

AMERICAN SOCIETY OF HIGHWAY ENGINEERS (ASHE)
NATIONAL CONFERENCE GUIDELINES

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1. PURPOSE OF THIS DOCUMENT

This document provides the procedures that are to be followed by the Conference Host for the annual American Society of Highway Engineers (ASHE) National Conference.

2. OBJECTIVE OF AN ASHE NATIONAL CONFERENCE

- A. Provide a quality venue for ASHE Members and industry stakeholders to meet, conduct annual business, install Officers, conduct technology exchange, recognize special contributions and participate in appropriate social activities.
- B. Exercise due diligence when financial decisions are made to keep costs affordable for all attendees. This is to be accomplished by:
 - 1.Obtaining financial sponsors from the highway/transportation industry and associated services.
 - 2.Negotiating prices when selecting facilities and activities to keep costs in reasonable proximity to past Conference.
 - 3.Minimizing Profits.
- C. Conference Host is expected to host the Conference as though you are welcoming friends into your home. The primary objective is for attendees to leave with a positive appraisal of the event, exchange information, foster and develop fellowships with our industry advocates and get attendees to look forward to future Conferences.

3. POLICIES & PROCEDURES

- A. The National Board of Directors (National) has established a National Conference Committee (NCC) to provide assistance and guidance and to act as the representative of National in matters related to the Annual National Conference.
- B. In the fall, the Chair of the NCC will send a letter to all of the Regions and Sections of ASHE soliciting interest in hosting a future National Conference. The Conference Host can be an individual Section, a group of Sections or an entire Region. The Conference Host shall respond, in writing by a date set by the NCC in November, to the Chair of the NCC expressing interest in hosting a future Conference. This response shall include supplemental information that will be used by the NCC when evaluating expressions of interest.

Selecting a Conference Host will be done by using an objective procedure with the goal of providing an equitable geographical distribution of Conference sites. Conference Hosts are selected three years in advance of the proposed National Conference date.

The NCC will submit a recommendation of a Conference Host to National at the January National Board Meeting. National will approve the Conference Host. All who expressed an interest in hosting a Conference will be notified, in writing, by the Chair of the NCC of the final selection.

- C. By requesting to host an Annual Conference, the Conference Host is agreeing to adhere to the current ASHE National Conference Guidelines.

- D. The financial success of the Conference is the sole responsibility of the Conference Host.

4. RESPONSIBILITIES OF THE CONFERENCE HOST

- A. Within three months of selection as the Conference Host, a Conference Host Committee shall be established that includes representation from all the Sections in the Region that choose to participate in the Conference. This Committee shall select a Chair(s), Secretary and Treasurer. The Committee shall provide the NCC with the names and contact information for the individuals holding these positions as soon as they are identified, but not more than six months after the selection as Conference Host.
1. The Chair(s) of this Committee is the official Conference Host representative in matters related to the ASHE National Board and the NCC. The position of Conference Chair may be shared equally by two or more individuals.
 2. The Treasurer also serves as Chair of the Financial Subcommittee.
 3. The Conference Host Committee selects and oversees all the subcommittees described later in these guidelines.
- B. Conference Host Committee shall establish Conference Subcommittees to perform the various duties listed under each subcommittee. *Attachment 1* lists the suggested subcommittees and their duties. Additional subcommittees may be created as needed.
- C. Advance funds of \$8,000 are available from National. Funds may be requested after the Committee contact information has been provided to the NCC. All requests for funds from National shall be submitted to the NCC Chair who will review the request with the NCC and forward to the National Treasurer with a recommendation on approval or not.
- D. Establish dates and the location of the National Conference site to best serve the general membership and technical interests of ASHE members. The Conference shall be scheduled in May or June. Conflicts with holiday weekends and other local events should be considered.

After a Conference hotel facility has been selected by the Conference Host Committee, it must be approved by the National Board prior to a signed contractual agreement. Upon notification by the Conference Host, the NCC will visit the hotel to review the accommodations and confirm/provide feedback to the Conference Host on space allocation, location, and any logistics associated with the site based on their background and experience. When possible, this visit will be scheduled to coincide with a National Board Meeting at the preferred site, preferably three years before the National Conference dates. Expenses for the NCC representatives' visit to the proposed site are paid by National.

The NCC makes a recommendation and the National Board votes regarding approval of the hotel. This vote takes place no later than the first Board Meeting following the site visit. As soon as possible after the Board Meeting, the NCC Chair notifies the Conference Host regarding the Board's decision on the site.

The Conference facility contract is executed between the Conference Host Executive Committee and the hotel facility. The person signing the contract should be a Conference Host member authorized by the Conference Host Committee. The individual signing the agreement should do so in their capacity as a member of the Conference Host Committee. The NCC is available to review and comment on the hotel contract. The Conference Host is encouraged to utilize this service. The Conference Host Committee shall provide the NCC and National with a copy of the signed contract for the Conference, as soon as it is finalized.

- E. Conference Host Committee members should plan for incurring out-of-pocket expenses for such things as Conference shirts, meals at Conference meetings and similar items. The Conference Host Committee shall identify eligible reimbursement items and establish criteria for individual eligibility for reimbursement and submit this information to the NCC for review and approval. Reimbursement shall be made after the Conference is completed and only if there are sufficient profits from the Conference to cover these expenses. These expenses should be taken into consideration and allowed for in the Conference Host's budget.
- F. A "post Conference Committee appreciation event" is encouraged. However, reimbursement from conference proceeds is subject to available Conference profits to cover these costs.

5. ADDITIONAL RESPONSIBILITIES OF CONFERENCE HOST

- A. Review records from previous Conferences. (As well refer “*Summary of ASHE Conferences*” which is a summary of previous national conferences. The NCC will provide this documentation to the Conference Host)
- B. Keep complete records to document all activities associated with planning and conducting the Conference.
- C. Keep detailed financial records of all Conference expenditures and receipts. (Recommended that the Conference Host decide on a time frame, but not less than seven years, to keep important documents, receipts, contract and insurance information following the National Conference in case of an audit question, liability issue, etc.)
- D. At least 36 months prior to the Conference, the Conference Host Executive Committee should develop and provide a **Critical Action Plan** Schedule (*sample copy will be provided by the NCC for your use*) for the Conference to the NCC. This schedule includes:
 - 1. All the planning and procuring activities that will be accomplished - beginning 36 months prior to the Conference.
 - 2. The percentage of each activity that will be accomplished per quarter (beginning of January, April, July and October) during the 36 month period.

