



## **AMERICAN SOCIETY OF HIGHWAY ENGINEERS (ASHE) NATIONAL CONFERENCE GUIDELINES**

- 1. PURPOSE OF THIS DOCUMENT**
- 2. DEFINITIONS**
- 3. OBJECTIVES OF THE ASHE NATIONAL CONFERENCE**
- 4. POLICIES & PROCEDURES**
- 5. SELECTION OF FUTURE CONFERENCE HOSTS**
- 6. RESPONSIBILITIES OF THE CONFERENCE HOST**
- 7. SELECTION OF CONFERENCE VENUE**
- 8. TYPICAL CONFERENCE SCHEDULE**
- 9. ADDITIONAL RESPONSIBILITIES OF CONFERENCE HOST**
- 10. CONFERENCE EXPENSE ALLOCATION**
- 11. MINIMUM CONFERENCE REQUIREMENTS**
- 12. RESPONSIBILITIES OF NATIONAL BOARD**

**ATTACHMENTS:**

**ATTACHMENT 1: CONFERENCE HOST SUBCOMMITTEES AND DUTIES**

**ATTACHMENT 2: NATIONAL CONFERENCE HOTEL SELECTION AND CONTRACT GUIDELINES**

**ATTACHMENT 3: ASHE NATIONAL CONFERENCE MEMBER EXPENSE ALLOCATION**

**ATTACHMENT 4: ANNUAL GENERAL ASSEMBLY/ BUSINESS MEETING GUIDELINES (OPENING SESSION)**

**ATTACHMENT 5: ASHE LUNCHEON GUIDELINES**

**ATTACHMENT 6: ANNUAL BANQUET/ GALA & INSTALLATION OF OFFICERS CEREMONY GUIDELINES**

**ATTACHMENT 7: SAMPLE ASHE NATIONAL CONFERENCE AGENDA**

**ATTACHMENT 8: REGISTRATION CHECKLIST**

## 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. This document has been adopted by the ASHE National Board on 1/17/26 and is fully effective for the 2029 ASHE National Conference and beyond.

## 2. DEFINITIONS

- ASHE: American Society of Highway Engineers
- National: ASHE National Board of Directors and Executive Leadership
- NCC: National Conference Committee
- Conference: ASHE National Conference
- Conference Name: **20XX ASHE National Conference\***
- Conference Host: ASHE Section(s) or Region selected to host the ASHE National Conference
- Conference Venue: Selected Hotel and/or Conference Center
- SAY Award: Scanner Article of the Year Award
- POY Award: ASHE Project of the Year Award(s)

*\*This shall be the official name of the Conference. It shall be its own legal entity as recognized by the IRS.*

## 3. OBJECTIVES OF THE ASHE NATIONAL CONFERENCE

- Provide a quality venue for ASHE Members and industry stakeholders to meet, conduct annual business, install National officers, conduct technology exchange, recognize special contributions, and participate in appropriate social activities. All members of the Transportation Industry are welcome and encouraged to attend the ASHE National Conference but be mindful that this is an ASHE-event first and foremost, specifically tailored to the ASHE Membership.
- Exercise due diligence when financial decisions are made to keep costs affordable for all attendees. The Conference budget should be developed to anticipate a reasonable profit, but not excessively so. Profits over \$12,000 are shared equally with National. Excess funds should be used to enhance food and beverage quality, and add amenities or subsidize registrant events, rather than to increase profits.
- The 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 look forward to future conferences.

## 4. POLICIES & PROCEDURES

- The National Board of Directors (National) has established a National Conference Committee (NCC) to offer assistance, guidance, and to act as the representative to National in all matters related to the annual National Conference.
- The Conference Host agrees to adhere to these current **ASHE National Conference Guidelines**. Additionally, the selected Conference Host agrees to participate in the monthly NCC conference calls, prepare monthly updates on the progress of conference development (using format

supplied by the NCC), and submit quarterly progress reports (using format supplied by the NCC) to be submitted as an appendix to the NCC's quarterly report to National.

- **The financial success of the Conference is solely the responsibility of the Conference Host.** The NCC and National will assist and provide guidance/ suggestions to the Conference Host leadership in preparing for their conference, but the financial commitments and responsibilities rest with the Conference Host.
- The Conference Budget should be planned to achieve a reasonable profit as any loss could have significant repercussions to the financial stability of the ASHE Section(s) hosting the Conference.

## 5. SELECTION OF FUTURE CONFERENCE HOSTS

- Conference Hosts are selected three (3) years in advance of the proposed conference date.
- The Chair of the NCC will contact all Regions and Sections of ASHE to solicit interest in hosting a future conference. This information is forwarded to all ASHE Regions and Sections in the fall of the year. A candidate Conference Host can be an individual Section, a group of Sections, or an entire Region. Interested Sections shall respond in writing (email) by the date, and in the format, set by the Chair of the NCC, expressing their interest in hosting a future conference. Late entries will not be considered. This response shall include supplemental information that will be used by the NCC when evaluating expressions of interest. At a minimum, the Chair(s) of the candidate Conference Host shall be identified on the expression of interest, as well as the potential conference location (municipality) and potential venue (if known).
- A Conference Host will be selected by using objective procedures established by the NCC as well as the subjective experience of the NCC members. Criteria include but are not limited to:
  - Has the candidate Conference Host previously hosted a National Conference? This is not a requirement but may factor into equitably distributing the National Conference within the ASHE geography year over year.
  - Is the candidate Conference Host large enough (available resources) to host a National Conference?
  - Has a core team of volunteers been established at the time of the proposal submission?
  - Has the candidate Section(s) supported previous National Conferences both through member attendance and program book advertisements?
- The NCC will review each proposal and submit a recommendation for a selected Conference Host to National at the January National Board Meeting. National will approve the Conference Host. The Chair of the NCC will notify, in writing, all Sections and Regions who expressed an interest in hosting a Conference, of the final selection.

## 6. RESPONSIBILITIES OF THE CONFERENCE HOST

- A Conference Host Committee shall be established that includes representation from all Sections in the Region that chose to participate in the Conference. This shall be established within 3 months of selection notification. The Conference Host Committee shall select a Chair(s), Secretary, and Treasurer. The Conference Host Committee shall provide the National Conference Committee with names and contact information for the individuals holding these positions as

soon as they are identified, but not more than six (6) months after selection notification of the Conference Host.

- The Chair(s) of this Committee is (are) the official Conference Host representative(s) in matters related to National and the NCC. Two or more individuals may equally share the position of Conference Chair. The Treasurer will serve as Chair of the Financial Subcommittee. The Conference Host Committee selects and oversees all the subcommittees described later in these Guidelines.
- The Conference Host Committee shall establish Conference Subcommittees to perform various duties listed under each subcommittee. Refer to the ***Conference Host Subcommittees and Duties (Attachment 1)***. Additional subcommittees may be created as needed.
- The Conference Host shall obtain an EIN (Employer Identification Number) from the IRS and provide this information to the Chair of the NCC and the National Treasurer once received. To obtain an EIN please refer to:  
<https://www.irs.gov/businesses/small-businesses-self-employed/employer-id-numbers>

and read:

<https://www.irs.gov/businesses/small-businesses-self-employed/responsible-parties-and-nominees>.

Note that ASHE is a **501(c)(6)** organization when filling out EIN forms. It is recommended that the Conference Host meet with the National Treasurer to discuss IRS requirements prior to submitting forms to the IRS. 501(c)(6) organizations are exempt from Federal and State Income Tax, not state or local sales tax.

At the conclusion of the Conference, the Conference EIN is to be closed. To close the Conference EIN account, send the IRS a letter that includes the complete legal name of the Conference, the EIN, the business address, and the reason you wish to close the account. If you have a copy of the EIN Assignment Notice that was issued when your EIN was assigned, include that when you write to the IRS. Send the letter to the same address for the IRS that you used to obtain the EIN. Copies of these letters should also be sent to the Chair of the NCC to forward to the National Treasurer.

- Once the EIN has been obtained, open banking accounts (checking, savings, etc.) in the name of the Conference (“20XX ASHE National Conference”). DO NOT co-mingle conference funds with other ASHE accounts (Section or Region banking accounts).
- Advance seed funds are available from National. The current level of conference seed money approved by National is \$15,000. Funds may be requested only after the Conference Committee contact information has been provided to the NCC, the Conference bank account has been opened, and EIN number has been obtained from the IRS. All requests for funds from National shall be submitted to the Chair of the NCC in writing on the Conference letterhead. The NCC will review the request and forward it to the National Treasurer with an approval recommendation. This request cannot be made sooner than three years from the proposed conference to align with the appropriate National budget.

- The Conference Host Committee shall 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.
- The Conference Host Committee shall select a Conference Venue (see Section 7 of this document).
- The Conference Host Committee should plan for incurring out-of-pocket expenses for such things as conference shirts, meals at conference planning meetings, promotional conference items, and other related items. These expenses should be taken into consideration and included in the Conference Host's budget.
- A "post-Conference Committee appreciation event" for volunteers is encouraged, however, reimbursement from conference proceeds is subject to conference profits being available to cover this cost.

