

**Mid Atlantic Association of College and University Housing
Officers**

**ANNUAL REGIONAL
CONFERENCE
BID PACKET**

Mission Statement

The purpose of the Annual Conference of the Mid-Atlantic Association of College and University Housing Officers is to support the organization's mission to provide opportunities for professional development and education. It also affords the membership the opportunity to participate in the business of the Association, to recognize those who have served, and to assure the fiscal integrity of the organization through the financial support of our corporate partners and institutional attendees.

Vision Statement

The Annual Conference of the Mid-Atlantic Association of College and University Housing Officers strives to provide a unique environment where everyone who attends brings a shared experience to a "professional family reunion." By presenting a quality conference on a regional level, MACUHO will be able to offer its members the chance to network and interact with other professionals, enter into a mentoring relationship, learn and share new ideas through research and current trends, encourage involvement in the operation of an organization beyond their institution, while maximizing the fiscal resources available to them. Conference participants should feel recharged and reinvigorated for the work that is done on our campuses.

Background

The Annual Conference is one of the most important activities for MACUHO. Hosting the Annual Conference can be very challenging yet very rewarding for the host institutions and/or those professionals who participate. It is the goal of this packet to provide structure for potential hosts to submit bids and to organize the tasks associated with a conference. However, please understand that both the Association and the Annual Conference are dynamic and changes may occur between now and when a particular conference is hosted.

Location

Institutions and/or individuals who are interested in hosting the conference generally begin getting organized two years before the conference they wish to host. There is no official rotation process throughout the region, although geographic location within the region in relation to immediate past conferences will be one consideration used when evaluating a conference bid. Recent conference locations and primary host institutions include:

2007	Morgantown, WV	West Virginia Wesleyan College and West Virginia University
2006	Ocean City, MD	Salisbury University and University of Maryland Eastern Shore
2005	Lake Harmony, PA	College Misericordia and Wilkes University
2004	Wheeling, WV	Frostburg State University and West Liberty State College
2003	Towson, MD	Towson University and Johns Hopkins University
2002	King of Prussia, PA	Lafayette College and Drexel University
2001	Cherry Hill, NJ	The College of New Jersey and Rider University

Time Frame

1. Bids must be presented at the winter Executive Board Meeting 1 ½ years prior to the hosting date. Bid presentations will include a packet of written material, including a letter of support from the upper administration of each primary institution, as well as a brief presentation to the Executive Board.
2. Decisions about awarding the conference will be made either at the winter Executive Board Meeting or as soon after as possible. Depending on the details presented at the meeting, additional information may be requested and/or alternate arrangements may be requested before a bid is officially accepted.
3. The Host Chair(s) is expected to attend all Executive Board Meetings between the acceptance of their bid and the conference that they host. They are also expected to attend the Annual Conference the year preceding the one they are hosting. It is encouraged that as many of the other Host Committee members as possible also attend the previous year's conference. It is strongly recommended that two Host Chairs be chosen by the committee to protect against unforeseen circumstances.

Basic Requirements

1. Size: Any selected site should be capable of accommodating a minimum of 300 delegates.
2. Type: Preference should be given to conference center/hotel sites, although resorts may be utilized occasionally as a change of pace or to make a conference in a particular geographic location feasible.
3. Time: The Annual Conference is held between October 15 and November 10 each year. Preference should be given to late October dates. The conference schedule should begin Wednesday afternoon and end at lunch on Friday, with Executive Board and Committee Meetings held on Tuesday afternoon and evening.
4. Meeting Rooms:
 - One space for 250 people is needed for the Wednesday afternoon Welcome/Keynote
 - 9 rooms seating 45 people each are needed for program sessions and other meetings from Wednesday through Friday
 - Four additional rooms are needed for the Common Ground (PPD and Diversity Committees), Program Committee, Recruitment and Retention Committee (VIPS Program) and Host Committee from Tuesday through Friday. These rooms must be able to be locked and access must be made available to the designated committee members.
5. Accommodations: The site should be able to provide a minimum of 200 sleeping rooms, which would accommodate both delegates and exhibitors. A smaller block will be needed for Tuesday evening, the full block will be needed for Wednesday and Thursday evenings.
6. Food Service: The facility will need to be able to accommodate a number of different events with food – dinner for all delegates in multiple locations on Wednesday evening, lunch for all delegates and exhibitors on Thursday, the Recognition Dinner for all delegates and some guests on Thursday evening, the closing luncheon for all delegates on Friday, breakfasts on Thursday and Friday, and various receptions throughout the conference.
7. Exhibit Space: Exhibitors at the conference are very important to both the conference and the Association overall, as revenue from the exhibit area funds the Association's activities for the year. The exhibit area should be 8,600 square feet and/or be able to accommodate 50 10' x 10' booths. It is highly desirable to have the exhibit space located close to breakout space and the general traffic patterns of the conference. The exhibit space must be securable (Note: if it can not

be locked, the Host Committee must provide security during the hours that the area is not open). Ease of loading materials in and out should also be considered.

