



## Institute Policies and Procedures- Updated 2023.01.12

### 1) Charge

The Vice President/President-Elect is responsible for chairing and planning SCALL's annual educational Institute. The Institute is held in mid to late February or early March. From time to time, the Institute may be a Joint Institute with one or more California chapters. When a Joint Institute, the Vice President/President-Elect serves as a Co-Chair of the Joint Institute Committee.

### 2) Duties

The Institute is typically a major source of funds for SCALL and its programs. The Chair's duties are to provide a quality educational program which produces revenue to meet SCALL's needs.

### 3) Vice President Tasks

#### a) June-August: Select the Institute location

- The location for the Institute is selected by the outgoing and incoming SCALL Vice Presidents and the outgoing Past President. The incoming Vice President may also consult with the Board and other SCALL members as necessary. For example, it's helpful to have the Exhibitor Chair join the site visit to evaluate whether the site will work for exhibitor booths.
- Submit requests for proposals to county visitors' bureaus and/or individual hotels, universities, or other potential sites. Previous Vice Presidents should be able to provide examples of past RFPs.
- Review submitted proposals, visit potential sites as necessary, select a site, and review and sign the contract.
- Tips for selecting a location:
  - Historically, the SCALL Institute has taken place on a Friday and Saturday in late February to late March, with vendors setting up on Friday morning; 3-4 presentations and an exhibitor break with refreshments on Friday afternoon; a reception on Friday night; a breakfast on Saturday; 2-4 presentations and an exhibitor break with refreshments on Saturday morning; and then a closing lunch.
  - There has been periodic discussion of converting the Institute to a one-day event or of alternating between a cheaper, local one-day event and a larger two-day, destination event. The main sticking point is that hotels are less interested in hosting a one day event because there's less guarantee that attendees will book a hotel room and stay overnight. However, some hotels and many universities might be able to accommodate a one-day event.
  - The location should accommodate presentations and exhibitor booths in preferably one room; a minimum of 6,000 square feet is required.
  - Make sure the conference room provides:

- Extensive electrical outlets for exhibitors
  - Internet
- Expect almost everything to cost extra (e.g., internet, a microphone at a podium, electrical extension cords). Locations will often waive some of these fees as part of the contract but always double check what is included and what is an extra charge.
- Conference room rental fees will commonly be waived for meeting a food and beverage minimum. When estimating costs, keep in mind that food and beverages are almost always +- i.e., there is the listed price (which is the only part that counts towards the food and beverage minimum), plus a 15-25% service charge, plus tax.
- Review the food menus to make sure that there are a variety of options to accommodate common food restrictions (e.g., vegetarian, vegan, kosher, halal, gluten-free, and nut and shellfish allergies). Hotels will often provide you with sample food during your site visit.
- Likewise, check that there are an adequate number of rooms accessible to people with disabilities and if there is anything specific that registrants need to do to get an accessible room (e.g., specify a room on the first floor or in a specific building).
- Check parking and resort fees. Many hotel rooms offset cheaper room rates with high parking rates and mandatory resort fees.
- Check whether the hotel can provide the following:
  - A projector.
    - Usually, the price of a projector is exorbitant and it's much cheaper to pay for the hotel's projector support package (typically a screen and a stand) and borrow a projector from someone's office.
  - Equipment for holding a hybrid meeting or recording the meeting.
    - Members increasingly want and expect hybrid meetings or recordings.
    - Hotels may not have hybrid meeting or recording facilities or may charge exorbitant prices for them. As an alternative, basic recordings can be made with a laptop, a microphone, and Zoom.
  - 2-4 easels for the signs identifying the registration table and thanking the sponsors for meal breaks.
    - Often, hotels will provide these for free and, if not, it's typically easy to bring them for free from a library that owns them.
    - However, it's good to know in advance whether or not these need to be borrowed from someone's library.
  - About 8 to 12 exhibitor tables, each about 8 feet long.
    - Hotels may include a certain number of exhibitor tables in the price but charge extra for additional tables.
    - If the tables require tablecloths and skirts, make sure that those are included in the price and not an unexpected extra.
  - Storage for exhibitor boxes that arrive before the Institute and return shipping of exhibitor boxes back to exhibitors after the Institute.
    - Hotels will typically agree to store a specified number of boxes, starting at a specific date before the Institute, and will charge more for additional boxes and for boxes that arrive too early.

- If the Exhibitor Chair is willing, it may be cheaper for the Exhibitor Chair to mail the boxes back to the exhibitors themselves, then seek reimbursement from the SCALL Treasurer.
  - Enforcement of safety protocols. If the hotel does not check vaccinations or enforce masking, you will need to make arrangements to do this as appropriate.
- The final contract should clearly identify:
  - Dates
  - Which conference rooms SCALL will use
  - Hotel room types and rates
  - The deadline to register at the SCALL group rate
  - How members will register
    - Typically, members have been given the option to register online or by phone with a special code or link.
    - Many hotels also offer an option to collect member names yourself and then send them a rooming list. SCALL hasn't done this in the past, but it makes it easier to, e.g., give the hotel rooms of members who cancel to members who register late.
  - The number of hotel rooms allocated to SCALL (the room block)
    - Hotels typically charge penalty fees for not meeting the minimum number of rooms by the deadline (attrition).
    - Hotels typically give bonuses (e.g., a free room) for exceeding a certain number of rooms.
    - Hotels are often (but not always!) willing to increase the number of rooms later or to extend the deadline to register at the group rate.
    - Typically, there are a large number of rooms reserved for Friday night, with smaller numbers reserved for Thursday and Saturday, for those who want to stay longer or need to arrive early and help set up (e.g., the Vice President, the Exhibitors Committee, sometimes the Registration Committee).
  - Cost to SCALL, including any food and beverage minimums, cancellation penalties, and attrition penalties and the due dates of any deposits.
  - Any specific promises made by the hotel- e.g., if the hotel rep has promised free internet or a discounted price on the projector, make sure that those are included in the contract. The most commonly included items are discounted parking and resort fees, free or discounted exhibitor tables, and storage and shipping of exhibitor boxes.
- Final arrangements for meals and technology will usually be made at a later date and do not typically need to be included in the contract.
- As soon as the final contract is confirmed, notify the Treasurer of the deadlines for any deposits and add calendar reminders for yourself to follow up and make sure that the deposits are paid.
  - Historically, it was common for members to put large amounts of money on their personal credit cards and then request reimbursement from the Treasurer and for the hotel bill to be partially paid in gift cards donated by vendors.
  - The Treasurer now has both a credit card and a checkbook and should pay the hotel directly instead.