The NCC reviews the Conference Host’s Critical Action Plan Schedule, approves or requests specific modifications and returns it within three months.
- E. Beginning (36) months prior to the Conference, the Conference Host Committee provides a quarterly report to the NCC. This information should be forwarded to the National President’s Assistant two weeks prior to each National Board Meeting. The report shows the actual progress of each activity compared to the proposed progress contained in the Critical Action Plan Schedule.
- F. When two or more Sections “partner” as Conference Host, a Memorandum of Understanding (MOU) is recommended to outline the responsibilities assigned to each Section. These may include, but are not limited to:
 - 1. Conference Co-Chairs
 - 2. Conference Executive Committee Members
 - 3. Sub-Committee Chairs
 - 4. Conference Profit (or Loss) percentage to be split between Host Sections

6. CONFERENCE HOST SHALL

- A. Obtain general liability insurance policy (a minimum of \$1 million) for the Conference, to cover participants and also listing National as co-insured. Cost of this coverage shall be paid by the Conference Host. Provide National with a copy of the insurance at least three months prior to the Conference.
- B. At the Conference’s expense, provide current and incoming National Presidents and the Robert E. Pearson/Person of the Year recipient with room, meals and registration including spouses/minor children. This includes the Luncheon Honoring Past Presidents, the Friday evening event and the annual banquet. The cost of tours, golf and other activities is not included. However, if the individual wishes to participate in these activities, the Conference Host will facilitate their registration.

Solicit their Conference registration and travel arrangements in advance by both a letter from the Conference Host and subsequent phone calls. Advise them in advance to avoid confusion or duplicate reservations. This coordination will also involve working with the National President’s assistant.
- C. Provide ‘welcome gift’ in rooms for the outgoing and incoming National Presidents.
- D. Provide shuttle service to and from local designated airport for National Board Members and their family. It is recommended this service be complimentary. Check in advance with National Board Members for their flight information (arrival/departure times and dates, airline, number in party, etc.) If shuttle service is not provided or offered by a third party (i.e. hotel shuttle) the Host Committee should assist as necessary in the coordination of the National Board Member’s transportation to and from airports or train stations they will be using to attend the conference, if not driving.

- E. Invite local (non-ASHE) consultants, contractors, public agency employees and college engineering students to the technical sessions and exhibits at minimal costs.
- F. Prepare the following information for four issues of the scanner in the Conference year.
 - 1. Fall issue, prior to the Conference, shall have a full page ad announcing the Conference. Submission date is July 15th.
 - 2. Winter issue shall have an article promoting the Conference. Submission date is October 15th.
 - 3. Spring issue shall have the registration package for the Conference of up to 6 pages in length. By December 15th, the Conference Host shall provide the NCC with a “draft” registration packet for their review/comments. Following approval by the NCC, the Conference Host shall submit the registration package to the scanner Submission date of January 15th.
 - 4. Fall issue, following the Conference, shall have an article describing the Conference and shall include several pictures. Submission date of July 15th.
 - 5. The scanner cost of publishing this information will be paid by National.
- G. It is suggested but not required as a Conference expense, to provide Conference logo shirts to National Board Members and National Committee Chairs. The NCC will provide a list of shirt recipients as well as sizes if the Conference Host decides to offer these. To maximize exposure and advertising benefits for the Conference, the shirts should be provided as soon as practical prior to the Conference.
- H. Provide “non-revenue” booth spaces for National's strategic and affiliate partners representatives (i.e. IBC, scanner, ASHE store and others). National will identify, six months prior to the Conference, the number of booth spaces needed. Each booth space will come with all of the amenities that are accorded a full revenue booth space at the conference (i.e. conference registrations – maximum of two, conference gift, breakfast, ice breaker, technical sessions, etc.). The cost of attending any of the other conference functions that have a separate cost (i.e. banquet, luncheon, tours, golf, etc.) as well as the cost of any booth “enhancements” will be paid by the strategic and affiliate partner’s representatives. . For budgetary purposes, the Conference Host should consider allowance for four (4) of these partner booth spaces.

National will pay the conference a stipend per “non-revenue” booth. This stipend is presently set at \$400 and is to generally cover the actual cost to the conference for providing the booth (i.e. booth pipe and drapes, ice breaker event, breakfasts, etc.). The conference must invoice the National treasurer to obtain the stipend.
- I. Provide a complimentary booth space for the following year’s Conference Host. This booth space does NOT include any other benefits normally associated with a booth space such as registrations, etc.
- J. Prepare an exhibit at the prior year’s Conference and man the exhibit booth. In addition, develop and present a brief (5-10 minute) marketing presentation that will be part of the Annual Banquet. Coordinate audio visual requirements with the Conference Host.
- K. Conference Host Chair and a minimum of one other Conference Host Committee Member must attend at least two prior National Conferences, including the immediately prior Conference. These individuals must attend the debriefing meeting held the morning following the Conference (typically conducted on Sunday). The Conference Host Committee may choose to reimburse all, some or none of the expense to attend the Conferences per Section 4-E.
- L. Provide meeting rooms for the Past Presidents’ Meeting, the Region/Section Officers Meeting, the National Board Meeting and other meetings that may be requested during the Conference. The Region/Section Officer meeting typically is set up classroom style with accommodations of 35-40 people minimum. The Conference Host will check with National Secretary and Treasurer about any additional AV items needed for this meeting. The National Board Meeting room shall be set up in a “U” shape or hollow box and be able to accommodate at least 25 people.
- M. On the morning following the Conference, hold a debriefing meeting with representatives of future Conferences. The Conference Host Committee chair and the Chair of key subcommittees shall attend this meeting. The purpose of the meeting is to convey “lessons learned” and other information that may be useful in hosting future Conferences.