## 7. SELECTION OF CONFERENCE VENUE

- The NCC has developed the ***National Conference Hotel Selection and Contract Guidelines (Attachment 2)*** to assist with the selection of the Conference Venue.
- After a potential Conference Venue has been tentatively selected by the Conference Host Committee, it must be approved by National prior to executing a contractual agreement. Upon notification to the NCC by the Conference Host, a designated representative(s) of the NCC will visit the proposed Conference Venue to review the accommodations and provide feedback to the Conference Host on space allocation, location, and any coordination associated with the site based on their background and experience. The Conference Host Committee should be in attendance during the NCC representative's visit.
  - The cost of all expenses for the NCC representative's visit is borne by the NCC, not the Conference Host. The Conference Host should however coordinate with the potential Conference Hotel to secure a "comped" one-night lodging for the NCC representative. Most hotels are amenable to providing a "comped" room-night when asked.
  - If coordinated early (say, the first quarter of the year), it is desirable to host one of that year's National Board Meeting at the potential Conference Venue. This would provide both the National Board and the NCC representative a first look at the potential Conference Venue. It also allows the National Board to visit with the Conference Host's ASHE Section. The Conference Host should coordinate hosting the National Board meeting with the Chair of the NCC, the incoming ASHE National President, and the ASHE National Secretary. Any and all expenses related to a National Board Meeting are the responsibility of National, not the Conference Host.
- The NCC makes a recommendation to the ASHE National Board, and National votes regarding approval of the Conference Venue. This vote takes place no later than the first National Board Meeting following the venue site visit by the NCC representative. The Chair of the NCC notifies the Conference Host regarding the Board's decision on the Conference Venue.
- The Conference Venue Contract is executed between the Conference Host (not National) and the Conference Venue. As such, the **financial responsibility of the contract resides solely with the Conference Host**.

**Conference Host.** The person signing the Contract should be a Conference Host member authorized by the Conference Host Committee. The individual signing the Contract should do so in their capacity as a member of the Conference Host Committee. The draft Conference Venue Contract shall be provided to the NCC for review and comment. The NCC's review is based on the experience of the NCC members and the historical data collected from past ASHE National Conferences. While neither the NCC nor National will dictate the terms of the Conference Venue Contract, the Conference Host shall take the NCC's comments into consideration to avoid executing a contract that places excessive risk on the Conference Host. The Conference Host Committee shall provide the NCC and National with a copy of the contract executed with the Conference Venue as soon as it is finalized. Please note that the Contract with the Conference Venue shall be in the name of **20XX ASHE National Conference**, NOT in the name of ASHE. Also note that the contract shall not be executed until National has approved the Conference Venue.

## 8. TYPICAL CONFERENCE SCHEDULE

The Conference shall be held in either the month of May or June. Late May or early June conferences are most common. In general, the Conference begins Thursday and ends Sunday although the actual days of the week can be shifted with the approval of the NCC and National. Conference activities may begin on Wednesday if the scheduled golf outing is on Thursday.

The following is an abbreviated outline of key Conference activities. Refer to the ***National Conference Hotel Selection and Contract Guidelines (Attachment 2)*** for a detailed list of all Conference days and activities.

**Wednesday:** While there is no requirement to have scheduled activities on Wednesday, the Conference Host may open Registration, Hospitality Room, and host an Earlybird Reception if it is anticipated that a Thursday Golf Outing will draw in Conference attendees on Wednesday.

**Thursday:** Thursday is the first official day of the Conference with the Golf Outing\*, Exhibitor Setup, evening Ice-Breaker Reception in Exhibit Hall, and Guest Tours. Registration and Hospitality Room shall be open. Complimentary Breakfast should be offered for Wednesday overnight attendees.

**Friday:** Friday is the prime day of the Conference, including the General Business Meeting/Opening Session, Technical Sessions, Technical Tours, ASHE Luncheon and Awards, Region/Section Officers Meeting, Past Presidents' Meeting, Guest Tours, and Friday Night Event (generally offsite). Registration, Exhibit Hall, and Hospitality Room shall be open. Complimentary Breakfast shall be held in Exhibitor Space.

**Saturday:** Most of Saturday is a day for attendees to explore the local city, either on their own or through Conference Guest Tours. Conference activities may include Technical Sessions, Technical Tours, and Guest Tours. Saturday Evening is reserved for the President's Reception/ Cocktail Hour and Conference Banquet/ Gala. Registration and Hospitality Room shall be open. Complimentary Breakfast shall be provided.

**Sunday:** Sunday is the final day of the Conference. No general Conference activities are scheduled, but Complimentary Breakfast should be offered. The Conference Debrief Meeting (by

invitation only) is held in the morning. It is recommended to have the Registration Desk staffed throughout the morning to assist departing attendees as needed.

**\*Notes:**

1. The Golf Outing can be on any day except Friday. Thursday or Saturday are preferred.
2. The National Board will hold a National Board Meeting at the Conference. Historically, this meeting has been held on Sunday, but, at the Incoming National President's discretion, it may be held on Saturday.
3. Some ASHE Regions may hold their Regional Board Meetings during the Conference. The date and time will need to be coordinated with the Regional Leadership.

## **9. ADDITIONAL RESPONSIBILITIES OF CONFERENCE HOST**

- Review records from previous ASHE conferences. The Chair of the NCC will provide an electronic copy of "*Summary of ASHE Conferences Data*" spreadsheet which provides a detailed summary of all previous conferences.
- Keep complete records to document all activities associated with planning and conducting the Conference.
- Keep detailed financial records of all conference expenditures and receipts. (It is recommended that the Conference Host decide on a time frame, but not less than seven years, to keep important documents, receipts, contracts, and insurance information following the National Conference in case of an audit question, liability issue, etc.).
- The Chair of the NCC will provide the Conference Host a copy of the "*NCC Action Plan MASTER (mmddyy)*" that will guide the Conference Host on completing critical activities and milestones in a chronological order starting 36 months from the Conference date. The Conference Host is responsible to stay current with this planning document and update it regularly. The Conference Host shall provide their update to the Chair of the NCC prior to the monthly NCC conference calls.
- Beginning 36 months prior to the Conference, the Conference Host shall provide a quarterly report to the NCC. This information should be forwarded to the Chair of the NCC, by the date requested, prior to each National Board Meeting. The report will show the actual progress of each activity compared to the proposed progress contained in the Action Plan Schedule. The Chair of the NCC will provide the Conference Host with a template to use to create this reporting document.
- 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:
  - Conference Co-Chairs
  - Conference Executive Committee Members
  - Sub-Committee Chairs
  - Conference Profit (or Loss) percentage to be split between Host Sections depending on the anticipated level of involvement of each

- The ASHE National Insurance Policy provides insurance coverage for the Conference. All documents concerning the policy are located on the ASHE Cloud and can be provided upon request from the National Secretary. It is up to the Conference Host to determine if additional insurance will be necessary or required by the Conference Venue. If additional insurance is required, it shall be the responsibility of the Conference Host to obtain. Please note motorsport events or any events involving weapons (i.e., clay shoots) could potentially require additional insurance. The Conference Host is responsible for determining what, if any, additional insurance is needed, and for obtaining such.
- The Conference Host shall provide the outgoing and incoming National Presidents, and the Robert E. Pearson/ Person of the Year recipient, with lodging, parking, meals, and registration (including spouses and minor children) for the duration of the Conference. This includes the ASHE Luncheon, the Friday\* evening off-site event, and the annual Banquet/ Gala. The cost of guest tours, technical 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. The Conference Host should make sure these expenses are captured in the conference budget as it is developed. The Conference Host shall coordinate directly with the outgoing/ incoming National Presidents and Robert E. Pearson/ Person of the Year recipient regarding lodging and registration. The National Secretary can provide assistance.

*\*Actual day of the week may vary, see Section 8 - Typical Conference Schedule*

- The Conference Host shall provide “welcome gifts” in rooms of the outgoing and incoming National Presidents. Be cognizant of their travel arrangements prior to purchasing large items or other items that would be difficult to transport.
- The Conference Host shall coordinate shuttle service to and from the local designated airport or train station for National Board Members and their families if they are not driving. Check in advance with National Board Members for their flight information (arrival/ departure times and dates, airline, number in party, etc.). Coordinate these activities with the National Secretary. Use of the Conference Venue hotel shuttle, if available, is sufficient. The use of RideShare services (Uber/ Lyft) is also an acceptable alternative to shuttle services.
- Prepare the following information for four (4) issues of the ASHE scanner:
  - Fall Issue (September prior to the Conference year): The Conference Host shall prepare and submit a full-page ad announcing the Conference. Submission date is [July 15<sup>th</sup>](#) to the ASHE scanner Committee.
  - Winter Issue (December prior to the Conference year): The Conference Host shall prepare and submit an article promoting the Conference. Submission date is [October 15<sup>th</sup>](#) to the ASHE scanner Committee.
  - Spring Issue (March of the Conference year): The Conference Host shall prepare and submit an article promoting the Conference which shall include all pertinent information regarding the Conference, including links or web addresses to the Conference Website, Registration Page, Golf Registration, Hotel Information and Registration, Guest Tours, and Conference Agenda. Submission date is [January 15<sup>th</sup>](#) to the ASHE scanner Committee.
    - Prior to this submission, the Conference Host shall provide the NCC with a “draft” Registration Packet and Conference Agenda for review and comment (no later than [December 15<sup>th</sup>](#)).