**b) August-September: Select members for Institute Committees**

- The following committees are essential, require significant work and diplomacy, and should go to experienced members who you trust:
  - **Speakers** (Detailed information on tasks below)
  - **Sponsors and Exhibitors** (Detailed information on tasks below)
- The following committees are essential but can be done by the Vice President or delegated to another committee member if necessary:
  - **Registration** (Detailed information on tasks below)
  - **Publicity**
    - Emails the SCALL listserv at a minimum a) when registration opens, b) twice before early registration ends, and c) twice before final registration ends.
    - May also help promote the SCALL Institute in the SCALL newsletter, in the publications of other library associations (e.g., the NOCALL newsletter), or on other library association listservs (e.g., law-lib, GovDoc-L, AALL, or NOCALL listservs).
    - May also come up with additional ideas for promotion and help with design of the Institute logo and Institute program.
    - In some years, this task has been delegated to SCALL’s standing Publicity Committee. In other years, the Vice President has appointed an Institute-specific Publicity Committee.
  - **Technology Support**
    - Brings and sets up a laptop with speaker slides.
    - Brings and sets up the projector. (If not using the hotel’s projector.)
    - Brings and sets up a microphone. (If recording presentations at a location that isn’t providing recording.) Generally, the simplest option for recording presentations is to borrow a high-quality microphone (available at many academic law libraries), plug it into the laptop playing the speakers’ slides, and set up Zoom to record the laptop screen with the speakers’ slides and the audio from the microphone.
    - Troubleshoots any technology problems at the Institute.
- The following committees can be skipped if necessary but are good, low stakes opportunities for newer members to get involved with SCALL:
  - **Bibliography:** Puts together a list of articles related to the Institute theme, to be posted on the Institute website and printed out to be placed in the Institute registration bag.
  - **Local Arrangements:** Puts together a list of nearby restaurants, fun local activities, and necessities (e.g., nearest hospital, pharmacy, and clothing store), to be posted on the Institute website and printed out and placed in the Institute registration bag.
- SCALL’s standing Website Committee typically maintains and updates the Institute website.
- When selecting committee members, look for SCALL members who you can trust to reply quickly, interact respectfully with other committee members and registrants, and show initiative and good judgment. It is helpful to discuss role expectations and acceptable financial expenses up front, especially for new members.

**c) September-October: Open registration and begin promotion**

- Select a topic, name, and logo. In some years, the Publicity Committee has helped with the logo and, in other years, the Vice President has gotten help from co-workers or family members with design experience.

- Work with the Registration Committee to create the registration page and with the Website Committee to create the website.
  - Typically, both committees will need to know:
    - The topic, name, logo, date, and location of the Institute.
    - Whether you plan to change ticket prices or keep them the same.
    - Hotel registration information, including information on parking, any special instructions for requesting disability accessible rooms, how to register with the group rate (generally, a special link and instructions for registering by phone), and the date the hotel group rate ends.
    - Closing dates for early bird and final Institute registration. The closing date for early bird registration is generally set to be the same as the day the hotel group rate ends.
  - The Registration Committee will also need:
    - Information on lunch choices. (Typically, chicken, fish, and vegetarian.)
    - Access to the website used to process registrations (currently Wild Apricot). Generally, the previous year's Registration Committee, the SCALL Treasurer, the SCALL Programs Committee, and/or the SCALL Membership Committee should be able to provide access.
  - The Website Committee will also need links to the registration pages once the Registration Committee creates them.
- Establish a publicity schedule with the Publicity Committee (e.g., when will emails be sent? Do they/you have any other ideas for publicity?). Provide them with the topic, name, logo, and registration link.
- Send the topic, name, logo, and registration link to the SCALL President and ask them to promote the Institute in their SCALL newsletter column.
- Send the topic, name, logo, and registration link to presidents of other local chapters (e.g., NOCALL) to request that they promote the Institute in their newsletters and listservs. When contacting local California chapters, invite them to send a VIP. The VIP gets free registration but pays for their own travel and hotel.
- Let the SCALL Grants Committee chair know the date of the Institute and the hotel group rate deadline, so that they can advertise and award grants in time.
- (Optional) Ask AALL to send a AALL board member to provide an update on AALL.
  - Generally, AALL requires requests for board visits to be submitted well in advance, so place the request early if you'd like a AALL board member to join you.
  - The update can take place over a meal (most commonly lunch) or as part of the program.
  - If you request a board update, let the Speakers Committee know so that they can factor that time into the program. If the board member has expertise in the topic of the Institute, you can also work with the Speakers Committee to invite them to participate in a panel or give a substantive presentation.
  - Generally, SCALL gives the AALL board member free registration but AALL pays for the board member's hotel and travel expenses. However, many years ago, local chapters used to be responsible for the board member's hotel and travel expenses, so double check AALL's current policies before deciding whether to invite a board member.

- AALL may also ask to send a staff member as an exhibitor. Again, the exhibitor registration fee is waived but AALL pays for the staff member's hotel and travel expenses.