- N. National's "Web Host Consultant" shall receive, at no cost, recognition as a Conference sponsor at a level equivalent to a \$5,000 contributor. The "Web Host Consultant" shall not receive any of the benefits associated with this sponsorship other than the recognition (i.e. named as sponsor on the website, banners, placards, Conference booklet, etc.)
- O. Conference Host Committee is encouraged to use the ASHE Company Store to purchase Conference items, such as logo shirts, registration gifts, etc.

7. MINIMUM CONFERENCE REQUIREMENTS

- A. A hospitality room, with complimentary drinks and snacks, for traditional periods during the Conference, should be provided. Generally, the hospitality room should be open when no other Conference activities are scheduled, including all evening functions.
- B. Complimentary breakfast (full or continental) for the attendees each morning of the Conference.
- C. A one-day registration fee to increase attendance at technical sessions and tours.
- D. A reduced registration rate for retired and unemployed ASHE Members.
- E. Display the American and State flags, as well as the ASHE Region/Section Banners, at the business meeting and other appropriate events.
 - 1. Coordinate arrangements and request all Regions/Sections to either bring or mail their banners for display at the Conference. This will involve coordination with the host facility/hotel and the Conference Host. The Conference Host shall check with the hotel to see if there are any shipping/storage/displaying requirements that need to be considered and accounted for in the conference's budget.
 - 2. Return the banners at the Conference's expense. (Note: Encourage Region/Section representatives to take their banners home to minimize this expense.)
 - 3. Check with Conference site to see if banners must be fire retardant. If so, be sure the Regions/Sections are made aware of this requirement.
- F. Cover Luncheon Honoring Past Presidents costs for ASHE Past National Presidents and special invited guests, such as a speaker (includes spouse/guest/children of ASHE Past National Presidents and special invited guests).
 - 1. Notify the Past National Presidents and the Robert E. Pearson/Person of the Year Award recipient in advance that there will be no charge to them for this luncheon.
 - 2. Arrange reserved seating for all Past National Presidents (and spouses/guests) at the Past National Presidents' Luncheon. (Note: Reserved seating cards should indicate "Seating for Past National Presidents".)
 - 3. Provide reserved seating for up to 8 seats for National Project Award winners. The National Project Award Committee shall coordinate the registration of lunch attendance with the award recipients and the Conference Committee. The cost for the meals for these attendees will be covered by the National Project Award Committee. The Conference Committee should also provide time during the luncheon to present these awards.
 - 4. The Conference Committee shall allot at least 15 minutes for the National Project Award Committee to present the National Project Awards during lunch. The Conference Committee shall work with the National Project Award Committee regarding any audio/video equipment they will require for presenting the awards.
- G. After the Conference, the Conference Host shall:
 - 1. Reimburse National for any advanced funds that were issued no later than October following the Conference.
 - 2. Distribute Conference profits by October following the Conference. The first \$12,000 will remain with the Conference Host. Any amount over \$12,000 will be split equally between the Conference Host and National.
 - 3. Provide National with one hard copy (for the National Secretary) and ten CD's of the National Conference Summary Report, by October following the Conference, for distribution to future hosts, National's records and NCC members. Files shall be indexed, and where practical, shall be in Microsoft Word/Excel documents in lieu of pdf files. This will facilitate their use by future Conference Hosts.

4. Within two weeks after the close of the Conference, provide continuing education documentation to the Conference participants.
5. The Conference Host will be responsible for submitting an IRS 990 Tax Form for the conference to the National Treasurer, representing the balances and incomes/expenses as of the end of May each year they have an open bank account, including in the year of the conference and the following year if necessary to close the account. The NCC will work with the Conference Host on this item leading up to and immediately after the conference so that the necessary documentation is provided to National as part of this administrative requirement.
6. The Conference Host will be responsible for preparing a 1099 worksheet for unincorporated vendors that were paid more than the current IRS maximum (Check with current National Treasurer for IRS requirements and 1099 worksheet). The accountants used by National will prepare the actual 1099 and the costs for the accountant will be paid for by the NCC.

8. RESPONSIBILITIES OF NATIONAL BOARD AND NATIONAL CONFERENCE COMMITTEE

A. The NCC is to:

1. Monitor closely the progress of each Conference Host and report that progress to the Board.
2. Provide active communication between the National Board and the Conference Host.
3. Provide assistance and, where necessary, intervene with the Conference Host planning process to accomplish compliance with National Conference Guidelines.
4. Following the National Conference, the NCC will review the National Conference Guidelines annually to determine if revisions are required. This will include:
 - a. Review the Conference Guidelines so that revisions can be issued/posted on the National web site by the end of the calendar year or early in the year following a conference
 - b. Solicit suggested changes from the Conference Host Committees, Past National Presidents and attendees.
 - c. Prepare "draft" National Conference Guidelines with proposed changes by November.
 - d. Submit proposed changes to National Board for approval by the January National Board meeting.

B. National will provide the following financial support to the Conference:

1. If requested, provide advance funds (up to \$8,000) to the Conference Host per Section 4-C.
2. Based on revenue from prior Conference, the National Board will make every effort to sponsor the Luncheon Honoring National Presidents, purchase a full page ad in the program book and provide other sponsorship of the Conference. It is anticipated that National Board's Conference sponsorship will total \$4,000. The request for this sponsorship shall be made to the NCC in writing who will then forward to the National Treasurer. This request can be made as soon as the previous conference has concluded.
3. National will be responsible for the cost of the Conference information published in the scanner. This will include Conference ads, registration package and an article on the highlights of the Conference.