8. Transportation: The Host Committee itself is not responsible for arranging transportation for conference delegates, but information should be made available for those who can't or choose not to drive to the conference site.
9. Entertainment: Each Host Committee arranges for fun activities that delegates can participate in at different points during the conference; likely time frames include Wednesday morning for early arrivals and a possible golf tournament and both Wednesday and Thursday evenings once "official" conference events have ended for the day.
10. Groups looking to host in an urban location may want to utilize the services of a 3rd Party for contract negotiations and conference planning (i.e. Experient, Inc – formerly Conferon).

Important questions to ask the site sales representative:

Overlap w/other conference groups: Are there other conferences booked during the same time period? If so, how will that affect available space, room availability, and general traffic patterns? Is there a conference ending as ours begins or directly upon our departure? How will this affect room availability and the sites ability to set-up/break-down for our events?

Complimentary rooms: Will the hotel provide the Host Committee a complimentary room(s) based on a certain number of room nights reserved?

Length Rates will be extended: Can the conference room rate be extended to participants through the weekend? Can it start earlier (Monday night)?

Site meeting: Will the room rate be available for the on-site Executive Board meeting (the February or June prior to the conference)? Will there be a cost for the meeting room for the Executive Board meeting?

Site Registration process: How do they manage the quick registration of many participants arriving at the same time? Can guests request late check-out on Friday? If not, is there a location for storing luggage if necessary?

Site Meeting Space Rates: Typically meeting space is charged on a sliding scale based on the number of room nights (the total number of nights sleeping rooms are reserved for – if four people are sharing a room, the room is still only counted once) in the facility. For example, at one conference we had 400+ room nights and we had to pay the lowest amount on the sliding scale, and at another conference we had enough room nights that there was no charge for the meeting space. Note - room nights include vendors.

Audio Visual: Is there an in-house Audio Visual vendor (typically somewhat expensive, however more convenient). Are you permitted to use an outside vendor or bring your own equipment?

Union Site: Does site require use of union labor (an issue for exhibitor set up)? If so, details need to be worked out with the Exhibits and Displays Committee Chair. If the site is Union, check the expiration of the current contract to see if a work stoppage is possible during the dates you are proposing.

Catering: Variety of options, including vegetarian and special needs? Can you bring your own food into Common Ground room? If not, you may have to use an actual sleeping room for Common Ground. May also be an issue if you get donations in actual food and not money.

Parking: Is there a fee? How much is available?

Finance and Registration

The minimum financial goal of an Annual Conference is to end up with a zero balance – expenses should equal revenue. No Host Committee should expect funds from MACUHO to subsidize the costs of the conference. Should a conference have excess revenue after all expenses are paid, this “profit” reverts back to the MACUHO General Budget – no Host Committee, institution or individual may retain these funds.

The bid should have a budget based on 200 delegates. While the expected registration is likely to be more than this, it is important to show that the conference can be a break even event financially if attendance is lower than normal.

The current registration fee is \$175.00 for full time professionals. No Host Committee may base their budget on a higher registration fee without approval of the MACUHO Executive Board. A Graduate Student rate is also offered – this has been set at \$135.00. A late fee of \$35.00 may be added to any registration that is received after the advertised registration deadline. Recent Host Committees have found that a fair number of participants register after the registration deadline and pay the late fee. For the 2006 Conference, a one day registration fee is also being offered for purchasing agents and program presenters on a trial basis – continuation of this fee will depend on evaluation after the conference.

The cost of the guest room is arranged between the Host Committee and the site. The goal should be to keep this fee as low as possible as delegates are affected by the entire cost of attending the conference, not just the registration fee.

The registration fee should cover most aspects of the conference – all receptions, breakfast and lunch on Thursday and Friday, Thursday dinner, most entertainment options, and conference supplies (program book, any give-a-ways, etc.). Recent conferences have also included Wednesday dinner in the conference fee as well. If a Golf Outing is offered, participants must pay a fee for this and the conference registration fee may not subsidize this event. Other entertainment options may also be offered at an additional fee, although these must be voluntary events.

It is expected that Host Committees also solicit sponsorships for the conference. This solicitation should be done based on past history (exhibitors who have sponsored events in the past) and in conjunction with the Exhibits and Displays Committee Chair. It is recommended that the budget line for sponsorships be set on the conservative side – if additional sponsorship funds are raised, extra items may be added or upgraded once registration numbers reach their goal.