**d) November-December: Select speakers and monitor registration and promotion**

- Check in periodically with the various committees to make sure they're on track and to check if they need any help from you. Specifically:
  - Check with the Sponsors and Exhibitors Committee(s) to make sure that they're receiving adequate numbers and values of exhibitor registrations and sponsorships.
  - Check with the Speakers Committee to see what speakers they have scheduled.
    - Make sure that the program that they plan provides adequate time for exhibit breaks, so that exhibitors are satisfied with the money that they spent and willing to exhibit at future Institutes. The Exhibitors Committee can provide feedback on this if you're unsure.
    - Non-SCALL members who speak at the Institute have traditionally received free registration, travel expenses, and (if travelling a significant distance) one free night at the hotel. Check what non-member speakers the Speakers Committee plans to invite, both to keep an eye on the budget and so that you can provide the speakers names to your contact at the hotel and reserve a room for them that will be charged to SCALL's master account.
    - SCALL members who speak at the Institute have traditionally been required to pay for Institute registration and their own hotel and travel expenses. If you decide to change this policy, make sure to do so fairly (i.e., don't waive registration fees or pay expenses solely for speakers who are friends with you or the Speakers Committee). Generally, member speakers have been strongly encouraged to apply for a grant from the SCALL Grants Committee, since this provides a consistent, established process for waiving registration fees and covering hotel and travel expenses.
  - Check in with the Registration Committee on the number of registrants and (especially as the hotel deadline gets close) check in with your hotel contact on the number of members who have booked rooms. If numbers are too low, work with the Publicity Committee to increase promotion and reach out directly to members that you know to encourage them to register. It's common to extend the early bird deadline to drum up registration and (if the hotel is open to it) to extend the hotel registration deadline at the same time.
  - Make sure that you or the Sponsors and Exhibitors Committee(s) and Speakers Committee notify the Registration Committee of the names and meal preferences of all speakers, VIPs from other chapters, the AALL VIP and exhibitor (if any), and additional sponsor representatives not listed on the exhibitor registration forms, so that the Registration Committee can make badges for them and include them in the meal counts. Usually, the easiest option is to have the speakers, sponsor representatives, and VIPs register online and then have the Registration Committee waive the fees.
- Send the Website Committee updates as necessary (e.g., names and schedule of speakers).

**e) January-February: Finalize registration bags, meals, and technology**

- Create the registration bags given to attendees and exhibitors at check-in:

- Generally, the Sponsors and Exhibitors Committee(s) will be able to find exhibitors who are willing to donate branded bags and merchandise.
- If not, there are many companies, easily found online, that specialize in selling promotional products (swag) that can be branded with the SCALL name and logo.
- Other options for filling out the bags include:
  - The Institute program, plus the bibliography and local arrangements handouts.
  - Promotional materials for local events and activities. Generally, the county visitors' bureau will be happy to mail you these.
  - Pens and papers for notetaking, purchased from an office supply store. (But note that many hotels will provide these.)
- Figure out:
  - Who will stuff the bags. Ask for SCALL Institute volunteers to arrive early and help stuff bags the evening before, ask co-workers or friends involved in SCALL to help stuff the bags before the Institute, or stuff the bags yourself while watching TV or listening to podcasts.
  - Where the stuffed bags will be stored. Ask the hotel about a locked room to store them in or arrange for someone to store the bags in their hotel room.
- Create the program.
  - You can do this yourself, enlist the help of the Publicity Committee, or enlist the help of a co-worker or family member with design experience.
  - Past Vice Presidents can provide examples of previous programs. Examples are also available on past SCALL Institute websites at <https://scallnet.org/scall-institute/> and <https://wayback.archive-it.org/7433/20160601233018/http://www.aallnet.org/chapter/scall/archives/main.htm>.
  - The program is typically printed as a double-sided, saddle-stitched booklet.
    - This format requires the number of pages to be an exact multiple of 4. (Typically, 8 pages).
    - Some libraries have printers that can do this but, if you can't find one, you can have the program printed at an office supplies store like Staples.
  - The program typically includes:
    - Names of sponsors and exhibitors
    - Names of Institute Committee members
    - Names of SCALL Executive Board members
    - Names of any VIPs (e.g., AALL and NOCALL board members)
    - Locations, times, titles, and speakers for all programs
    - Conference room wi-fi name and password (if applicable)
    - (Optional) Additional pages for notes, if necessary to make the booklet an exact multiple of 4
  - Make sure the program is accurate:
    - Ask the Speakers Committee to confirm that the information for the speakers is correct.
    - Ask the Sponsors and Exhibitors Committee(s) to confirm that the information for sponsors and exhibitors is correct and that there is enough exhibit break time to satisfy exhibitors.
    - Confirm registration desk times with the Registration Committee. Generally, it's enough to staff the registration desk about an hour before the start of the presentations and during exhibit breaks.

- Triple check that the information for Institute volunteers, board members, and VIPs is correct and ask them to confirm if you're not sure.
- Locate the previous year's posters identifying the registration desk and thanking sponsors. (Likely held by the previous year's Vice President, Registration Committee, and/or Sponsors and Exhibitors Committee(s)). Evaluate whether the posters can re-used or whether you need to print new ones.
  - Staples and other office supply stores can generally print posters. They typically provide nice-looking templates for posters and you can usually find even more poster templates online.
  - When designing posters, aim for reusable designs. (E.g. Welcome to the SCALL Institute!, not Welcome to the SCALL Institute Palm Springs 2022!; Thank you to our generous sponsor, CEB!, not Thank you to our generous breakfast sponsor, CEB!)
- Print the bibliography and local arrangements handout (if providing them). These are usually double-sided 8x11 lists that can be printed using a typical office printer.
- Email the final program, bibliography, and local arrangements handout to the SCALL Website Committee to be posted on the Institute website.
- Make final arrangements for meals.
  - The hotel (or other location) should tell you when they need the final meal counts. Commonly, they'll need a tentative meal count a week or two in advance and a final meal count two days to a week in advance. The Registration Committee should be able to provide you with the meal counts and allergy information.
  - Make sure to provide meal counts and (especially) information on allergies and other accommodations in writing. Giving information over the phone makes it easy for meal counts or accommodation requests to be forgotten or garbled and hard to dispute errors.
  - Generally, the Registration Committee stuffs members' name badges with small tickets indicating their lunch choices: blue cardstock with a fish icon for fish, tan or pink cardstock with a chicken icon for chicken, or green cardstock with a vegetable icon for vegetarian, plus a second yellow star ticket for allergies. These tickets are not collected but are placed by members next to their plates to signal to the waiters who gets what. Confirm that this procedure works for the hotel and, if not, update the Registration Committee on the alternative procedure.
  - Historically, SCALL has had exhibitor breaks with refreshments on Friday afternoon and Saturday morning, a Friday reception with hors d'oeuvre, a Saturday morning buffet breakfast, and a closing Saturday luncheon.
    - Work closely with the Sponsors and Exhibitors Committee(s) if changing these:
      - Exhibitors typically want refreshments in the same room as the exhibitors to keep attendees there. Vendors who are sponsoring meals generally want it to be a sit-down meal rather than, e.g., a boxed lunch.
      - Many vendors sponsor specific meals, so eliminating a meal break may mean eliminating a sponsorship. Conversely, the Sponsors and Exhibitors Committee(s) may be able to find vendors to sponsor additional meals or other expenses or convince a vendor to change which meal they sponsor.
      - Generally, gifts and gift cards donated by vendors are given away in a prize drawing midway through the closing Saturday lunch, supplemented