C. National History Committee will provide the Conference Host Committee with the following electronic files for their use in the Conference Program Book:

1. ASHE Mission Statement
2. List of Previous Convention/Conference Hosts
3. List of Past National Presidents
4. List of National President Award Recipients
5. List of Current and Incoming National Officers and Directors

6. Bio and Photo of Current and Incoming National President
 7. Reason for Awards/Grant Presentations and Bios: Including Robert E. Pearson/Person of the Year, George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year, Young Member of the Year, Life Time Achievement and Project of the Year Awards.
 8. List of Previous Honorees of the Robert E. Pearson/Person of the Year Award
 9. List of Previous Recipients of the George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year, Young Member of the Year and Life Time Achievement Awards
 10. List of Section Names and Charter Dates
- D. National will assist in coordination of the complimentary Conference package to the four Section recipients of the George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner Awards and complimentary Conference package to the individuals receiving the Member of the Year, Young Member of the Year and Life Time Achievement Awards. This package is to include one Conference registration, one attendance to Luncheon Honoring Past Presidents, one evening dinner, one attendance to the Annual Banquet and a maximum stipend of \$500 for travel expenses. This package is to be paid by National. The recipient Sections should register their representatives in the normal manner and then seek reimbursement from National. The recipients of the Member of the Year, Young Member of the Year and Life Time Achievement Awards shall also register in the normal manner and then seek reimbursement from National.
- E. During the Conference, National will do the following:
1. Conduct the Annual Business Meeting, Luncheon Honoring Past Presidents and the Annual Banquet, including installation of National Board Officers and Directors.
 2. Provide and present the following National Awards during the Conference functions: Robert E. Pearson/Person of the Year, George K. Hart, Gene G. Smith, Terence D. Conner, Robert E. Yeager, Young Member of the Year, Member of the Year, Life Time Achievement and Project of the Year Awards
 3. A Past National President (typically the immediate Past President) will conduct the installation of National Board Officers and Directors at the Annual Banquet.
 4. Conduct a combined meeting for Regional Officers, Section Presidents, Secretaries, Treasurers and other officers during the Conference. (National Board strongly encourages Region/Section Officers to attend this session.)
 5. Conduct a National Board Meeting at the Conference site the morning following the banquet (typically Sunday).

Attachment 1 - Conference Host Subcommittees and Duties

All Committees will be expected to provide a summary of their experiences at the end of the conference to help with the next year's conference planning.

1. FINANCIAL SUBCOMMITTEE (Minimum Size/Chair +2)

- a. Help develop realistic Subcommittee budgets with assistance of each Subcommittee Chair.
- b. Develop a Conference budget based on a rigorous evaluation to establish estimated costs and income.
- c. Keep an up-to-date detailed record of Conference expenditures and income.
- d. Develop a detailed treasurer's report at least every three months that includes Conference expenditures and receipts, and submit this report to the Conference Host Executive Committee and the National Conference Committee. Each report shall include an assessment of the Conference funding status.
- e. Work with appropriate Subcommittee to establish the attendee price for all Conference items.
- f. Obtain TIN (Tax Identification Number) from the IRS and provide a copy to the National Treasurer. Once obtained, open a checking account in the name of the conference and apply for a conference advance from National. Do NOT co-mingle conference funds with other ASHE accounts (Section or Region banking accounts.)
- g. Deposit and disburse conference funds.
- h. Complete and submit an IRS 990 form every year the conference host has an open bank account

2. SPONSORSHIP SUBCOMMITTEE (Minimum Size/Chair + 5)

- a. Establish Subcommittee budget and schedule of fees.
- b. Establish layout size of program book, ad sizes, option of color and graphic art format from the selected printer. The format determines the graphic art resolution and will differ with each printer. The resolutions and format determines the clarity of the ad. Select printer early on in planning. This should be done prior to soliciting sponsors. NOTE: Program book should fit in a suit jacket pocket. Typical size is 4.5" wide by 8.5" long.
- c. Start advertising solicitation as soon as possible after the prior Conference using a list of advertisers from last year's conference in electronic form with emails
- d. Solicit advertising from companies, organizations and ASHE Regions/Sections for the printed Conference Program Book.
- e. Develop sponsorship levels (overall and work with committees such as golf, entertainment, etc. that need sponsorship)
- f. Establish a minimum quota of income from advertisements and sponsors.
- g. Establish schedule of mailing, income of returns and follow-up. Suggested that you maintain a master contact list in electronic form so you can easily track % of target you have received as well as tracking any follow up (if needed).
- h. Develop a realistic plan to solicit required Conference funding. Solicit and disburse Conference funds to the Conference Committee Treasurer.
- i. This subcommittee is responsible for the ad portion of the conference program book. The balance of the program book, including printing, is handled by the Program Subcommittee.

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

- a. Establish Subcommittee budget.
- b. Develop timely technical topics of interest to the national highway industry and provide CEU's (Continuing Education Units) and PDH credits for attendees at Technical Sessions. Identify recognized speakers who are qualified to present these topics. A technical tour may be substituted for a session. If possible provide CEU certificates at the conference or have a process in place to distribute after the conference.
 - Note Individual(s) providing the CEU Certification must have received prior training from the National CEU representative.
- c. Provide appropriate time slot for National Board Representatives to conduct Section and Regional Officers meeting, which should be followed by National's CEU training. (Note: A total of two hours is required).
- d. Provide a time slot for the National Past Presidents' Meeting immediately following the Luncheon Honoring Past Presidents.
- e. Solicit commitments from the speakers early and follow-up to ensure that their schedules do not change.
- f. Develop a technical program schedule that does not compete with other important conference activities.

- g. Select and train local ASHE members as session moderators and AV specialists to ensure that presentations progress without delays and attendees receive the appropriate information related to Conference events.
- h. Arrange for AV equipment as needed. Consider using volunteer equipment rather than an AV company for significant cost savings. Have back up equipment. Require speaker presentations be sent prior to the conference. Preloaded presentations on computers.
- i. Ensure that appropriate signs are placed to direct participants to the technical session locations.
- j. Coordinate with Registration and Facilities Subcommittees to ensure the meeting rooms will accommodate the Session attendees.
- k. Coordinate with session presenters (speakers) regarding their anticipated arrival time and needs. Arrange for someone to meet the speakers and help them find their session room.
- l. Ensure any gifts for speakers can travel easily by plane with them.
- m. Provide a location the morning following the Conference for the National Board Meeting (8:00 a.m. till 3:00 pm).
- n. Provide a location the morning following the Conference for a debriefing meeting with the current host and future conference hosts (typically Sunday morning from 8:30 to 10:30 am).