- Fall Issue (September of the Conference year): Following the Conference, the Conference Host shall prepare an article recapping the Conference, including several pictures. Submission date is **July 15<sup>th</sup>** to the ASHE scanner Committee.
  - The ASHE scanner Committee may extend the deadline for the Summer scanner Issue to allow for the timely submission of the Conference Recap article to appear in the Summer scanner immediately following the Conference. This will be handled on a case-by-case basis, particularly if the Conference is held in May or early June.
- It is suggested, but not required, that the Conference Host provide Conference logo shirts to National Board Members and National Committee Chairs. The NCC will coordinate with the National Secretary to 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.
- The Conference Host shall provide a maximum of two (2) “non-revenue” exhibit booth spaces for National. National will identify, six months prior to the Conference, the number of booth spaces needed. Each booth space will come with all the amenities that are accorded a full revenue booth space at the Conference. The cost of booth participants attending any of the other conference function that have a separate cost (i.e., banquet, luncheon, tours, golf, etc.), as well as any booth “enhancements”, shall be the responsibility of the entity acquiring the booth. Please note that agreements with some partners require less amenities and the Conference Host shall work with the NCC to determine these specifics. National will pay the Conference a stipend per “non-revenue” booth used. This stipend is presently set at \$400/booth. The Conference must invoice the National Treasurer following the Conference to obtain the stipend.
- The Conference Host shall provide a complimentary exhibit 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.
- The Conference Host shall prepare and print hardcopy Conference Program Booklets to be distributed to registered attendees during the Conference. These Booklets may be included in the registration welcome packet or handed out separately. The Conference Host should anticipate an 80% minimum attendee pick-up rate for budgeting purposes. The Conference Host should review previous conference program booklets to determine size, layout, and quality. The Conference Host should save copies of the conference program booklet from the two previous years’ conferences that they are required to attend to use as examples.

The Conference Program Booklets shall include:

- Detailed Conference Program Information/ Agenda/ Schedule/ Locations
- List of Sponsors and Sponsorship Levels
- List of Exhibitors/ Map of Exhibit Hall
- Metropolitan Area Map/ Local Transportation Map
- Conference Venue Map
- Detailed description of Technical Sessions and Tours (may include speaker photo)
- Detailed description of Guest Tours
- Detailed description of Evening and offsite Events
- Outgoing and Incoming National President Bio and Photos
- List of outgoing and incoming National Board

- Robert E. Pearson/ Person of the Year Bio and Photo. Include description of the award.
- Detailed Description of all other ASHE Section and Member Awards (George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year, Young Member of the Year, and Shirley Stuttler Lifetime Achievement) including bios of recipients
- 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, Member of the Year, Shirley Stuttler Lifetime Achievement, and President's Awards.
- Project of the Year Award recipients including photograph space. Information for this section to be provided by the National Project of the Year Award Committee.
- ASHE National Information (provided by the National Secretary)
  - List of Past National Presidents' names and terms of office. Designate "deceased" if appropriate.
  - List of past National Conferences, including dates and locations.
  - List of all ASHE Sections, including charter date
- Sponsorship Advertisements
- ASHE Section/ Region Advertisements
- Local information which might be useful to conference attendees.
- Promotion for the following year's National Conference\*

\*The Conference Host shall reserve the **inside back cover** of the Conference Program Booklet for the exclusive use of the following year's Conference Host for their promotional full-page advertisement. This advertising space shall be provided to the following year's conference at no cost.

- The Conference Host shall prepare an exhibit at the prior year's Conference and staff the complimentary exhibit booth. In addition, the Conference Host shall develop and present a brief (5-10 minute) marketing presentation that will be part of the annual Banquet/ Gala. Coordinate audio visual requirements with the prior year's Conference Host.
- The Conference Host Chair and one other Conference Host Committee Member(s), at a minimum, must attend at least two prior National Conferences, including the immediately prior conference. These individuals must attend the Conference Debrief Meeting held the morning following the Conference (typically conducted on Sunday\*). The Conference Host may choose to reimburse all, some, or none of the expenses for the Conference Host Chair and Conference Host Committee Member(s) to attend the conferences. The Conference Host Members attending the prior year conference must register for the prior year conference as regular ASHE Members (no discount will be provided).

*\* Actual day of the week may vary, see Section 8 - Typical Conference Schedule*

- Provide meeting rooms for the Past Presidents' Meeting, the Region/ Section Officers Meeting, the National Board Meeting (Saturday or Sunday\* at the discretion of the Incoming President), the Conference Debrief Meeting, Regional Board Meetings, and other official ASHE meetings that may be requested by National, the NCC, or other National Committees.
  - The Past Presidents' Meeting room shall be set up in a "U" shape or hollow box and be able to accommodate at least twenty (20) people. When scheduling the time slot for the Past Presidents' Meeting, it shall not conflict with the Region/ Section Officer Meeting.

- The Region/ Section Officer meeting should accommodate 50-75 attendees. The Conference Host shall coordinate with the National Secretary and the National Treasurer regarding any additional AV items needed for this meeting. When scheduling the time slot for the Region/ Section Officer Meeting, it shall not conflict with the Past Presidents' Meeting.
- The National Board Meeting room shall be set up in a "U" shape or hollow box and be able to accommodate at least twenty-five (25) people. Sufficient power strips to power laptop computers shall be provided to accommodate all twenty-five (25) attendees. Beverage service (coffee, tea, soda, and water) should be available in the room.
- Conference Debrief Meeting shall be set up in a "U" shape or hollow box and be able to accommodate at least twenty-five (25) people. Beverage service (coffee, tea, soda, and water) should be available in the room.
- Regional Board Meeting(s) room shall be set up in a "U" shape or hollow box and be able to accommodate at least twenty-five (25) people. Sufficient power strips to power laptop computers shall be provided to accommodate all twenty-five (25) attendees. The National Secretary will coordinate with the Regional Board Secretary(s) and the Conference Host to determine if there is a need for this meeting(s) and what day(s) the meeting(s) should be scheduled.

\* Actual day of the week may vary, see Section 8 - Typical Conference Schedule

- On the morning following the Conference, the Chair of the NCC will hold a Conference Debrief Meeting with the Conference Host and representatives of future conferences. The Conference Host Chair(s) and key subcommittees chairs 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.
- The Conference Host can use the ASHE Company Store to purchase Conference items, such as logo shirts, registration gifts, etc., or another vendor for logo material. To use the ASHE Company Store, coordinate with Peggy Johns; [www.albrechtco.com/peggyjohns.com](http://www.albrechtco.com/peggyjohns.com)

## 10. CONFERENCE EXPENSE ALLOCATION

- Additional insurance (if required), over and above that provided under the National policy, shall be the responsibility of the Conference Host to obtain, at the **Conference Host's expense**.
- The cost of providing lodging, parking, meals (ASHE Luncheon, Friday night event, and annual Banquet/ Gala), and registration for the incoming/ outgoing National Presidents, and the Robert E. Pearson/ Person of the Year recipient shall be provided at the **Conference Host's expense**.
- The cost of "welcome gifts" for the outgoing and incoming National Presidents shall be provided at the **Conference Host's expense**.
- The cost of shuttle service to and from the local designated airport or train station for National Board Members and their families, if they are not driving, shall be provided at the **Conference Host's expense**.
- The cost of publishing the four (4) required Conference articles in the ASHE scanner **will be paid by National**.

- Conference logo shirts provided to the National Board Members and National Committee Chairs (if the Conference Host decides to offer these) shall be provided at the **Conference Host's expense**.
- “Non-revenue” exhibit booth spaces for National’s exclusive use shall be provided at the **Conference Host's expense**. However, **National will pay** a stipend to the Conference Host for each exhibit booth used for National’s purposes. The National stipend is presently set at \$400/booth. The Conference must invoice the National Treasurer following the Conference to obtain the stipend.
- The Conference Host shall provide a complimentary exhibit booth space for the following year’s Conference at the **Conference Host's expense**.
- The cost of providing A/V services, power strips, and beverage service (where specifically identified) for National and Regional Meetings shall be at the **Conference Host's expense**.
- The cost of lunch tickets to the ASHE Luncheon for the following shall be at the **Conference Host's expense**:
  - Past ASHE National Presidents (including spouse and minor children)
  - Robert E. Pearson/ Person of the Year (including spouse and minor children)
  - Special Invited Guests (such as speakers)
- The cost for lunch tickets to the ASHE Luncheon for all ASHE Project of the Year (POY) award recipients shall be at the expense of the **ASHE POY Committee (National)**.
- The cost for lunch tickets to the ASHE Luncheon for all scanner Article of the Year (SAY) award recipients shall be at the expense of the **ASHE scanner Committee (National)**.
- The cost to return ship the ASHE Regional Banners following the Conference shall be at the **Conference Host's expense**.
- The complimentary conference package to the four (4) Section recipients of the George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner Awards, and the complimentary conference package to the individuals receiving the Member of the Year, Young Member of the Year, and Shirley Stuttler Lifetime Achievement Awards, as identified in *Section 12*, **will be paid by National**.