with additional gift cards purchased by SCALL if necessary. The prize drawing is deliberately scheduled for midway through or towards the end of the lunch to keep members there for the lunch, since the vendor sponsoring the lunch typically does not appreciate it if members don't attend.

- Traditionally, after the Friday reception, the Vice President or President arranges for the board to go out to dinner with any VIPs (reimbursed by SCALL), the Speakers Committee offers to take any non-member speakers out to dinner (reimbursed by SCALL), and many members meet up for dinner with friends. This has occasionally led to 1) resentment that SCALL pays for the board to go out to dinner and 2) new members feeling left out. Consider converting the Friday reception into a dinner or hosting a Dutch dine-around. Especially if the number of registrants is smaller, the price of a dinner that everyone is invited to may be comparable to the price of a reception plus the board and speakers dinners.
- Make final arrangements for technology:
  - The hotel (or other location) will likely reach out to you for final details regarding your technology needs (e.g., a projector support package). Many locations contract with a separate technology service (e.g., Encore Technologies) to provide their technology.
  - Typically, SCALL brings at least some of its own technology to keep costs down. As necessary make sure that at least one person (and, if possible, more than one person!) will bring the following:
    - A projector
    - A laptop for playing slides
    - A microphone to plug into the laptop and record audio (if recording)
    - Extension cords to loan to exhibitors

**f) February-March: The Institute**

- Write brief introductory remarks and thank yous to be delivered at the start of the Institute and brief closing remarks and thank yous to be delivered at the final lunch. Make sure to thank individual exhibitors and sponsors.
- Shortly before, during, and/or after the Institute, the hotel will contact you with the final estimates and bills. Review them, correct any errors, and sign them. It can be helpful to get assistance from someone who has planned the Institute or similar events before (e.g., other conferences, large parties, or weddings).
- Write thank yous to committee members. Some Vice Presidents also provide small gifts (e.g., a \$5 gift card for coffee).
- Make sure that you and all other volunteers have submitted final details of income and expenses to the SCALL Treasurer, to be reimbursed and recorded. In particular:
  - Sponsors (and some exhibitors) often take a long time to submit payment. Work with the Sponsors and Exhibitors Committee(s) to make sure that sponsors and exhibitors with outstanding bills are invoiced and follow up as necessary to confirm that all payments are received.
  - Non-member speakers will need to be paid honoraria, plus mileage and other travel expenses.

- The Registration Committee will need reimbursement for badges and possibly ribbons, snacks, and other registration desk materials.
- Individual members who helped get posters, swag for registration bags, etc. may need to be reimbursed.
- Send copies of the program, bibliography, and local arrangements handout to the Archives Committee.
- Submit a report on the Institute at the June Business Meeting, including the topic, location, income raised, exhibitors/sponsors, and the number of attendees. Send a copy to the Archives Committee.

#### 4) Speakers Committee Tasks

- Typically, the Speakers Committee will need to arrange for:
  - A keynote speaker to open on Friday (Generally one hour)
  - Two to three additional speakers or panels on Friday afternoon (Generally 45 minutes to one hour each)
  - Two to four additional speakers or panels on Saturday morning (Generally 45 minutes to one hour each)
- Make sure to leave plenty of time for exhibit breaks, so that exhibitors are satisfied with the money that they spent and willing to exhibit at future Institutes.
- Check with the Vice President to see if they have arranged for an update from a AALL Board Member and when they plan to schedule it (e.g., over lunch, over breakfast, or during the program). If the AALL Board Member fits into your planned theme, you can also work with the Vice President to invite them to participate in a panel or speak on a substantive topic.
- When contacting potential speakers, you may need to explain some or all of the following:
  - SCALL - what it is and does
  - Dates and times of the Institute
  - Possible topics to cover in the talk
  - Length of talk
  - Title of talk
  - Other speakers (if known) and other topics to be covered (to avoid overlap)
  - For speakers who are not SCALL members and not vendors, SCALL traditionally provides:
    - A \$200 honorarium
    - Free Institute registration, including all meals. As a courtesy, you can also allow the speaker to bring a meal guest.
    - One night at the hotel, for speakers travelling a significant distance. Provide the names of speakers who need hotel rooms to the Vice President, so that the Vice President can ask their hotel contact to reserve a room that will be charged to SCALL's master account.
    - Reimbursement for mileage, coach class plane tickets, and/or transportation to and from the airport. SCALL can also buy the plane tickets directly, if the speaker prefers.
    - Consult with the Vice President about potential costs before committing to a speaker. Generally, the SCALL Institute invites either one or two outside speakers who need to be flown in and given a hotel room or three or four local outside speakers who need honoraria plus mileage.