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

- a. Develop Subcommittee budget and exhibitor fee schedule.
- b. Estimate number of exhibitors and establish space required.
- c. Develop requirements of exhibitor tables, chairs and electrical connection.
- d. To encourage industry participation at this and future Conferences, coordinate the exhibitor location and schedule with other Conference activities to maximize their exposure. For example: plan receptions and breakfasts in or near the exhibit area.
- e. Collect exhibitor contact information from prior ASHE Conferences and other available national and local resources.
- f. Start solicitation for exhibitors as soon as possible after the conclusion of the prior Conference.
- g. Mailings are important but personal calls from industry associates are most effective.
- h. It is recommended that solicitations for exhibitors be combined with solicitations for financial sponsors.
- i. Provide free exhibit space for next year's Conference host and provide space for any of our partnerships. A stipend for partnership space will be paid by National. See Conference Guidelines for details of stipend. Include listing of the locations of all upcoming conferences that have been approved.
- j. Consider adding an 'exhibitor only' registration or clearly define how many folks can attend the conference on an exhibitor registration.
- k. Provide non-revenue booth space to strategic and affiliate partners. The number of booths will vary dependent on conference location but historically have been around four.

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

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

- 6) Description of awards and bios for Robert E. Pearson/Person of the Year, George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year Young Member of the Year and Life Time Achievement Awards.
- 7) Project of the Year Award recipients including photograph space. Information for this section to be provided by the National Project Awards Committee.
- 8) List of previous honorees for the Robert E. Pearson/Person of the Year Award and recipients of the George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Young Member of the Year and Member of the Year and Life Time Achievement Awards.
- 9) List Past National President's names and terms of office – designate 'deceased' if appropriate.
- 10) List of Conference sponsors based on level of support.
- 11) List of exhibitors with map of exhibitor location.
- 12) Details related to future Conferences - including dates and locations.
- 13) Local information, not easily available in the hotel, which might be useful to Conference attendees.

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

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

- a. Establish Subcommittee budget.
- b. Provide on-line registration by utilizing 123 Sign Up, Walcom, RegOnline, Cvent or out source to a company of your choice. Have this service on line four months prior to the Conference.
- c. Refer to attached Registration Pamphlet Check List of Items that should be included.
- d. Develop registration form.
Note CEU & PDH credits offered for technical session attendance.
- e. Coordinate with Publicity Subcommittee to develop the Conference registration packet. (Attached are Guidelines for Registration Packet)
- f. Prepare a minimum of one page ad to be published in the fall issue of the scanner at the expense of National.
- g. Provide National Conference Committee with a 'draft' copy of the registration packet no later than January 1st, for their comments/suggestions, prior to printing. No later than January 15th forward registration packet information to scanner representative, (currently Tammy Farrell), for publishing in the spring issue which is distributed in April. Scanner will be paid for by National.
- h. Conference Registration Packet to be included in on-line registration as well as in the spring scanner.
- i. Develop name tags for all participants with:
 - 1) Colored ribbons designating officers, Committee members, speakers, guests, spouses, etc.
 - 2) Name of the attendee, their Section name and the name of their business or employer.
 - 3) Conference Logo incorporated into nametag format
 - 4) Clear plastic protector that can be displayed without adhesives or pins.
- j. Provide computer and printer at registration site so that nametags, identical to the original, can be printed or modified, as necessary.
- k. Develop Conference attendee packets that includes:
 - 1) Name tag with colored ribbons designating officers, Conference Committee members, speakers, spouses, etc.
 - 2) Roster of conference pre-registrants and spouses.
 - 3) Tickets for events, if required.
 - 4) Conference program.
 - 5) Local attractions.
 - 6) Conference attendee mementos
- l. Secure volunteer or paid personnel to perform the registration process.
 - 1) Recommend coverage from 7:00 a.m. to 7:00 p.m. daily in order to assist early/late arrivals.
 - 2) Provide complete Conference attendee packet to all registrants.
 - 3) Create nametags for onsite registrants and recreate nametags when modifications are required.
 - 4) Maintain accurate pre-registration and on-site registration records.
- m. Regardless of the registration personnel status (paid or volunteer) an adequate number of local ASHE Members shall be available and trained to serve as hosts, and be able to answer questions related to Conference activities, at the registration desk and at all Conference activities, including tours.
- n. Prepare all necessary signs (Registration Desk, Hospitality Room, Meeting Rooms, Luncheon, Dinner, etc.)
- o. Meet with dignitaries on arrival and act as official escort throughout Conference.

- p. Provide host hospitality room for attendees and guests.
- q. Provide message board.

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

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

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

- a. Establish Subcommittee budget.
- b. After National approval, begin promoting the conference to attract the large number of workers needed to properly conduct the event.
- c. Create promotional items such as lapel pins and caps to distribute or wear during ASHE events to enhance Conference exposure.
- d. Create logo shirts to be made available to the Conference Committee Members and Committee Chair Members. It is recommended but not required to provide shirts if budget allows to the National Board as well. Recommend these shirts be worn during the ice breaker.
- e. Plan to display and promote Conference at prior year’s Conference.
- f. Prepare complete advance coverage on Conference and distribute to various news media organizations such as:
 - Highway Builder Publications
 - ASHE scanner ad needs to be submitted no later than January 1st prior to the Conference.
 - DOT Publications/Newsletters
 - Local Newspapers/Radio/Television
 - Trade Publications
- g. Immediately following the previous National Conference, establish and maintain a Conference Website to be linked to the National Website. Conference Committees are to provide Keller Engineers’ representative, currently Craig Rock, at carock83@gmail.com with the appropriate information that is to be incorporated on the National Website.
- h. Take photographs of Conference events and candid photographs for
- i. Display during Conference.
- j. Creating a photographic record of Conference events.
- k. Use in publicizing future ASHE events.
- l. Coordinate with Registration Subcommittee to develop pre-conference mailing to all ASHE members detailing lodging costs, registration fees, location, general program, pre-registration data, etc.
- m. Prepare and submit an ad for your Conference to be published in the most recent National Conference Program Book.
- n. Prepare scanner articles on Conference activities and a summary of the Conference, with photos, for the summer edition of the scanner.