See **ASHE National Conference Member Expense Allocation (Attachment 3)** for summary of member expense allocation and responsible parties.

## 11. MINIMUM CONFERENCE REQUIREMENTS

- The Conference Host shall provide and staff a Hospitality Room, and provide complimentary drinks and snacks, for traditional periods during the Conference. The Hospitality Room should be closed during the scheduled hours of official conference activities such as the Ice Breaker Reception, Friday\* night entertainment event, and Saturday\* night Banquet/ Gala.

*\* Actual day of the week may vary, see Section 8 - Typical Conference Schedule*

- The Conference Host shall provide complimentary breakfast (full or continental) for all attendees each morning of the Conference, including Sunday. Hotel restaurant vouchers for any morning other than Friday\* may be a cost-effective strategy. Friday\* breakfast shall be held in (or near) the exhibit hall with the exhibitors.

\* Actual day of the week may vary, see Section 8 - Typical Conference Schedule

- Provide a one-day registration fee to increase attendance at technical sessions and tours.
- Consider a reduced registration rate for retired ASHE Members.
- Consider a reduced sponsorship level for D/W/M firms.
- Display the American and State flags at the business meeting and other appropriate events. Check with the Conference Venue if they have American and State flags available.
- The ASHE Regional Banners will be shipped to the Conference Host from National. Coordinate with the NCC on where and when the Banners are to be shipped. The Conference Host shall display the Banners in a conspicuous location (common area at the reception desk, inside or near the large event spaces, or other areas as best appropriate). The Conference Host shall be responsible for repacking and return shipping the Banners at the conclusion of the Conference.
- The Conference Host shall schedule and arrange Guest Tours that are affordable and of interest to the ASHE Membership, showcasing the locale of the Conference. Tours should be priced reasonably and should include transportation (as needed). Subsidizing tour costs should be considered to keep member costs reasonable. Conference Host volunteers should accompany all tours (as appropriate). Snacks and non-alcoholic beverages should be provided on all bus tours.
- The Conference Host shall cover the ticket cost of the ASHE Luncheon for ASHE Past National Presidents (including spouses and minor children), the Robert E. Pearson/ Person of the Year (including spouse and minor children), and special invited guests (such as a speakers). The National Conference Committee suggests providing codes or other mechanisms for these individuals to enter on the registration form to cover the costs for this event. Notify the listed individuals in advance that there will be no charge to them for this luncheon.
- The Conference Host shall provide prominent reserved seating for all Past ASHE National Presidents and the Robert E. Pearson/ Person of the Year (including their spouses and minor children) at the ASHE Luncheon.
- The Conference Host shall recognize all Past ASHE National Presidents in attendance at the beginning of the ASHE Luncheon. Coordinate with the National Secretary regarding which Past National Presidents are in attendance.
- The Conference Host shall provide reserved seating for the ASHE Project of the Year (POY) award recipients at the ASHE Luncheon. The ASHE POY Committee shall coordinate the registration of lunch attendance with the award recipients and the Conference Host. The ticket cost for this event will be paid by the ASHE POY Committee.

- The Conference Host shall allocate at least 15 minutes in the ASHE Luncheon schedule for the ASHE POY Committee to present the ASHE POY Awards. The Conference Host shall work with the ASHE POY Committee regarding any audio/ video equipment they will require for presenting the awards. This award presentation will include an overview of the POY Awards program, presentation of the award with brief description of the project, and photo opportunity with the National President. It is suggested to use a Technical Session immediately prior (or immediately after) the ASHE Luncheon to provide full POY presentations.
- The Conference Host shall allocate at least 10 minutes in the ASHE Luncheon schedule for the ASHE scanner Committee to present the ASHE SAY Awards. The Conference Host shall work with the ASHE scanner Committee regarding any audio/ video equipment they will require for presenting the awards.

After the Conference, the Conference Host shall:

- Reimburse National for any advanced seed funds that were issued no later than October following the Conference.
- Distribute conference profits by December following the Conference. The first \$12,000 of profit will remain with the Conference Host. Any amount over \$12,000 will be split equally between the Conference Host and National. Should the Conference lose money, the loss shall be borne by the Conference Host.
- Provide National with one hard copy (for the National Secretary) and electronic version (i.e., CD, flash drive, via FTP site) of the National Conference Summary Report following the conclusion of the Conference for distribution to future hosts, National's records, and National Conference Committee 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. The Conference Host is expected to provide this information prior to the next year's Conference.
- 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 any subsequent years the bank account remains open. 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. This is **MANDATORY** and Conferences that fail to submit these will be responsible for filing their own taxes in the following year.
- 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 the 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 National.
- The Conference Host will be responsible for closing the EIN number with the IRS once all outstanding bills and expenditures have been paid and the banking accounts have been closed.

## **12. RESPONSIBILITIES OF NATIONAL BOARD AND NATIONAL CONFERENCE COMMITTEE**

The National Conference Committee (NCC) is to:

- Closely monitor the progress of each Conference Host and report that progress to the National Board.
- Provide active communication between the National Board and the Conference Host.
- Provide assistance and, where necessary, intervene with the Conference Host planning process to accomplish compliance with National Conference Guidelines.
- Assist in the selection of the Conference Venue (site visit) and review Conference Venue contract.
- Following the National Conference, the NCC will review the National Conference Guidelines annually to determine if revisions are required. This will include:
  - Review the Conference Guidelines so that revisions can be issued/ posted on the National website by the end of the calendar year or early in the year following a conference.
  - Solicit suggested changes from the Conference Host committees, Past National Presidents, National Board members, and Conference attendees.
  - Prepare “draft” National Conference Guidelines with proposed changes by December.
  - Submit proposed changes to the National Board for approval by the January National Board Meeting.

National will provide the following financial support to the Conference:

- If requested, provide advance seed funds (up to \$15,000 as currently approved) to the Conference Host.
- Based on revenue from the prior conference, the National Board will make every effort to be the sponsor the ASHE Luncheon, purchase a full-page ad in the program book, and provide other sponsorship of the Conference. The National Board’s Conference sponsorship, if available, is currently approved at \$5,000 total. The request for this sponsorship shall be made to the Chair of the NCC in writing, who will then forward to the National Treasurer. This request can be made as soon as the previous conference concluded. The National Board will identify how this anticipated \$5,000 will be allocated based on the Conference Hosts’ sponsorship opportunities. The Conference Host shall recognize the ASHE National Board as a sponsor.
- National will be responsible for the cost of the Conference information published in the ASHE scanner. This will include conference ads, registration package, and an article on the highlights of the Conference.
- ASHE National Information for the Conference Program Booklet (maintained by various National Committees and on the ASHE Website) will be provided to the Conference Host electronically by the National Administrative Assistance. The Conference host shall coordinate with the NCC and National to receive the following required information for the Conference Program Booklet:
  - ASHE Mission Statement
  - List of Previous Conference Hosts and dates

- List of Past National Presidents
- List of previous National President Award Recipients
- List of Current and Incoming National Officers and Directors
- Bio and Photo of Current and Incoming National President
- 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, Shirley Stuttler Lifetime Achievement, and Project of the Year Awards
- List of Previous Honorees of the Robert E. Pearson/ Person of the Year Award
- 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 Shirley Stuttler Lifetime Achievement Awards
- List of Section Names and Charter Dates
- National will assist in coordination of the complimentary conference package to the four (4) 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 Shirley Stuttler Lifetime Achievement Awards. This package is to include one conference registration, one attendance at the ASHE Luncheon, one evening dinner, one attendance at the Annual Banquet/ Gala, and a maximum stipend of \$500 for travel expenses. Legitimate travel expenses over \$500 will required pre-approval of the National Board. **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 Shirley Stuttler Lifetime Achievement Awards shall also register in the normal manner and then seek reimbursement from National.

During the Conference, National will do the following:

- Conduct the Annual Business Meeting (see **Attachment 4**), ASHE Luncheon (see **Attachment 5**), and the Annual Banquet/ Gala, including installation of National Board Officers and Directors (see **Attachment 6**).
- 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, Shirley Stuttler Lifetime Achievement, Project of the Year, and Scanner Article of the Year Awards.
- A Past National President (typically the immediate Past National President) will conduct the installation of National Board Officers and Directors at the Annual Banquet/ Gala.
- 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.)
- Conduct a National Board Meeting at the conference site (Saturday or Sunday at the discretion of the Incoming National President). The National Board shall provide the Conference a date for the National Board Meeting by January 1<sup>st</sup> of the Conference year.

**ATTACHMENT 1**  
***CONFERENCE HOST SUBCOMMITTEES AND DUTIES***

## **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)**

- Help develop realistic Subcommittee budgets with assistance of each Subcommittee Chair.
- Develop a Conference Budget based on a rigorous evaluation to establish estimated costs and income.
- Keep an up-to-date detailed record of Conference Expenditures and Income.
- 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 NCC. Each report shall include an assessment of the Conference funding status.
- Work with appropriate Subcommittee to establish the attendee price for all Conference items.
- Obtain EIN (Employer 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 (20XX ASHE National Conference) and apply for a Conference advance from National. Do NOT co-mingle Conference funds with other ASHE accounts (Section or Region banking accounts).
- Deposit and disburse Conference funds.
- Complete and submit an IRS 990 form every year the Conference Host has an open bank account.
- Coordinate 1099 forms as necessary for vendors.
- Close out EIN and submit copy of documentation sent to the IRS to the Chair of the NCC for forwarding to the National Treasurer.
- Keep detailed financial records of all Conference expenditures and receipts in case an audit question, liability issue, etc., should arise. The Conference Host should decide on a time frame, but not less than seven years, to keep these records. This should be documented in writing as a part of the Financial Subcommittee's roles and responsibilities.