- Vendors have traditionally been expected to pay hotel and travel expenses for vendor employees who speak at the Institute. Consult with the Vice President if this creates a problem.
- SCALL members who speak at the Institute have traditionally been required to pay for Institute registration and their own hotel and travel expenses. If you decide to change this policy, make sure to do so fairly (i.e., don't waive registration fees or pay expenses solely for speakers who are friends with Speakers Committee members or the Vice President). Generally, member speakers have been strongly encouraged to apply for a grant from the SCALL Grants Committee, since this provides a consistent, established process for waiving registration fees and covering hotel and travel expenses.
- Usually, it will take more than one call or email before a speaker is comfortable committing to speak.
- Once the speaker has confirmed:
  - Provide the Vice President with the names of any speakers who need a hotel room, so that the Vice President can ask the hotel to hold a room for them.
  - Provide the Vice President and Treasurer with the names of any speakers who need honoraria and expense reimbursements, so that you can get the speaker reimbursed at or immediately after the Institute.
  - Make sure that you or the Vice President provide the Registration Committee with the names and meal preferences of all speakers, so that the Registration Committee can make badges for them and include them in the total meal counts.
    - If a speaker is receiving free registration, usually the easiest option is to have the speaker register online and then have the Registration Committee waive the fee.
    - If a speaker is not receiving free registration, double check with the Registration Committee that they have registered.
  - Make sure that all of the following is confirmed in writing (e.g., emails):
    - Whether the speaker will receive free Institute registration
    - Whether the speaker will receive an honorarium
    - Who is responsible for making and paying for hotel and travel arrangements
    - Date of hotel stay and date and times of travel (if SCALL is making these arrangements for the speaker)
    - When and how the speaker will receive any honorarium and expense reimbursements. (Generally, by check or electronically at or immediately after the Institute.)
    - The speech title, time, length, and topic
    - Whether speakers are OK with sharing their slides and/or being recorded and whether they have any handouts or other materials they would like posted online or distributed in print.
      - Let the Vice President know if a speaker doesn't want to be recorded, so that recording can be turned off for that presentation.
      - Send any slides or other materials to be posted to the Vice President, so that the materials can be posted on the Institute website.
      - It's rare for speakers to want materials distributed in print but, if they do, send the materials to the Vice President to be printed and included in the Institute registration bag.
    - How the speaker would like their name, title, and organization to appear on the Institute program
      - Assuming that the speaker has registered themselves, the most efficient option is for the member making the program to use the information the

- speaker entered in the registration form and then for you to confirm with the speaker that the final program looks OK.
- The Vice President should send you a copy of the program to proof. Contact them if you haven't received a copy by two or three weeks before the Institute.
- Generally, part of the role of the Speakers Committee is to work with the speakers to make sure that their presentations are coordinated and fit together well.
  - Some speakers may want a lot of back-and-forth and feedback, others may already have a good idea of what they want to speak about.
  - Occasionally there are speakers who go completely off the rails and speak about something of their own choosing. To cut down on this risk, it's helpful to check in with speakers regularly and provide feedback to keep them on track. However, this is not always preventable so, if it happens to you, know that you're not the first.
  - Occasionally there are speakers who drop out at the last minute, so it's helpful to have back up speakers in mind.
  - Good speakers are the key to a good Institute, so it's important for anyone working directly with speakers to have good people skills, be supportive and encouraging, and be able to diplomatically steer the development of presentations so that they all fit together well.
- The Speakers Committee should also make sure that the speakers feel welcomed at the Institute:
  - Greet speakers and see if they need anything. If speakers seem lost or left out, provide directions and make introductions.
  - Invite speakers out to dinner after the SCALL Institute reception (if the reception is hors d'oeuvres rather than a full dinner). Pay for dinner and submit a reimbursement request to the SCALL Treasurer.
  - After the Institute, write thank you notes to all speakers and (if applicable) include an honorarium and reimbursement check from the SCALL Treasurer.
  - Follow up with speakers to make sure that they received reimbursement for any expenses and that their honorarium went through (if applicable).

## 5) Sponsors and Exhibitors Committee(s) Tasks

- This can be handled by one committee or split into two, with one committee handling exhibitors and the other handling sponsors.
- Vendors are essential to the success of the Institute. The goal is both to get vendors for the current Institute and keep vendors happy enough that they see the value in returning for future Institutes.
- At the same time, exhibiting and sponsoring does not entitle vendors to, e.g., threaten to sue you if you don't provide the attendee list before the Institute or try to lure attendees away from other vendors' tables. Assume a good faith misunderstanding, if possible; politely but clearly explain the expectations; and loop in the Vice President if necessary.

### a) Before the Institute

- In June or July, you may be asked to join a site visit to confirm that possible locations are appropriate for exhibitors. Generally, you'll want to make sure of the following:
  - Ideally, the location should provide enough space that 8 to 12 exhibitor tables, each about 8 feet long, can be placed along the edges of the room where the presentations are taking place.

- Confirm whether the hotel can provide the following and whether they will charge extra:
  - Extensive electrical outlets, power strips, and extension cords
  - Internet
  - 2-4 easels for the signs identifying the registration table and thanking the sponsors for meal breaks
  - Cloths and skirts for the tables (if necessary)
  - Storage for exhibitor boxes that arrive before the Institute and return shipping of exhibitor boxes back to exhibitors after the Institute
- Make sure that any promises the hotel makes are clearly spelled out in the contract. Commonly, the contract will guarantee a specific room for the presentations, free or discounted internet, a specified number of free or discounted exhibitor tables (possibly with charges for additional tables), and storage and shipping of exhibitor boxes (generally with limits on the dates that the boxes can arrive and remain and on the total number of boxes).
- If you're willing, it's often cheaper to bring power strips and extension cords yourself and to ship exhibitor boxes back yourself. The SCALL Treasurer should reimburse you for these expenses and previous Sponsors and Exhibitors Committee(s) should be able to provide you with any power strips and cords they have.
- Compile a list of potential exhibitors and sponsors:
  - Include everyone who has exhibited at the past few Institutes as well as any new companies or previous vendors you can think of.
  - Vendors generally prefer to sponsor some specific aspect of the Institute (e.g., paying for a specific meal or donating Institute registration bags, swag to place in the bags, or gift cards for the prize drawing.). Review the website and ask previous Institute committee members to figure out what sponsors have paid for in the past.
- By late September or early October, the Registration Committee should have a completed online registration form for exhibitors.
  - Reach out to the Vice President if you haven't received a registration form by early October.
  - The registration form should ask for vendor representative names, meal preferences, allergies, and disability accommodations; how the vendor would like their organization name to appear on badges and marketing materials; how many electrical outlets the vendor needs; and whether the vendor would prefer not be placed next to any other vendors.
- Contact past exhibitors and sponsors to provide them with the exhibitor registration form and solicit sponsorships. Again, vendors generally prefer to sponsor specific aspects of the Institute, especially ones they have sponsored in the past.
- Confirm what exhibitors and sponsors will receive in exchange for exhibiting or sponsoring. Generally:
  - Both exhibitors and sponsors receive a list of librarians attending the conference, with their email addresses.
  - Both exhibitors and sponsors are recognized on the Institute website, in the Institute program, and in the Vice President's opening and closing remarks. Depending on their level of contribution, they may be recognized as exhibitors, major exhibitors, sponsors, or major sponsors.