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

The Golf outing is not required but strongly encouraged. It is permitted as an option for the portion of Conference attendees who are golf enthusiasts. It is not to be subsidized with general sponsorship funds that might otherwise be used to reduce the attendee cost for activities related to traditional Conference events. Specific sponsorships such as Hole Sponsor, Food Sponsor and Beverage Sponsor will be allowed to offset the cost of the golf. The golf outing should be a breakeven event.

- a. Establish Subcommittee budget.
- b. Secure golf course early.
- c. Develop flyer with information including cost.
- d. Coordinate with Registration Subcommittee to incorporate golf information in registration packet.

- e. Coordinate with Publicity Subcommittee to include golf information in publicly.
- f. Solicit prizes.
- g. Set-up foursomes.
- h. Provide lunch/refreshments to participants.
- i. Establish scoring rules for golf event.
- j. Golf outing should not conflict with Luncheon Honoring Past Presidents/Robert E. Pearson Award or other traditional Conference activities.
- k. Golf awards should be distributed the same day after the event is completed.

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

- a. Establish Subcommittee budget
- b. Coordinate with Program Subcommittee to provide transportation for:
 - Dignitaries participating in the program.
 - Registrants attending off site Conference events.
 - Speakers
- c. Provide shuttle service to and from airport for National Board Members and family. (It is recommended this service be complimentary.)
- d. Coordinate with Facilities and Registration Subcommittees to assess the need to shuttle registrants, if more than one hotel is required to house registrants.
- e. Coordinate with Guest Program Subcommittee to provide transportation for off site guest activities.
- f. Coordinate with Technical, Golf and Guest Programs Subcommittees to determine if buses (or other types of travel) are necessary for technical tours. In addition, coordinate any refreshments that are needed on the buses with these subcommittees.
- g. Coordinate with Program Chair and Publicity Chair to create a transportation summary page for the Program Book.
- h. Coordinate with Publicity Chair to create signs for airport arrivals and buses. In addition, help develop directional signs to buses during the conference.
- i. Contact public carriers for discount rates/fares.
 - Airlines
 - Rental Car
 - Bus Passes
 - Rail Passes
- j. Host Region/Section to underwrite costs of travel for individual receiving Robert E. Pearson Award and his/her guest.

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

- a. Establish Committee budget.
- b. Determine the times during the Conference when guest activities are appropriate.
 - 1) Do not plan activities during the reception, opening meeting and evening social activities.
- c. Research local activities that might be of interest to the guests of ASHE Members attending the Conference.
- d. Investigate the details of local activities that are considered appropriate:
 - 1) Can it be accomplished within time restraints?
 - 2) Is the price reasonable or can it be negotiated?
 - 3) Does it require special equipment or clothing?
 - 4) Do you have to commit in advance for a specific number?
- e. Select and make necessary arrangements for activities.
- f. Establish participant cost for each activity.
- g. Work with Registration Subcommittee to include guest activities in registration material.
- h. Provide transportation when necessary.
- i. Provide lunch/refreshments when appropriate.

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

- a. Identify the facilities within the Region that are capable of accommodating the Conference requirements.
- b. Research prior ASHE Conferences and other professional conferences to determine the hotel price range that is acceptable.
- c. Obtain the best value for Conference attendees by:
 - 1) Using someone experienced at negotiating for conference hotels.
 - 2) Negotiating with more than one hotel to stimulate competition.
 - 3) Negotiating the total package of hotel services not just the room rate.
 - 4) Negotiating complimentary rooms for outgoing and incoming National Presidents and upgrades for National Board members.
 - 5) Negotiate parking concessions when a conference is at a downtown area and parking is an issue
- d. After the Conference Host Executive Committee is satisfied with the hotel contract, submit it to the National Board for review prior to signing.

- e. Arrange for a National Conference Committee site visit prior to signing a contract.
- f. Arrange for accommodations and meet with the National Conference Committee representatives when they evaluate the site prior to signing the contract.
- g. After the site has been approved by the National Board, execute the contract to secure the Conference facility.
- h. Serve as the primary point of contact with the hotel facility.
- i. If parking at the hotel is not adequate, share alternate parking locations in the area of the conference hotel with conference attendees on the conference website.
- j. Work with other Subcommittees to identify and secure appropriate rooms for all Conference activities.

Attachment 2- Annual General Assembly/Business Meeting Guidelines

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

(Conference Chair or Co-Chair)

- Pledge of Allegiance
- Call on Person for Invocation (typically someone from local section)
- Introduce Head Table
- Welcome to the Conference
- Call on National President

(National President Welcoming Remarks)

- Introduce National Secretary – acknowledge the remainder of National Board not at Head Table and needs to call the meeting to order

(National Secretary)

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

(National Treasurer)

- Treasurer's Report

(National President)

- Introduce Chairperson of National Nominating Committee
(This is the Current Past National President)

(Immediate Past National President)

- Read List of New National Officers to be Installed at the Banquet and ask them to stand when their name is called

(National President)

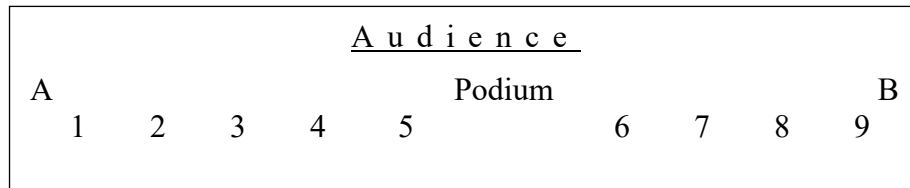
- Make a motion that the aforementioned names be elected to their respective stated positions
- Adjourn Business meeting

(Conference Chair or Co-Chair)

- Introduce Guest Speaker(s)
- Note Any Changes to Conference, Agenda & General Housekeeping Items
- Adjourn

Annual General Assembly/Business Meeting Guidelines

Guidelines for Head Table



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

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

(Podium)

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

**Attachment 3 – Luncheon Honoring Past National Presidents and Pearson
Award winner Guidelines**

It is recommended that the Conference Host coordinate this meeting’s presentations, speakers, and format with the NCC and a representative of the National Board prior to the conference. Items such as speaking roles, content, and order of speakers/events and awards during the Luncheon Honoring Past Presidents should be understood by all parties prior to the conference.