All exhibitor related costs are handled by the Exhibits and Displays Committee. While the Host Committee need to arrange to include the exhibitors in the count for Thursday lunch, these costs will be reimbursed to the conference budget by the Exhibits and Displays Committee budget.

A conference bid budget must be prepared based on the actual financial results from the last two most recent conferences for which final financial results are available. The current Vice President/President Elect will arrange to provide these documents to you for the committee’s use. When major differences exist between the two sets of financials, the more conservative numbers (lower revenue or higher expenditure) should be used for planning purposes unless a specific reason is provided for one of the results.

See the Conference Budget page for additional details.

Bid Presentation

Upon completion of your research and you find that you have an ideal location to Host the MACUHO Annual Conference you will need to make a Bid Presentation to the MACUHO Executive Board. You should already be in contact with the Vice President/President Elect that your research was taking place. At this time you will need to make arrangements with Vice President/President Elect to make the Bid Presentation.

Ideally the bid presentation happens at the February Executive Board Meeting. Often more than one institution is bidding to host the conference so the Executive Board will make the decision where the Annual Conference will be held. Upon decision, the Host Committee may need to provide additional information if requested. Occasionally, when two sites bid and the locations are unknown, a sub-committee may be formed to visit each site and bring information back to the Executive Officers before a final decision can be made.

The members of the bid institution(s) will be asked to present a formal budget proposal, conference site information including vital statistics of meeting rooms, and a basic outline of proposed entertainment. Each bid presentation will be given time to present the information you have researched. Here are some helpful hints on information to be highlighted:

- Conference Theme - potential for tie ins to Program Committee
- Provide a map of the conference site for reference and highlight where each event will be - include Common Ground, Program Session Rooms, Exhibitor Area etc.
- Reference the vital statistics page that outlines room capacities etc.
- Review the budget as thoroughly as possible - include hotel room night cost and registration costs
- Highlight Entertainment ideas
- Highlight what the conference site has to offer - pool, restaurants etc.
- Highlight attractions in the local area
- Be prepared to answer tough questions from individual board members on areas that directly affect their committees
- Give out a Conference at a Glance (proposed conference schedule)
- Giveaways are always a good idea, but not required – something from the host institutions unless you have made up a conference specific item
- The logo for the conference would be good but is not required
- You may want to add a letter of support from the host institution - from the Director of Residence Life or the Chief Student Affairs Officer - stating that they are excited and ready to help – this will be required before a bid will be awarded to a host team

Once your Bid Proposal has been accepted it is time to hit the ground running! The first thing you will need to do is place a deposit on the conference site. Deposits typically range from \$500 - \$1,000. Often MACUHO is asked to front this money. You will also be given access to the MACUHO Host Committee checking account once the previous conference has reconciled all of their financial transactions. Remember to keep track of this money so that you budget appropriately! At this time you will be asked to sign a contract. No contract should be signed prior to review by the MACUHO Vice President/President Elect and possibly other MACUHO members (past Host Chairs, etc.). If possible, you may also want to have your school's Legal Counsel review it for any unusual stipulations.

Conference Budget

Revenue

Professional Conference Fee (\$175.00)
Graduate Conference Fee (\$135.00)
Late Fee (\$35.00)
One Day Registration Fee (if continued)
Extra Recognition Dinner Tickets
Golf Tournament
Special Entertainment
Exhibitor Sponsorships

Expenses

Meeting Rooms/Facilities

Audio-Visual

- Integrated Video Projector
- Overhead Projector
- Microphone
- Flip Chart
- Telephone/Internet Line

Meals

- Site Visit Breakfast and Lunch (on site Executive Board Meeting)
- Exhibitor Reception (may be either Wednesday or Thursday)
- Wednesday dinner (if done on site)
- Thursday breakfast
- Thursday lunch
- Thursday morning and afternoon coffee breaks
- Thursday Recognition Dinner
- Friday breakfast
- Friday lunch

Entertainment

- Pre-Welcome Session Reception
- Wednesday evening activity
- Thursday evening activity
- Golf Tournament
- Other special activities

Supplies

- Nametags/Ribbons
- Decorations
- Labels
- Print Cartridges
- Envelopes
- Misc.
- Host Committee Shirts

Postage (may be limited if communication is done electronically)

- Teaser
- Registration
- Confirmation

Printing

- Logo Development
- Registration Packets
- Program Book
- Signs
- Menus/Agendas
- Daily Newsletters
- Teasers

Welcome Packets

- Give-a-way
- Binders
- Bags

Bid and Promotion

- Supplies
- Printing
- Promotional materials

Other

- American Sign Language Interpreters (if necessary)

Conference Planning Timeline

If conference is held in November, these dates may shift slightly.