- Exhibitors are entitled to a table at the Institute, staffed by one vendor rep. Major exhibitors can send a second vendor rep. Registration as an exhibitor includes admission to all Institute meals and programs and at least one Institute registration bag per vendor table.
- Sponsorships are more flexible and compensation can vary, as long as both SCALL and the vendor feel like they are getting a good deal. For example:
  - Vendors who sponsor meals are generally credited with a poster on an easel thanking them for sponsoring the meal. If they ask, they are typically allowed to include an advertising flyer in the Institute registration bag and, if they donate an especially large amount, they are often allowed to send a vendor rep as an attendee.
  - Vendors who donate attendee bags or swag to put in them are typically allowed to include an advertising flyer in the registration bag.
  - Vendors who donate gift cards are generally explicitly credited and thanked for the gift card when it is given away during the lunchtime prize drawing and are allowed to include an advertising flyer in the registration bag.
- When in doubt, consult with previous Sponsors and Exhibitors Committee(s) and the Vice President before committing to a specific sponsorship deal or deciding whether a sponsorship qualifies as major.
- Confirm what logo vendors prefer to use and how they would like the company name written. This can change often as companies rebrand.
  - Provide the preferred name and logo to the Vice President, to be placed on the Institute website and included in the Institute program.
    - Let the Vice President know if the vendor is an exhibitor, major exhibitor, sponsor, or major sponsor so that they can get appropriate credit on the website and in the program.
    - Let the Vice President know if the vendor is sponsoring a specific meal and needs a sign thanking them at that meal.
  - Check that the preferred names and logos for all vendors are used on:
    - The SCALL Institute website
    - The program
    - Any signs recognizing vendors' sponsorship
    - Reach out to the Vice President two or three weeks before the Institute if you haven't seen the program or signs.
- Communicate with the Registration Committee and Treasurer to register vendor reps and collect payment:
  - If possible, encourage Exhibitors and Major Exhibitors to register and pay using the online registration form. By default, the form should be set up to automatically deposit payments into SCALL's bank account.
  - If possible, work with the Registration Committee and/or Treasurer to send custom online invoices to sponsors. Both the Registration Committee and Treasurer should be able to set up forms that automatically deposit payments into SCALL's bank account.
  - If a sponsor is sending a rep as part of their sponsorship deal, make sure that the Registration Committee knows the rep is coming, has their name and organization as they should appear on their badge, and knows which meals they are attending and whether they need any allergy or disability accommodations. There are three ways to do this:

- The Registration Committee can set up a custom invoice that also collects this information.
    - You can email the necessary information to the Registration Committee to input manually.
    - The rep can register as an attendee and select the option to pay offline. Then, you can let the Registration Committee know that they are a sponsor rep, and their payment should be waived.
  - Some vendors may still only be able to pay by check.
    - The exhibitor registration form should allow exhibitors to register and then select an option to pay offline, with instructions for mailing the check to SCALL's mailing address.
    - Provide sponsors with SCALL's mailing address or the address for the Treasurer. Let the Treasurer know to expect the check.
    - If checks are sent directly to you, as soon as possible, forward them to the Treasurer and notify the Registration Committee that payment has been received, so that they can mark the registration as paid.
  - Some vendors may need additional information to process payment, such as W-9s or for SCALL to register with their payment processor. Forward these requests to the Treasurer.
  - Historically, many vendors have paid by gift card, which were typically used to pay hotel bills, buy supplies (e.g., posters, swag for Institute registration bags), and buy smaller gift cards to distribute in the lunchtime prize drawing.
    - If at all possible, discourage vendors from sending gift cards (other than those that you know can be used in the prize drawing).
    - Gift cards are hard to process and are often flagged by payment processing systems and hotels as potentially fraudulent, resulting in a hold being placed on the funds.
    - Using donated gift cards to make purchases makes it harder to accurately track how money is received and spent.
  - Often, registration forms are filled out by administrators who don't provide accurate names, meal choices, or allergy information for the vendor reps. Check if the Registration Committee needs help getting this information and let them know if you spot any information that you know is inaccurate (e.g., misspelled rep names, lack of allergy information for reps with known allergies).
  - As much as possible, accommodate last minute registrations and changes in reps. Make sure to keep the Vice President and Registration Committee updated so that they can recognize the vendors on the website and in the program, make appropriate badges for reps, and include the reps in meal counts and allergy and disability accommodations.
- Create the room layout:
  - Follow up with the Vice President if you haven't heard from them about the room layout by about three or four weeks in advance of the Institute.
  - Ideally, the hotel should place tables about 8 feet long around the perimeter of the meeting room, with at least 1 foot of space between tables.
  - Give the best locations to vendors who are major exhibitors and/or sponsors as well as exhibitors. If you're not sure which position is the best from the vendor perspective, contact the vendors and ask what location they'd prefer.
  - If a vendor asks not to be placed next to another vendor, honor that request.