(Conference Chair or Co-Chair)

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

Lunch

(National Project Award Committee Member – this can be done during lunch)

- Brief discussion of National Project Awards
- Brief description of National Project Award winner – verify with NPAC if AV equipment is necessary here
- Call on Award Winner and Present Award

(Conference Chair or Co-Chair)

- Call on National President

(National President)

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

(National President)

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

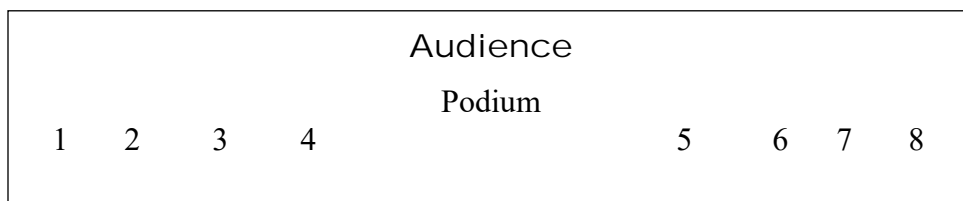
(Award Recipient)

- Acceptance
- Announce Name of Charity to Receive the Grant Monies – consider inviting someone from Russell Horn foundation to present the award

(Conference Chair or Co-Chair)

- Introduce guest speaker (if applicable)
- Adjourn

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



Head Table Seating

- 1 – National Treasurer
- 2 – National Secretary
- 3/4 – Person of Year Award Recipient & Spouse if Applicable

(Podium)

- 5 – Conference Chair or Co-Chair(s)
- 6 – National President
- 7 – Invocation Presenter
- 8 – Lunch speaker (if applicable)

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

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

Robert (Bob) Pearson, PE spent his entire career in the highway industry, beginning in his home state of Alabama. He moved to North Carolina and joined the North Carolina Department of Transportation in the early 1960s to assist in the development of North Carolina's interstate highway system. He continued as a leader in roadway planning and design for 30 years. Upon retirement from NCDOT, he worked in the consultant industry for the LPA Group (now Michael Baker) maintaining his focus on the advancement of highway design.

For ASHE, Bob served as the chairman for the formation committee for the Carolina Triangle Section and served as the section President in 1992 and 1993. He also served as a National Director from the Triangle section from 1992 until the National Board was regionalized in 1996. At that point he served as the National Director for the old Region 8. In 1997, Bob was elected National Second Vice President and was entering his term as National First Vice President at the time of his death in 1998. He played a key role in the formation of several sections including the Carolina Triangle, Carolina Piedmont, Tampa Bay and Georgia. He served on numerous ASHE National committees and continued to promote ASHE and increase the stature of the highway industry until his death.

Russell Horn \$1,000 Grant

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

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

Attachment 4 - Guidelines for Annual Banquet & Installation of Officers Ceremony

It is recommended that the Conference Host coordinate this meeting's presentations, speakers, and format with the NCC and a representative of the National Board prior to the conference. Items such as speaking roles, content, and order of speakers/events and awards during the Annual Banquet and Installation of Officers Ceremony/Meeting should be understood by all parties prior to the conference.

(Conference Chair)

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

(Dinner)

(Conference Chair or Co-Chair)

- Call on National Secretary

(National Secretary)

- Present Gene Smith Award
- Present George Hart Award
- Present Terence Conner Award
- Present Robert Yeager Award

(Conference Chair or Co-Chair)

- Call on Present National President

(Present National President) – Work with photographer to ensure that photos can be taken of awardees with National President during presentation

- Present Young Member of the Year Award (see http://www.ashe.pro/manual/YOUNG_MEMBER_OF_THE_YEAR_PROGRAM.pdf for brief intro of award)
- Present Member of the Year Award (see http://www.ashe.pro/manual/MEMBER_OF_THE_YEAR_PROGRAM.pdf for brief intro of award)
- Present Life Time Achievement Award (see http://www.ashe.pro/manual/ASHE_LIFETIME_ACHIEVEMENT.pdf for brief intro of award) – Allow for Lifetime Achievement award winner to give remarks if they want to
- Present President's Award (Example of President's Award remarks are attached)
- Present Plaques to National Board Members Whose Term Ended
- Outgoing President's Remarks

(Conference Chair or Co-Chair)

- Call on Current Past National President for Installing National Officers

(Current Past National President - Installing National Officers) (**Provide Person with List of Officers & the Installation Speech** (see Operations Manual - http://www.ashe.pro/manual/INSTALLATION_OF_OFFICERS_CEREMONY.pdf))

- Installation of Officers

(Outgoing President)

- Present In-Coming President with the ASHE Gavel
- Call on New National President

(New National President)

- Present Outgoing President with Past President's Pin and Plaque
- Incoming President Comments

(Conference Chair or Co-Chair)

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

(Future Conference Spokesperson)

- Invite to the next ASHE National Conference

Consider providing a brief restroom break/time to get drinks if entertainment is something where people are seated and generally aren't moving around

(Conference Chair or Co-Chair)

- Entertainment Introduction

Guidelines for Annual Banquet & Installation of Officers Ceremony

Head Table Seating:

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

Example of President's Award Remarks

This is an award that I get to give out to a person I feel has done a tremendous job over the past year. As usual the recipient of this award is completely unaware they are receiving it.

The person I have chosen this year I consider an outstanding individual that works extremely hard at everything they do. I'm proud and honored that I could work with this person.