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

- Establish Subcommittee budget and schedule of fees.
- 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.
- Solicit advertising from companies, organizations, and ASHE Regions/ Sections for the printed Conference Program Booklet.
- Develop sponsorship levels (work with subcommittees such as golf, entertainment, etc., that need sponsorship).
- Establish a minimum quota of income from advertisements and sponsors.
- Establish schedule of mailing and follow-up. Suggest maintaining 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).
- Develop a realistic plan to solicit required Conference funding. Solicit and disburse Conference funds to the Conference Committee Chair.
- This subcommittee is responsible for the ad portion of the Conference Program Booklet. The balance of the Program Booklet, including printing, is handled by the Program Subcommittee.

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

- Establish Subcommittee budget.
- Develop timely technical topics of interest to the national transportation industry and provide CEU's (Continuing Education Units) and PDH (Professional Development Hour) 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/ PDH certificates at the Conference or have a process in place to distribute after the Conference.
- Provide appropriate time slot for National Board Representatives to conduct Region/ Section Officers meeting. (Note: A total of two hours should be allocated). Do not overlap this meeting with the Past Presidents' Meeting.
- Provide a time slot for the National Past Presidents' Meeting immediately following the ASHE Luncheon. Do not overlap this meeting with the Region/ Section Officers Meeting.
- Solicit commitments from the speakers early and follow-up to ensure that their schedules do not change.
- Develop a technical program schedule that does not compete with other important Conference activities.
- Select and train local ASHE members as session moderators and AV specialists to ensure that presentations progress without delay and attendees receive the appropriate information related to Conference events.
- 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.
- Ensure that appropriate signs are placed to direct participants to the technical session locations.
- Coordinate with Registration and Facilities Subcommittees to ensure the meeting rooms will accommodate the session attendees.
- 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.
- Ensure any gifts for speakers can travel easily by plane with them.
- Provide meeting space for Regional Board meetings (as requested by the Regions) that may be held during the Conference.
- Provide a location for the National Board Meeting (Saturday afternoon or Sunday morning).
- Provide a location the morning following the Conference for a debriefing meeting with the current Conference Host and future Conference Hosts (typically Sunday morning from 8:30 to 10:30 am).
- Provide a summary of CEU/ PDHs awarded during the Conference to the Conference Host's Region by the end of January following the Conference.

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

- Develop Subcommittee budget and exhibitor fee schedule.
- Estimate number of exhibitors and establish space required.
- Develop requirements of exhibitor tables, chairs, and electrical connection.
- 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.
- Collect exhibitor contact information from prior ASHE conferences and other available national and local resources.
- Start solicitation for exhibitors as soon as possible after the conclusion of the prior conference.
- Mailings are important but personal calls from industry associates are most effective.

- It is recommended that solicitations for exhibitors be combined with solicitations for financial sponsors.
- Provide free exhibit space for the next year's Conference Host. Include listing of the locations of all upcoming conferences that have been approved.
- Provide non-revenue booth space to strategic and affiliate ASHE partners as requested by National. A stipend for ASHE partner space will be paid by National. See Conference Guidelines for details of stipend. The number of booths will vary by conference location but plan on a maximum of two (2).
- Consider adding an "exhibitor only" registration or clearly define how many individuals can attend the Conference on an exhibitor registration.
- Coordinate exhibitor registration with Registration Subcommittee, Program Subcommittee, and Sponsorship Subcommittee to ensure exhibitors and associated registrations are accounted for.

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

- Establish Subcommittee budget.
- Coordinate with other Subcommittees to develop theme and logo for the Conference during early planning stage. Logos must be submitted to the NCC for review of colors by the National PR Committee. Logos should be simple to allow for embroidery on conference hats, shirts, etc.
- Establish program of events for the Conference with input from other Subcommittees.
- Produce the Conference Program with cooperation of Advertising Subcommittee and designated printing company.
- Plan Opening Session and solicit prominent speakers that will attract attendance.
- Work with Entertainment and Financial Subcommittees to plan Annual Banquet/ Gala and social events subsidizing cost, when possible, with industry sponsorship.
- Coordinate with National Board on keynote speakers and Annual Banquet/ Gala award presentations. (The 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.)
- Coordinate with other Subcommittees, National Society History Committee, and designated conference printing company to develop and produce Conference Program Book that includes:
  - Detailed Conference Program Information/ Agenda/ Schedule/ Locations
  - List of Sponsors and Sponsorship Levels
  - List of Exhibitors/ Map of Exhibit Hall
  - Metropolitan Area Map/ Local Transportation Map
  - Conference Venue Map
  - Detailed description of Technical Sessions and Tours (may include speaker photo)
  - Detailed description of Guest Tours and
  - Detailed description of Evening and offsite Events
  - Outgoing and Incoming National President Bio and Photos
  - List of outgoing/ incoming National Board
  - Robert E. Pearson/ Person of the Year Bio and Photo. Include description of the award.
  - Detailed Description of all other ASHE Section and Member Awards (George K. Hart, Gene G. Smith, Robert E. Yeager, Terence D. Conner, Member of the Year, Young Member of the Year, and Shirley Stuttler Lifetime Achievement) including bios of recipients
  - 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, Member of the Year, Shirley Stuttler Lifetime Achievement, and President's Awards.
- Project of the Year Award recipients including photograph space. Information for this section to be provided by the National Project Awards Committee.
- ASHE National Information (provided by the National Secretary)
  - List of Past National Presidents' names and terms of office. Designate "deceased" if appropriate.
  - List of past National Conferences, including dates and locations.
  - List of all ASHE Sections, including charter date
- Sponsorship Advertisements
- ASHE Section/ Region Advertisements
- Local information which might be useful to conference attendees.
- Promotion for the following year's National Conference (complimentary inside back page)
- Use previous Conference Program Booklets as a guide for layout, but do not copy information from previous conferences as the information may be outdated.
- Establish layout size of program book, ad sizes, option of color, and graphic art format from the selected printing company and in coordination with all other subcommittees. The format determines the graphic art resolution and will differ with each printing company. The resolutions and format determine the clarity of the ad. Select printing company early on in planning. This should be done prior to soliciting sponsors. NOTE: Program book should fit in a suit jacket pocket and is typically 4.5" wide by 8.5" long.

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

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

- Establish Subcommittee budget.
- Provide on-line registration by utilizing 123 Sign Up, welcome, RegOnline, Cvent, or outsource to a company of your choice. Have this service on line four months prior to the Conference.
- Refer to Registration Checklist for items that should be included (see **Attachment 8**).
- Develop Registration Form.
- Coordinate with PR/ Publicity Subcommittee to develop the Conference Registration Packet.
- Provide the NCC with a "draft" copy of the registration packet no later than December 15<sup>th</sup> for their comments/ suggestions prior to printing.
- No later than January 15<sup>th</sup>, prepare and submit an article to the ASHE scanner Committee promoting the Conference. The article shall include all pertinent information regarding the Conference, including links or web addresses to the Conference Website, Registration Page, Golf Registration, Hotel Information and Registration, Guest Tours, and Conference Agenda. This article will be published in the spring issue of the ASHE scanner (see *Section 9 of the National Conference Guidelines*). Coordinate with the PR/ Publicity Subcommittee.
- Develop name tags for all participants with:
  - Colored ribbons designating officers, committee members, speakers, sponsors, guests, spouses, etc.
  - Name of the attendee, their Section name, and the name of their business or employer
  - Incorporate conference Logo into nametag format
  - Transparent plastic protector that can be displayed without adhesives or pins
  - If nametags are clear on both sides, consider printing on both sides
- Provide computer and printer at registration site so that nametags, identical to the original, can be printed or modified, as necessary

- Develop Conference Attendee Welcome Packets that includes:
  - Name tag with colored ribbons designating officers, Conference Committee Members, speakers, spouses, etc.
  - Tickets for events, if required
  - Conference Program Booklet (these may be handed out separately)
  - Local attractions
  - Conference attendee mementos
- Secure volunteers to perform the registration process.
  - Recommend coverage from 7:00 a.m. to 7:00 p.m. daily to assist early/ late arrivals
  - Provide complete Conference Attendee Welcome Packets to all registrants
  - Create nametags for onsite registrants and recreate nametags when modifications are required
  - Maintain accurate pre-registration and on-site registration records
- ASHE volunteer members from the Conference Host shall be available and trained to serve as hosts and be able to answer questions related to conference activities. Sufficient volunteers are needed at the registration desk, all conference activities, and offsite tours.
- Prepare all necessary wayfinding signs (Registration Desk, Hospitality Room, Meeting Rooms, ASHE Luncheon, Annual Banquet/ Gala, etc.).
- Meet with dignitaries on arrival and function as official escort throughout the Conference.
- Staff and maintain Hospitality Room for attendees and guests.
- Provide message board for display at/ near registration table showing upcoming Conference schedule, events, activities, changes to Conference Program, and other pertinent information.
- Recommendations for on-line registration:
  - Allow the registrant to save his/ her work and continue registration at a later time.
  - Return to the Conference Homepage when registration is completed and during the registration process.
  - Provide a printable Conference overall Agenda so registrants can see the “big picture” of the Conference.
  - Have options for “codes” for events that are free or discounted.