- Create the vendor game:
  - The vendor game can be a paper game or a short link or QR code taped to vendor tables that sends attendees to an online form (e.g., Google Forms).
  - It consists of a short quiz, themed to the Institute location or topic. Each vendor has an answer to one question. Answering all the questions allows the attendee to enter a prize drawing at the final SCALL lunch, where they can win gift cards and gifts donated by vendors and/or purchased by SCALL
  - The vendor game has two goals:
    - Keep vendors who are exhibiting happy by encouraging members to visit their table. If possible, questions should have multiple possible correct answers and/or answers that are difficult to look up, to make sure that attendees have to go to the exhibitor tables to get the “right” answers.
    - Keep the vendor sponsoring the lunch happy, by making sure attendees go to the lunch.
- A couple weeks to a month before the Institute, provide the vendors with information on where to ship their boxes and any special rules or limitations (e.g., “The hotel will only store two boxes per vendor and boxes must be marked with SCALL Institute.”)

**b) At the Institute**

- Bring electrical cords, power strips, tape, pins, etc. or know where to get them.
- Know where to find a printer- the hotel will typically have a business center and the Registration Committee sometimes brings a small printer.
- Arrange with the Registration Committee to pick up badges and Institute registration bags for the vendors. If registration and exhibits open at noon, you may want to arrange to pick up the badges and bags from the Registration Committee earlier that morning or the night before. (Depending on who assembles the bags, they may be with the Vice President, with another member, or already with you- check with the Vice President if you’re not sure.)
- Arrive the evening before and get to the meeting room early on Friday to help exhibitors set up, make sure that they get their badges and registration bags, make sure that they know the time and location of exhibit breaks and meals, and help them get any last-minute needs (e.g., water, extra chairs, etc.)
- Check in with the vendor reps regularly to make sure that they’re having a good time, meeting people, and have everything they need on a practical level.
- Help exhibitors break down their displays and arrange for displays to be shipped back to them. If the hotel is shipping the displays back, make sure that the vendors have the name of a contact at the hotel in case of problems. Some exhibitor chairs have opted to ship the displays back themselves, then get reimbursement for shipping costs from the Treasurer.

**c) After the Institute**

- Write final thank yous to exhibitors and sponsors.
- Provide the exhibitors and sponsors with a list of attendee names and emails. You can get this from the Registration Committee.
- Make sure that the Vice President or President also sends a thank you to the SCALL listserv after the Institute, naming the sponsors and exhibitors individually.



- Follow up as necessary to make sure that all vendor payments have been received. There are typically various snafus, such as a vendor not receiving a final invoice, the Treasurer mistaking an unexpected e-gift card for a scam, or vendors who need additional information and/or are slow to process payments.
- If attendance is significantly less than anticipated, work with the Vice President, Newsletter Committee, and Programs Committee to offer partial refunds or extras, like free ads in the newsletter and sponsorship of future events.

## 6) Registration Committee Tasks

### a) Create the registration forms for attendees, exhibitors, and guests

- In the past, the committee has used print, EventBrite, EventBee, and other platforms. As of 2023, the committee uses Wild Apricot's Events function, which is set up to deposit money directly into the SCALL bank account.
- The Vice President or previous year's Registration Committee should make sure you get access to Wild Apricot's Events function. If they don't, the SCALL Treasurer, the SCALL Programs Committee, and/or the SCALL Membership Committee should be able to provide access.
- Once you have access, you should be able to copy over the previous year's registration forms. There are three forms: one for attendees, one for exhibitors, and one for guests.
- Get information from the Vice President on:
  - The topic, name, logo, date, and location of the Institute.
  - Whether they plan to change ticket prices or keep them the same.
  - Whether the lunch meal choices are still chicken, fish, and vegetarian, or whether they have changed.
  - Hotel registration, including information on parking, any special instructions for requesting disability accessible rooms, how to register with the group rate (generally, a special link and instructions for registering by phone), and the date the hotel group rate ends.
  - Closing dates for early bird and final Institute registration. The closing date for early bird registration is generally set to be the same as the day the hotel group rate ends.
- Update the registration form with the information from the Vice President.
- If you are creating registration forms from scratch:
  - You'll generally need three forms: one for attendees, one for exhibitors, and one for guests. Generally, there are:
    - Two prices for exhibitors (a lower price for exhibitors, who can send one rep, and a higher price for major exhibitors, who can send two reps).
    - Two prices for guests (a lower price for reception and breakfast guests and a higher price for lunch guests); and
    - Four prices for attendees (early bird member, late member, early bird non-member, and late non-member), with members of SCALL, AALL, and any other local AALL chapter receiving the lower member's price.
  - Ask for name and organization, as they should appear on the badge.
  - Ask whether accommodations are needed for allergies or disabilities.
  - Ask whether they plan to attend the reception and breakfast and what (if any) meal they want for lunch (generally chicken, fish, or vegetarian).

- Ask exhibitors how many electrical outlets they need and whether there are any other vendors they prefer not to be placed next to.
- Make sure that the confirmation email includes the names of the attendees who registered. (If not, expect emails from administrative assistants who are concerned that the registration lists only their name.)
- Work with the SCALL Treasurer to set up the registration payment to deposit directly into SCALL's bank account. (If you are using SCALL's Wild Apricot account or another membership software already used by SCALL, it should already be set up to do this.)
- Also make sure to provide an option to pay offline, for attendees and vendors who are only able to pay by check. Provide the contact information to send the check. (Generally, to you, to the Sponsor and Exhibitor(s) Committees, to SCALL's main mailing address, or directly to the Treasurer.)
- Provide your name and contact information for questions.
- Send the registration forms to the Vice President and Exhibitors Committee so that they can approve them and arrange for them to be sent out to members and exhibitors.