List ASHE resume and any other personal remarks about individual

Sample Annual National Conference Agenda

Pre-Conference Activities Prior to Day 1 are Optional

Day 1

- The beginning times of these optional events are
- 7:00 p.m. Conference Registration Desk Open
(Where _____)Main Lobby/Convention Center
 - 5:00 p.m. Golf (Optional)
 - 5:00 p.m. Field Trip/Tour/Local Attractions (Optional)
 - 1:00 p.m. - 5:00 p.m. Set-Up Exhibit Area
 - 6:00 p.m. - 10:00 p.m. Ice Breaker/Welcome Party for Attendees & Guests
Where _____
How Paid _____
Entertainment _____
Food Arrangement/Dessert Buffet _____
Hospitality Room Open _____
Exhibits Open _____
Technical Sessions _____
Field Trip/Tours _____
Guest Program/Tours _____
 - 10:00 p.m. - 12:00 a.m. Hospitality Room
Where _____

Day 2

- 7:00 a.m. - 10:00 a.m. Continental Breakfast/Exhibits Open
- 7:00 a.m. - 7:00 p.m. Conference Registration Desk Open
- 8:30 a.m. - 9:30 a.m. Opening of Conference/Annual Meeting (General Assembly) for Members & Guests
Where _____
Who MC's _____
Who Speaks _____
Roll Call of Sections _____
Election of National Officers _____
Secretary/Treasurer's Report _____
Head Table _____
Keynote Address _____
- 10:00 a.m. - 5:00 p.m. Technical Sessions/Speakers
Where _____
Who _____
How Many Attendees _____

OPEN FORMAT Break/Exhibits Open

- 9:30 a.m. - 5:00 p.m. Guest Program/Field Trips/Tours
Where _____
What _____
Who _____
When _____
- 10:00 a.m. - 12:00 p.m. Section & Regional Presidents/Treasurers/Secretaries Forum by National Board Members
Where _____
What _____
Who _____
When _____
- 12:00 p.m. - 2:00 p.m. Luncheon Honoring Past Presidents'/Robert E Pearson Award
Where _____
Who MC's _____
Who Speaks _____
When _____
Invocation/Pledge _____
Head Table _____
Flowers _____
How Many _____
Luncheon Program/Menu _____

(Make arrangements for the Past National Presidents Meeting following the luncheon.)

- 2:00 p.m. - 5:00 p.m. Hospitality Room
Where _____
- 6:00 p.m. - 7:00 p.m. Host Region/Section Reception/Cocktail Party
Where _____
How Paid _____
- 7:00 p.m. - 10:00 p.m. Dinner/Program/Entertainment
Where _____
Who MC's _____
How Many _____
Head Table _____
Invocation/Pledge _____

Flowers _____
Menu _____
10:00 p.m. - 12:00 a.m. Hospitality Room
Where _____

Day 3

7:00 a.m. - 10:00 a.m. Continental Breakfast
7:00 a.m. - 7:00 p.m. Conference Registration Desk Open
Where _____
10:00 a.m. - 5:00 p.m. Golf Outing (Optional)
Where _____
Starting Time _____
Organizers _____
Foursomes _____
Prize Awards _____
9:00 a.m. - 5:00 p.m. Guest Programs/Field Trips/Tours
How Many _____
Buses _____
Admissions _____
Lunch _____
2:00 p.m. - 5:00 p.m. Hospitality Room
Where _____
6:00 p.m. - 7:00 p.m. President's Reception/Cocktail Party
Where _____
When _____
How Paid _____
7:00 p.m. - 9:00 p.m. Annual Banquet - Officers/Directors Installation
Where _____
Who MC's _____
President's Award to Society Member _____
Section Attendance Award _____
Membership Increase Awards _____
Menu _____
Who Speaks _____
Head Table _____
Invocation/Pledge _____
Flowers _____
How many _____
9:00 p.m. - 11:30 p.m. Entertainment
Open Bar

Check Out Day

7:00 a.m. - 10:00 a.m. Continental Breakfast
8:00 a.m. - 3 pm National Board of Directors Meeting
(by Invitation Only)
8:30 a.m. - 10:30 a.m. National Conference Committee Debriefing
12:00 Noon Check Out Time
No Scheduled Activities
Have a Safe Return Trip Home

National Conference Guidelines

Registration Pamphlet Check List of Items That Should Be Included

Welcome Invitation

Brief outline of what attendees can expect at the Conference.

Technical Sessions

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

Tours/Activities

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

Featured Speakers

Provide Short Bio

Exhibitor Set Up

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

Conference Schedule

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

Featured Events

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

Sponsorship

Breakdown of Each Type of Sponsorship/Cost/Extras Included with Each Level
Type of Art Work is Acceptable (i.e. Digital in .tif, .jpg or .eps format on disk, CD or e-mail.

Include Form to Complete - Where to Submit Form - Make Check Payable To

Golf Outing

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

Registration Form

Name/Mailing Address/Telephone Number/E-Mail Address
Company/Agency
ASHE Member (Y-N)/Section Name
National Board Member Position (If Applicable)
Past National President (Y-N)
Conference Sponsor (Y-N)
Exhibitor (Y-N)
Need Any Special Access/Mobility Requirements (Please Explain)
Need Any Special Dietary Requirements (Please Explain)
Spouse/Guest Attendee Information - Name/ASHE Member (Y-N)/Section Name
Children Attending with Registrant - Name
Discount Cutoff Date to Register
Refund Policy and Cutoff Date
Cost List
 ASHE Member
 ASHE Member - Government Discount
 Non ASHE Member
 Qualifying Sponsor/Exhibitor
 Spouse/Guest/Children
 One Day Registration
 Each Day
 Technical Sessions
 Tours Separated
 Breakfast
 Dinners
 Special Events (Luncheon Honoring Past Presidents /Banquet)

Hotel Information & Directions

Name/Location/Telephone & Fax Numbers
Room Rate
Available Parking (Cost If Applicable)

Note Shuttle Service (If Applicable)
Directions
Overflow Accommodations (If Needed & Note 1st Come Basis)

Mailing Address for Completed Registration Form & Check Payable To

Websites of Local Area

Note to Sections/Region/Section to Provide Their Banners (Include Mailing Instructions)

Airlines and/or Car Rental Discounts