to have our returning sponsors as well as all of our new sponsors that participate in this conference. Our intention is to make this as successful for you as it is for us. Attached is a list of sponsorship levels we offer for your consideration.

We are doing some things differently this year. First, we have lowered the vendor fee from last year. Second, we are only having vendors exhibit all day Friday with the advantage on not being there on Saturday. In addition to building in sufficient opportunities for participants to visit your booth on Friday, we are planning a networking/social reception Thursday evening shortly after/during vendor set-up and early registration for participants.

Please complete the enclosed form and return it to: FSARN c/o Fran Miller P.O. Box 121, Port Salerno, FL 34992-0121

Any questions, please contact Fran Miller at (561) 219-4427 or email at [FMMR@aol.com](mailto:FMMR@aol.com)

Vendor forms will be available at our website, can be printed and completed and emailed back to us located at: [www.bbpconsulting.com/FSARN.html](http://www.bbpconsulting.com/FSARN.html).

All forms must be returned no later than February 1, 2002. On behalf of FSARN, thank you for your support and we look forward to seeing you at the conference!

Sincerely,

Fran Miller, Conference Co-Chair

# Florida State Association of Rehabilitation Nurses

25<sup>th</sup> Annual Educational Conference

May 3 & 4, 2002

"Building the Future with Bridges from the Past"

## Vendor and Sponsor Application/Agreement

Please complete the following application and provide us with the name(s) and address of the person(s) who will be handling the booth at the conference.

### PLEASE PRINT OR TYPE

**Company Name:** \_\_\_\_\_  
Your Company Name

**Address:** \_\_\_\_\_  
Street Suite #

\_\_\_\_\_ Zip  
City State

**Telephone / Fax:** \_\_\_\_\_  
Telephone # Fax # Email

**Contact Person:** \_\_\_\_\_

**Number of Attendees:**  1 person  2 persons

**Name of Attendees (s)** \_\_\_\_\_  
Maximum of Two Name of 1st. Attendee Name of 2<sup>nd</sup> Attendee if applicable

**For CE Credit include RN #:** \_\_\_\_\_  
RN # for 1<sup>st</sup> Attendee RN # for 2<sup>nd</sup> Attendee

**Product or Service:** \_\_\_\_\_

I do **NOT** need a table, will be bringing a display  I need an electrical outlet

Will you be donating a door prize?  YES  NO

**Fee Enclosed:** \_\_\_\_\_ (see below for levels and associated costs)

**Intended Sponsorship Level Details (Level, additional advertising, event, etc.):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Signature

Date

### **All vendors will receive the following:**

An 8x10 booth, 6 foot draped table, 2 chairs, wastebasket, booth sign and number; 2 paid lunch tickets, 2 paid conference attendees & CE's if needed, conference notebook with disk of attendees, and general listing in the conference notebook.

## **Sponsorship Levels and Costs**

**Silver Sponsor:** \$575.00  
Includes listed above.

**Gold Sponsor:** \$1250.00  
All of the above. Additionally a one half page ad in the conference book, choice in location, and additional conference recognition.

**Platinum Sponsor:** \$2500.00  
All of the above. Additionally, a full page ad in the conference book, choice in location, additional conference recognition, and the opportunity to present your company and/or product at the conference.

### **Additional Event Sponsorships available to all vendors and sponsors:**

**Event Sponsors:**

|                             |        |
|-----------------------------|--------|
| Thursday evening reception: | \$3000 |
| Breakfast (1 day)           | \$3500 |
| Lunch (1 day)               | \$6000 |
| Break (1 day)               | \$1500 |

***Please make your enclosed check payable to:***

**FSARN**  
**Mail completed application to:**

**FSARN c/o Fran Miller P.O. Box 121, Port Salerno, FL 34992-0121**

**Email to:**  
**FMMR@aol.com**

## **X. Suggested committees/persons to handle the major tasks**

### **Hotel**

#### **Vendors**

- Getting the vendors/vendor letters
- Registering the vendors
- Layout of vendors
- Greeting/signing in
- Making sure their needs are met before and during the conference
- Vendor giveaways and cards for participants to sign

#### **Speakers**

- Speaker letters
- Confirming
- Scheduling
- Getting their stuff

#### **Poster presentations if desired**

#### **Educational**

- CE packet
- ARN
- CRC, CDMS, CCM

#### **Brochure/Early card**

- Creating
- Proofing
- Printing
- Mailing

#### **Registration**

- Taking registration and money by mail
- Organizing the list of participants
- Registering days of conference
- Registration table

#### **Treasurer**

#### **Conference notebooks**

#### **Advertising**

#### **Bags/giveaways for participants**

#### **Room monitors**

#### **Conference cleanup**

- Budget/Reconciliation
- Thank yous
- Info for next group

## XI. Conference Notebooks

### LAYOUT OF MANUAL

- Manual Cover (front, external) should be a title page with the conference name, provider acknowledgement, date, location, and graphics if desired.
- Break the manual into sections for an
- agenda and handouts for each day.
- Locate the evaluation form at the end of
- each daily section. OR, the evaluation form spanning the entire conference can be placed in the back, internal pocket of the manual. How you are awarding CEU's will determine which method is preferable.
- Advertising pages by exhibitors and/or
- sponsors should be placed in a section preceding the daily agendas and handouts. Prepare a page listing all exhibitor companies and sponsors.
- A page listing participant names and
- companies/hospitals they represent is nice to have for networking .
- Flyers for places and activities of
- interest can be obtained through the
- local travel bureau and slipped into the front internal pocket of the manual or included in a conference bag.