**b) Respond to questions from the SCALL Vice President, Institute committee chairs, and registrants**

- The Vice President will likely request a current registrant count a couple of times and request meal counts for the hotel once or twice shortly before the Institute.
- The Sponsors and Exhibitors Committee(s) may also ask about registrant counts or ask you to modify or re-open registration to accommodate a specific exhibitor or sponsor.
- If you're asked to collect a custom payment amount for a specific sponsor, you can go to Finances > Invoices > Add Invoice in Wild Apricot to create an invoice. Alternately, it's perfectly fine to just forward requests for custom payments to the SCALL Treasurer to sort out.
- We've tried to move members and vendors away from paying by check but some still strongly prefer to do so or have employers who do. Forward checks to the SCALL Treasurer for deposit (if they are sent to you) and mark the registration as paid in Wild Apricot by going to Finances > Invoices > Select the invoice > Record payment > Select Tender: Check.
- Registration is waived for non-member speakers, grant recipients, and invited VIPs from AALL and other AALL chapters. The Sponsors Committee may also waive registration fees for vendor reps as part of sponsorship deals.
  - Generally, the most efficient option is to have these registrants complete the attendee registration form to provide you with their badge and meal information, but select the option to pay offline. Then, mark their invoice as paid by going to Finances > Invoices > Select the invoice > Record payment > Select Tender: Special discount in Wild Apricot and add an internal note stating Grant recipient, Speaker, or other relevant description.
  - It's common for other committees to forget to notify you of, e.g., VIPs or vendor reps. Before assembling badges, email the Vice President, Speaker, Sponsor, Exhibitor, and Grants Committee chairs to confirm that you have all VIPs, speakers, sponsors, exhibitors, and grant recipients.
- Expect registrants to direct a variety of questions your way. If you're not sure of the answer, it's always fine to forward them to the Vice President or other Institute committee chairs. Common questions include:

- Registrants whose organizations require specific invoice formats, W9s, or other financial verification to issue payment. Provide them with an appropriate invoice if you can and refer requests for financial information to the SCALL Treasurer.
- Exhibitors and sponsors asking if they can send additional reps. Refer them to the Exhibitor and Sponsorship Committee(s).
- Speakers asking to attend for free. Historically, non-members who speak have been given free registration, while SCALL members who speak have been required to purchase a ticket but encouraged to apply for a grant. Refer them to the Speakers Committee and/or Vice President.
- Registrants asking for refunds because they can't attend the Institute.
  - Contact the SCALL Treasurer to issue refunds. As of 2023, the refund function within Wild Apricot marks the invoice as refunded but DOES NOT actually refund any money.
  - For the past several years, the practice has been to issue a refund to anyone who doesn't attend and asks for a refund, no questions asked. Ask the Vice President if you're not sure of the current policy.
- You may want to occasionally skim the list of Registrants & Invitees to confirm that everyone who has registered has paid. Before following up to request payment:
  - Check if the registration is abandoned and/or duplicate (e.g., someone started the process, didn't pay, then registered later).
  - Check with the Treasurer to see if they've sent payment by check.

**c) Make name badges**

- The previous year's Registration Committee chairs should provide you with:
  - Word document templates for name badges, lunch tickets, and registration desk signs.
  - A box of physical registration supplies, including ribbons for badges and badge making materials.
  - If they don't, follow up with them. (Or just make new templates and buy new ribbons and badge making materials.)
- Check that there are adequate registration supplies, order more as needed, and request reimbursement from the Treasurer. Supplies should include:
  - Name badge paper, lanyards, and sleeves
  - Blue, green, tan, and yellow cardstock for lunch tickets
  - Scissors, tape, pens, and paper
  - Ribbons for exhibitors, major exhibitors, sponsors, major sponsors, speakers, past presidents, board members, committee chairs, and committee members. These are readily available online by searching for badge ribbons.
- A few days to a couple weeks before the Institute, assemble the following:
  - An alphabetized spreadsheet with a list of attendees, their meal choices and any important notes (e.g., allergies, speaker, exhibitor, sponsor). You should be able to download this from the event registration software.
  - Name badges, with attendee names and organizations
  - Lunch tickets
    - Small tickets inserted into the back of each attendee's badge holder, indicating their lunch choice.
    - These tickets are not collected but are placed by members next to their plates to signal to the waiters who gets what.

- Typically, SCALL uses blue cardstock with a fish icon for fish, tan or pink cardstock with a chicken icon for chicken, or green cardstock with a vegetable icon for vegetarian, plus a second yellow star ticket for allergies.
- Double check with the Vice President that this is still the plan.
- Typically, ribbons for major exhibitors, exhibitors, sponsors, and speakers are stuffed into the back of attendee's badge holders, along with the meal ticket. Other ribbons are put out on the table with a ribbon station sign, so members can collect their own.
- Make sure to bring scissors, tape, pens, and extra badge making supplies. There are always badges that need to be reprinted, people whose print or online registrations went astray, and people who want to register onsite, so verify that the hotel has a printer, bring your own small printer, or bring pens and blank badges so attendees can handwrite their badges.

**d) Staff the registration desk**

- A few weeks before the Institute, check the program on the Institute website or contact the Vice President to verify the times the registration desk is open.
  - Historically, the registration desk was open for long hours from 9 am to 5 pm on Friday and 7 am to 12 pm on Saturday.
  - Few people showed up and the registration desk time has been cut down to one hour before presentations start and during exhibitor breaks. Make sure that the time does not accidentally go back up again.
  - Consider finding volunteers to help staff the registration desk. Staffing the registration desk can be a good opportunity for new members to meet people.
- Once at the Institute:
  - The Vice President or the Sponsors and Exhibitors Committee(s) should provide you with Institute registration bags and a sign and easel identifying the registration desk. It's helpful to bring a smaller back up registration sign just in case.
  - Make sure to give the exhibitors or the Exhibitors Committee the badges and registration bags for exhibitors before exhibits open.
  - As attendees arrive, check them off the list and give them their badges and registration bags.
  - You may also be asked to collect vendor games for the vendor prize drawing, verify vaccinations, or perform other minor tasks.
  - Because you are sitting in front, expect to receive a wide variety of questions, complaints, and requests. (E.g., Where are the bathrooms? Where is the reception/breakfast? Is there an open bar? A vendor rep is luring librarians away from other vendor's tables. Please watch my lunch and luggage. The restroom is out of toilet paper and Kleenex.) It's good to check the program in advance for locations and times and be prepared to give basic directions, but it's also fine to redirect people to the Vice President, other Institute committee chairs, or hotel staff as appropriate.

**e) Provide a final list of attendees and their email addresses to the Vice President and the Exhibitor and Sponsorship Committee(s)**

- The Vice President needs a final attendee count for their annual report.
- The Exhibitor and Sponsorship Committee(s) need attendee names and emails to send to exhibitors and sponsors.