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

- Establish Subcommittee budget.
- Research the popularity of different types of entertainment programs at prior ASHE conferences. The NCC and National Board will share experience, if needed.
- All entertainment should appeal to the broad age range of ASHE participants.
- Plan all organized entertainment for the Conference with assistance from Program Committee. See ***Sample National Conference Agenda (Attachment 7)*** to determine the times and activities where special entertainment is suggested.
- Activities that may require consideration for entertainment include:
  - First evening Ice Breaker reception
  - Opening Session
  - ASHE Luncheon
  - Second evening dinner event
  - Third evening Annual Banquet/ Gala
- Coordinate with Transportation Subcommittee for off-site activities.
- Coordinate with Facilities Subcommittee for onsite activities.

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

- Establish Subcommittee budget.
- After National approval, begin promoting the Conference to attract the substantial number of workers needed to properly conduct the event.
- Create promotional items such as lapel pins and caps to distribute or wear during ASHE events to enhance Conference exposure.
- Create logo shirts to be made available to the Conference Committee Members. It is recommended, but not required, to provide shirts, if budget allows, to the National Board and National Committee Chairs. Coordination with the NCC and the National PR Committee should be done prior to selecting a logo.
- Plan to display and promote the Conference at prior year's conference.
- Prepare complete advance coverage on the Conference and distribute to various news media organizations such as:
  - Highway Builder Publications
  - ASHE scanner
  - DOT Publications/ Newsletters
  - Local Newspapers/ Radio/ Television
  - Trade Publication
- Conference Photographs:
  - Take photographs of Conference Events and candid photographs for display during the Conference (typically at the Saturday night Annual Banquet/ Gala) to create a photographic record of the Conference Events which can be used in publicizing future ASHE events.
  - Consider developing a "disclaimer statement" to include in the conference registration packet/ form and/ or website stating that attendees of the Conference waive their rights or are at least aware that pictures will be taken during the Conference.
  - Consider using an on-line platform such as "DropEvent" that will allow attendees to submit their own Conference photos to a shared site. Offer a gift card prize for the best photo submission. QR Codes can be used for easy access by participants.
- Coordinate with Registration Subcommittee to develop pre-conference mailings to all ASHE members detailing lodging costs, registration fees, location, general program, pre-registration data, etc.
- Prepare and submit an ad for the Conference to be published in the current prior year's National Conference Program Book. The National Conference Committee will assist with coordination between the two conferences.
- Prepare scanner articles on conference activities and a summary of the Conference, with photos, for the summer edition of the ASHE scanner.

### **Guidance for a Conference Website:**

- Follow the guidance in <https://ashe.pro/documents/D37-WEBSITE-GUIDELINE-PROCEDURES.pdf>, found on the National website. A Conference Website should be accessible and useful on all devices.
- Upon notification of Conference selection, the Conference Host should secure a URL (web address) for the Conference. This will be in the form 20XXconference.ashe.pro. Contact the National webmaster to secure the URL.
- While a "placeholder" website may be developed, the website should not be advertised until the end of the previous year's conference.
- When available, notify the National webmaster of the Conference dates and Conference Logo

for placement on the National website.

- Each aspect of the Conference, such as guest tours, technical program, technical tours, golf, entertainment, sponsorship, etc., should have a self-contained page, or section, easily found by navigation.
- The overall Conference Agenda should be easily found by navigation. It should be a website page separate from and in addition to the registration page(s).
- It is recommended that for outside events, such as guest and technical tours, there be a link to the venue website.
- Guest tours, technical tours, entertainment events should have a good description easily found or prominently displayed.
- It is also recommended that there be a separate document (PDF) with descriptions of such events.
- To take full advantage of the capabilities of the internet, links should be provided liberally to items such as technical session presenters, including LinkedIn. Sponsors' websites should be linked as well.
- Sponsor logos should be sized in proportion to the amount or value of the sponsorships.
- Links to outside venues should open in a new window or tab.
- Previous years' conference websites will remain active on the ASHE National website for several years. Use these websites as examples for development of the new Conference website. If using an outside vendor to develop the Conference website, work with that vendor to ensure the website can remain active for up to 3 years after the Conference has concluded.

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

The Golf outing is not required but strongly encouraged as it is one of the most popular activities at ASHE National Conferences. 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.

- Establish Subcommittee budget.
- Secure golf course early.
- Develop golf brochure with information including cost.
- Coordinate with Registration Subcommittee to incorporate golf information in registration packet.
- Coordinate with Publicity Subcommittee to include golf information in Conference publicly.
- Solicit prizes.
- Set-up foursomes.
- Breakfast for golfers should be provided, either at the Conference Venue or at the golf course.
- Provide lunch/ refreshments to participants.
- Establish scoring rules for the golf event.
- Golf outing should not conflict with major conference activities such as the Ice Breaker Reception, Opening Session, ASHE Luncheon, and Technical Sessions.
- Golf awards should be distributed the same day after the event is completed and should be accounted for in the golf outing budget.
- Coordinate with the Transportation Subcommittee on transportation needed to get attendees to the golf course ensuring the vehicle used is large enough to accommodate golf clubs.
- The Golf outing may be held any day of the Conference except Friday. Thursday and Saturday are preferred.

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

- Establish Subcommittee budget.
- Coordinate with Program Subcommittee to provide transportation for:
  - Dignitaries participating in the program
  - Registrants attending off-site conference events
  - Speakers
- Coordinate shuttle service to and from the local designated airport or train station for National Board Members and their families if they are not driving. Use of the Conference Venue hotel shuttle, if available, is sufficient. The use of RideShare services (Uber/ Lyft) is also an acceptable alternative to shuttle services.
- Coordinate with Facilities and Registration Subcommittees to assess the need to shuttle offsite registrants if more than one hotel is required to house registrants.
- Coordinate with Guest Program Subcommittee to provide transportation for off-site guest activities.
- 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. At a minimum, one (1) conference volunteer should accompany every bus/ shuttle.
- Coordinate with Program Subcommittee and Publicity Subcommittee to create a transportation summary page for the Conference Program Booklet.
- Coordinate with Publicity Subcommittee to create wayfinding signs for airport arrivals and buses. In addition, help develop wayfinding signs to bus pickup and drop-off locations at the Conference Venue.
- Contact public carriers for discount rates/ fares for transportation around the Host city for:
  - Bus Passes
  - Rail Passes
  - Rideshare Services
  - Parking facilities near/ around Conference Venue
- Coordinate with the Facility Subcommittee (during contract negotiations) for discounted parking rates for Conference attendees.
- If applicable, provide alternative parking information on the Conference website.

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

- Establish Subcommittee budget.
- Determine the times during the Conference when guest activities are appropriate.
  - Do not plan activities during the Ice Breaker Reception, Opening Session, and evening social activities
- Research local activities that might be of interest to the guests of ASHE Members attending the Conference.
- Investigate the details of local activities that are considered appropriate:
  - Can it be accomplished within time restraints?
  - Is the price reasonable or can it be negotiated?
  - Does it require special equipment or clothing?
  - Do you have to commit in advance for a specific number?
- Select and make necessary arrangements for activities.
- Establish participant cost for each activity.
- Work with Registration Subcommittee to include guest activities in registration material.

- Provide transportation when necessary.
- Provide lunch/ refreshments when appropriate.

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

- Identify facilities within the Conference locale that can accommodate the Conference requirements.
- Coordinate with the NCC regarding potential venue facilities.
- Invite a representative of the NCC to tour the potential venues facilities with the Conference Host.
- Provide a Conference Venue recommendation to the NCC for review. The NCC will make the final recommendation of Venue approval to the National Board.
  - The National Board MUST approve the Conference Venue (by Board vote at the first National Board Meeting following final Venue recommendation) prior to the Conference Host executing a contract with the Venue
- Refer to ***National Conference Hotel Selection and Contract Guidelines (Attachment 2)***.
- Research prior ASHE conferences and other professional conferences to determine a hotel price range that is acceptable. The NCC will provide guidance on acceptable price ranges.
- Obtain the best value for Conference attendees by:
  - Using someone experienced at negotiating for conference hotels
  - Negotiating with more than one hotel to stimulate competition
  - Negotiating the total package of hotel services not just the room rate
  - Negotiating complimentary rooms for outgoing and incoming National Presidents and upgrades for National Board members
  - Negotiate parking concessions when a conference is in a downtown area and parking is an issue
- After the Conference Host is satisfied with the Venue contract, submit a draft of the contract to the NCC for review and comment.
  - Renegotiate with the Venue, as appropriate, to address the NCC's comments
  - Provide the amended contract to the NCC for final review
- Execute the contract with the Conference Venue and provide the signed contract to the NCC and National for their records.
  - Note that the contract SHALL be in the name of "20XX ASHE National Conference", not ASHE, ASHE National, or the host ASHE Section
- Serve as the primary point of contact with the Conference Venue.
- If parking at the Venue is not adequate, share alternate parking locations within reasonable walking distance to the Conference Venue with Conference attendees on the Conference website.
- Work with other Subcommittees to identify and secure appropriate rooms for all Conference activities.