October (24 months prior) Interested parties should notify the Vice President/President Elect of potential interest in serving as conference host.

February (20 months prior) Bid Presentation made at Executive Board Meeting.
Initial Host Committee team should be developed.

Notification of Bid acceptance will vary depending on number of bids presented, additional research needed, etc.

Following Acceptance Conference Site should be confirmed/contract signed.
Host Committee Team should be finalized.
Committee liaisons should be finalized.
Logo and Theme should be finalized.
Initial preparations begin.

October (12 months prior) Display table shown at Annual Conference.
Teaser presentation at Friday closing luncheon.

December (10 months prior) Preparation for February Exec. Board Meeting.
Conference accommodations and facilities confirmed.
Budget Updated.

February (8 months prior) Executive Board Meeting (either the February or June Exec Board Meeting will be held at the conference site – the Host Chairs should work with the President to include a full tour of the host site for this meeting).
Present update of conference plans.
Budget should be presented.
Logo and Theme must be finalized and delivered to Program Committee Chairs for Call for Programs mailing.

March (7 months prior) Any changes from Exec. Board Meeting should be implemented.
Prepare publicity for MACUHO Newsletter

April (6 months prior) Arrangements for distribution of materials (e-mail and web page) should be setup with Communications Chair.
Assess and confirm transportation needs.
MACUHO Newsletter article due.

May (5 months prior) Prepare promotional materials for ACUHO-I Conference.
All plans - entertainment, locations, events, food, printing – should be finalized.
Work with site to obtain room reservation information for Conference Registration Process (can either be contact phone numbers, or may be an actual item for the web page)

June (4 months prior)	<p>Executive Board Meeting (see notes under February Exec Board Meeting).</p> <p>Formalize all Host Committee needs.</p> <p>Begin establishing any needs for volunteers (i.e. staffing the registration area).</p> <p>Exhibits and Displays Chair should visit site to begin preparations for exhibitor booths.</p> <p>Finalize printing needs and costs.</p> <p>Info from Program Committee on CIR's and Keynote due for Registration Materials</p>
July 1	<p>List of potential events for exhibitor sponsorship should be coordinated with the Exhibits and Displays Chair.</p>
July (3 months prior)	<p>Secure all necessary program information from Program Committee.</p> <p>Finalize any additional printing needs.</p> <p>Entertainment agreements should be completed.</p> <p>Meal Selections should be finalized (don't forget to take special dietary needs into consideration).</p> <p>Conference Registration Materials should be prepared.</p> <p>Prepare for conference confirmation notifications.</p>
August 1	<p>Conference Registration materials should be made available.</p>
August (2 months prior)	<p>Conference Confirmations should be sent out as registrations are received.</p> <p>Various committees may request information be sent with the confirmations.</p> <p>Finalize program room needs and a/v requests with Program Committee.</p> <p>Confirm A/V Needs with A/V supplier.</p> <p>Complete and finalize all conference room assignments.</p> <p>Verify meal set up and agendas with President.</p> <p>Conference binder sent to printer.</p> <p>Conference Evaluations prepared-consult with Program Committee.</p> <p>All room signage is prepared.</p> <p>Finalize assignment of complimentary rooms/VIPs.</p> <p>Check on welcome gift with Executive Board</p>
September (1 month prior)	<p>Depending on arrangements with site – meal counts finalized</p> <p>Confirm all exhibitor sponsorships.</p> <p>Print all agendas and menus.</p> <p>Confirm all negotiated services (transportation, entertainment, etc.)</p> <p>Confirm on-site registration process and volunteer staff.</p> <p>Complete any final printing needs.</p> <p>Complete initial assembly of conference packets.</p> <p>Finalize nametags and ribbons.</p> <p>Finalize process for exhibitor raffle.</p> <p>Confirm registration of program presenters with Program Committee</p>
October	<p>Continue processing of late registration.</p> <p>Meet with hotel staff week prior to conference for final run-through.</p>

Arrange access to all Special Guest hotel rooms for gift basket distribution.
Finalize arrangements for keys/access to locking/unlocking program room, Common Ground, host committee room, and exhibit area.
Complete all last minute details.
Prepare delegate roster.
Finalize all dietary and access issues.

Following Conference Reconcile checking account with MACUHO Treasurer (relative to when all final bills are completed)

February (4 months following) Final report on annual conference presented to the Exec Board. Included in this report is a final budget statement indicating the profit/(loss) from the conference. Also included is a report on conference evaluations.

NOTE: Much of the credit for development of this timeline goes to Kathy Krinks and Cyndi Freeman-Fail from Penn State University.