**ATTACHMENT 2**  
***NATIONAL CONFERENCE HOTEL SELECTION AND CONTRACT GUIDELINES***

## ***NATIONAL CONFERENCE HOTEL SELECTION AND CONTRACT GUIDELINES***

This document is intended to give Conference Hosts guidance when selecting a venue for the National Conference and negotiating the contract.

### **PRIOR TO SELECTING A VENUE**

Prior to contacting a venue, the Host Conference Committee needs to prepare the following basic information about the conference.

1. Establish the preliminary Conference schedule of events. While there will be some fine tuning of this schedule, it should be essentially complete prior to soliciting venue sites. Conferences typically run for four (4) days from Thursday to Sunday, although a shift in the 4-day period may be allowed with approval from National. Conference activities may begin on Wednesday if the scheduled golf outing is on Thursday.

The following is a sample of daily events. This is the typical format that is used but may be modified with approval of the NCC. Required events are shown in **Red bold**. The golf outing can be on any day but Friday, with Thursday or Saturday being preferred.

#### **Wednesday\*:**

- Registration
- Early bird Reception/ Cocktails
- Hospitality Room

#### **Thursday:**

- **Registration**
- Complimentary Breakfast
- **Golf Outing** (Thursday or Saturday)
- Guest Tours
- **Exhibitor setup**
- **Ice-Breaker Reception with Exhibitors (evening with food/ beverage /light entertainment)**
- **Hospitality Room**

#### **Friday:**

- **Registration**
- **Exhibitor Hall open all day (breakdown after 3:00pm)**
- **Complimentary Breakfast (in the Exhibit Hall)**
- **General Business Meeting/ Opening Session, including:**
  - **Roll Call**
  - **National Executive Committee Reports**
  - **National Officer and Director Nomination and Vote**
  - **Keynote Speaker**
- **Region/ Section Officers' Meeting**
- **Technical Sessions**
- **ASHE Luncheon, including:**
  - **Recognition of Past National Presidents in attendance**
  - **Robert E. Pearson/ Person of the Year Award and Remarks**
  - **POY Awards Presentation**

- SAY Award Presentation
- Past National Presidents' Meeting (by invitation only)
- Guest Tours
- Technical Tours
- Friday Evening Event (usually off-site)
- Hospitality Room

**Saturday:**

- Registration
- Complimentary Breakfast
- Golf (Thursday or Saturday)
- Technical Sessions
- Technical Tours
- Guest Tours
- President's Evening Reception/ Cocktail Hour (immediately prior to Banquet/ Gala)
- Conference Banquet/ Gala with Entertainment, including:
  - National Scholarship Presentation
  - Scanner Peoples' Choice Award
  - Section Awards
  - Member Awards
  - President's Award
  - Installation of National Officers and Directors
  - Outgoing/ Incoming National President Remarks
  - Next National Conference Presentation
- Hospitality Room

**Sunday:**

- Complimentary Breakfast
- National Board Meeting (by invitation only)\*\*.
- Conference Debriefing Meeting (by invitation only).

*\*If golf is held on Thursday, expect golfers to arrive on Wednesday. The registration area should be staffed on Wednesday afternoon. Some conferences have included a small "Welcome Reception" for those arriving on Wednesday. Additionally, breakfast should be provided on Thursday morning, if not for the golfers if breakfast is included at the golf course, then for their guests.*

*\*\*Incoming President will determine which day. Recently, the National Board meeting has been held on Saturday.*

2. Estimate the Conference size. The total attendance will be determined by the geographic location. Prior conferences ranged from 300 to 650 total attendees, with 500 the historical average. This total attendance includes speakers, exhibitors, sponsors, spouses, and children. Review of the historical data from prior conferences should provide a good estimate of conference size along with the following factors:
  - a. Look at attendance figures from past conferences in similar-sized cities. Bigger metropolitan areas tend to have a larger attendance.
  - b. Is the locale of the Conference within the nucleus of the ASHE National organization. Conferences within driving distance of the majority of the ASHE population (such as middle Pennsylvania) tend to have larger attendance.

- c. Ease of travel. Conferences located close to major airport hubs will be easier to travel to than those in outlying areas and will tend to have a larger attendance.

*Note: No area or region within the ASHE organization is discouraged from hosting a conference. The above simply identifies the factors that will likely help determine the Conference size. There have been very successful (albeit smaller) conferences in outlying areas such as Lake Placid, NY and Bismarck, ND.*

- 3. Determine the number and size of common-space rooms needed. Some rooms will host multi functions:
  - a. Registration (**Wednesday through Saturday**)
    - i. Common Area, easy to find
    - ii. Tables
    - iii. Up to 10 volunteers
    - iv. Separate space for storage
  - b. Exhibit Hall\* (**Thursday/ Friday**)
    - i. 30 to 40 Exhibitors (8x10 or 10x10 preferred booth size)
    - ii. 250 to 350 attendees at Ice Breaker
    - iii. Food serving stations, bar(s), tables
    - iv. Accommodate Friday Breakfast
  - c. Opening Session/ Business Meeting (**Friday**)
    - i. Theater or Rounds
    - ii. 250 to 350 attendees
    - iii. Stage with head table
    - iv. Screen, podium, A/V
  - d. ASHE Luncheon (**Friday**), *may use the same room as Opening Session*
    - i. Rounds
      - 1. Try to avoid seating with backs to stage
    - ii. 150 to 250 attendees
    - iii. Stage
    - iv. Screen, podium, A/V
  - e. Technical Sessions (**Friday/ Saturday**)
    - i. Proximity to Exhibit Hall (breaks in Exhibit Hall)
    - ii. Classroom or Theater style
    - iii. Large (100 to 150 attendees)
    - iv. Small (50 attendees)
  - f. Special Meeting Room(s) (**Days TBD**)
    - i. Depending on schedule, same room could be used for all listed
      - 1. National Board Meeting (**Saturday or Sunday**)
      - 2. Regional Board Meetings (**number and days TBD**)
      - 3. Past President's Meeting (**Friday, immediately after the ASHE Luncheon**)
      - 4. Conference Debrief Meeting (**Sunday morning**)
    - ii. Hollow Square with seating for 25 to 30
    - iii. Sufficient power strips for laptops
    - iv. Table for coffee/ water service
  - g. Region/ Section Officers Meeting (**Friday**)
    - i. Classroom or Theater style seating for 50+
  - h. Banquet/ Gala (**Saturday**) *may use same space as Exhibit Hall*

- i. Rounds
- ii. 250 to 350 attendees
- iii. Bar(s)
- iv. Stage
- v. Screen, podium, A/V
- vi. Table for awards
- vii. Separate space for cocktail reception (could be in hallway outside room if not public space)
- viii. Accommodation for evening entertainment
- i. Hospitality Room (**Wednesday through Saturday night**)
  - i. Locate away from guest rooms (or use surrounding guest rooms for volunteer staff)
  - ii. Refrigerator(s)
  - iii. Confirm we can bring our own food/ snacks/ alcohol
  - iv. 50+ attendees at any one time
  - v. Potential to have 2 adjoining rooms?

*\*A large hall is needed for the exhibit space. The Thursday evening Ice Breaker Reception is held in the exhibit hall with the exhibitors, as well as the Friday breakfast. Allow for room in the exhibit hall for food serving tables, some tables and chairs for seating, and bars. Estimate the number of exhibitors and assume 8' x 10' exhibit space, although 10' x 10' preferred. Look for areas where additional exhibits can be placed if you get a bigger than anticipated response. Lobby areas outside of the exhibit hall will generally work. Most hotels should have a sample schematic of different exhibitor layouts in the space they typically use.*

The second full day of the Conference (generally Friday) is the biggest hotel room demand day. The exhibit hall is generally open the entire day. In addition, there is the general business meeting, the ASHE luncheon (honoring the past national presidents), and technical sessions. You will need to estimate numbers for each of these activities. Recently, there have been three concurrent technical sessions, however, the number is up to the Conference Host committee. The key is to have enough rooms to hold all of these activities. The room for the Opening Session/ Business Meeting can usually be reconfigured for the ASHE Luncheon that same day.

Be mindful of the hotel layout and centralization of meeting rooms. Hotels may have sufficient space for all the rooms required, but it is much preferred that they are all centrally located. Having meetings in outlying rooms will lead to confusion and may require a map and wayfinding signs. Having centralized rooms can also reduce the “break time” between meetings/ sessions as attendees don’t have to search for the next room.

You will need a room that is large enough for the Saturday evening Banquet/ Gala and entertainment. Normally, there will be the President’s cocktail hour reception that is outside of the banquet room.

Identify other rooms that you will need. This includes a staging/ storage room. This room is where you will headquartered your operations and store materials and registrant giveaways. There will also be other meeting rooms that may be needed. For example, Regional Boards typically hold a board meeting during the Conference. National hosts a meeting for Region/ Section Officer education. Past National Presidents hold a meeting. With proper scheduling, these meetings can be held in the same room.

Identify a room for the hospitality room. If possible, use a non-public room for this such as a presidential suite or some similar suite. Generally, hotels will let you bring your own food and beverage into a non-public room, significantly reducing your cost. If that isn’t possible, look for a public room. Generally, the hotel will require you to use their food service and use their bartenders and serve their liquor.

Determine if you will be holding any other activities in the hotel and the space requirements for these activities. Most conferences hold one evening function (Friday evening) off-site, but that isn't required.

Identify an area for Registration. This area should be as centralized and conspicuous as the hotel will allow. It should also be located (if practical) close to the staging/ storage room. The actual registration area should be large enough to handle several attendees simultaneously.

Parking needs. With a great majority of attendees driving to the conferences, identifying parking options may be necessary. Outside of urban areas, parking at the hotel is generally free and not a problem. Within urban areas, parking can be very expensive, or even non-existent. Discuss parking options with the hotel. If they charge for parking, try to negotiate a reduced rate for conference attendees. Also, work with the hotel to determine other viable parking alternatives. The lack of adequate parking for attendees may be a non-starter for the venue in question.

Estimate the number of room-nights you will need. The "room block" will be a guaranteed room usage. Most hotels will invoice you for unused hotel rooms below a certain percentage of the room block, typically 80 percent. See if you can expand the room block if demand expands beyond your estimate. Also, negotiate for a certain number of complimentary rooms. It is typical to get 1 free room for every 40 to 50 revenue rooms.

Estimate the amount of money you will spend at the hotel for food and beverage (F&B). The hotel will ask for a guaranteed minimum. The bigger the minimum, the more the hotel will like it. However, the bigger the minimum you guarantee, the harder it will be to meet it. So, estimate a realistic number for F&B and then tell the hotel some percentage of that estimate. Fifty percent is reasonable. From past conference data, \$40,000 to \$60,000 should be reasonable. The more events you hold in the hotel property, the easier it will be to obtain the minimums. As a guide, use past conference F&B actual costs and actual attendance numbers to determine a per person F&B cost. This may help provide some confidence in the total F&B cost as this number will have to be paid to the hotel whether it is achieved or not. Hence, the lower the number the better.

Once you have this information, you are ready to talk to hotels.

Generally, look for a "hotel" to host the Conference. Hotels are in business to rent hotel rooms and sell food and beverages. Therefore, if the room block is large enough and the food and beverage is large enough the hotel will give the meeting room space away for free. Convention centers charge for the space. If possible, do not use a convention center unless there is a relationship between the hotel and the convention center, allowing the money being spent in the hotel to equate to concessions at the convention center.

### **CONTRACT TERMS AND CONDITIONS**

Once you have selected the hotel to host the Conference, you will be asked to sign a contract. The following guidelines and requirements should be followed. The contract is a negotiation. The hotel will present their "standard" agreement. Treat this as a first draft. Consider everything negotiable, although not everything is. Unless told otherwise, assume that the hotel will negotiate everything.

1. The contract is between the hotel and the "**20XX ASHE National Conference**". You cannot commit

the ASHE National organization. You cannot commit the local Section or Region either. It is the Conference that will be signing the contract. Do not use an individual's name.

2. Prior to signing the contract, the hotel must be approved by ASHE National. Obtain this approval through the ASHE National Conference Committee (NCC) in writing.
3. When signing the contract, sign it as the "chair" or "co-chair" of the 20XX ASHE National Conference. Do not sign as just an individual or as a representative of your employer.
4. Get everything in writing. Employees in the hotel business move frequently. The chances of the individual who you negotiate with still being there when the conference is held are low. Assume they will not be there and assume that the new person will not honor anything that was promised verbally.
5. There will generally be a dispute resolution clause. Typically, this clause will state that the losing party will pay the legal fees of the prevailing party. Have this clause changed to state that each party will pay their own legal fees. Legal fees can become huge in a very short time. You do not want to be obligated to pay the hotel's legal fees.
6. Hotel registration. Typically, there will be people who register at the hotel on their own without saying they are with the Conference. You need to include a clause that allows you to get credit for these people towards your minimum room block commitment.
7. Hotel rate. Typically, hotels run special discounted room rates. Try to get a clause included that says that, if the hotel rate during the conference is less than the contracted room rate, the conference room rate will be reduced to match the lower rate offered by the hotel. Have the conference room rate extend 2 days on each side of the conference dates to allow members to extend their stay, if desired.
8. Be prepared to discuss and negotiate "extras". In the past, hotels have charged for the following, but all can be negotiated:
  - Audio and Visual equipment
  - Setting up stages/ platforms/ podiums
  - Storage of materials shipped to hotel
  - Security of exhibit space
  - Coat check
  - Valet parking
  - Hospitality room cleaning
  - Wi-fi (if not already free from hotel)

**ATTACHMENT 3**  
***ASHE NATIONAL CONFERENCE MEMBER EXPENSE ALLOCATION***

ASHE NATIONAL CONFERENCE EXPENSE ALLOCATION					
Person(s)	Event / Activity	National Expense	National Committee Expense	Conference Host Expense	Member Expense
Outgoing President (including spouse and minor children)	Travel	ACTUAL COST (EV)			
	Hotel			X	
	Registration			X	
	Ticketed Conference Events			X	
	Guest Tours / Golf				X
Incoming President (including spouse and minor children)	Travel	ACTUAL COST (EV)			
	Hotel			X	
	Registration			X	
	Ticketed Conference Events			X	
	Guest Tours / Golf				X
National Board	Travel	ACTUAL COST (EV)			
	Hotel	ACTUAL COST (EV)			
	Registration	ACTUAL COST (EV)			
	Ticketed Conference Events	ACTUAL COST (EV)			
	Guest Tours / Golf				X
Past National Presidents	Travel				X
	Hotel				X
	Registration	ACTUAL COST (EV)			X
	Ticketed Conference Events			ASHE Luncheon Only	X
	Guest Tours / Golf				X
ASHE Person of the Year (including spouse and minor children)	Travel	ACTUAL COST (EV)			
	Hotel			X	
	Registration			X	
	Ticketed Conference Events			X	
	Guest Tours / Golf				X
ASHE POY Recipients	Travel				X
	Hotel				X
	Registration				X
	Ticketed Conference Events		Lunch - POY Committee		X
	Guest Tours / Golf				X
ASHE SAY Recipients	Travel				X
	Hotel				X
	Registration				X
	Ticketed Conference Events		Lunch - SAY Committee		X
	Guest Tours / Golf				X
ASHE Member Award Recipients	Travel	ACTUAL COST (EV)			
	Hotel	ACTUAL COST (EV)			
	Registration	ACTUAL COST (EV)			
	Ticketed Conference Events	ACTUAL COST (EV)			
	Guest Tours / Golf				X

EV = Expense Voucher to National Treasurer

**ATTACHMENT 4**

***ANNUAL GENERAL ASSEMBLY/ BUSINESS MEETING GUIDELINES  
(OPENING SESSION)***

## ***ANNUAL GENERAL ASSEMBLY/ BUSINESS MEETING GUIDELINES (OPENING SESSION)***

This meeting is the official opening of the Conference. It is the opportunity for the Conference Host to welcome attendees and highlight the upcoming Conference events. This meeting is also the official Business Meeting for ASHE National, including Executive Committee Reports and membership voting for nominated National Officers and Directors. A Keynote address is usually made by a prominent civic or transportation leader.

If audio/ visual aids are used (such as PowerPoint), it is recommended the Conference Host provide a computer screen near the speaker, so they can see what is on the screen if it is located behind them.

Prepare a “run-of-show” script to be provided in advance to all speakers so all speakers know in what order they will be speaking. It is also recommended to hold a Teams meeting with all speakers a month prior to the Conference to review the run-of-show. The National Secretary will assist in arranging this meeting.

Transitioning from one speaker to the next is a critical aspect of effective and professional presentations. One of the Conference Chairs should be identified as the Master of Ceremonies to introduce speakers and assist with the transitions. The current speaker could also introduce the next speaker if the transition is pre-planned. For all transitions, the person at the podium should wait until the next speaker arrives, shake hands, then exit. Never leave the podium unattended.

### **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
- Acknowledge the National Board not at the Head Table
- Call the meeting to order
- Introduce the National Secretary

### **National Secretary**

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

### **National Treasurer**

- Treasurer's Report
- Call on National President

### **National President**

- Introduce Chairperson of National Nominating Committee

(This is generally the Immediate Past National President)

Immediate Past National President

- Read List of New National Officers to be installed at the Annual Banquet/ Gala and ask them to stand when their name is called. Consider providing a slide with headshots for all officers if audio/visual is available.
- Make a motion that the names be elected to their respective stated positions.
- Call on National President.

National President

- Adjourn Business meeting.
- Call on Conference Chair or Co-Chair

Conference Chair or Co-Chair

- Introduce Guest Speaker(s)

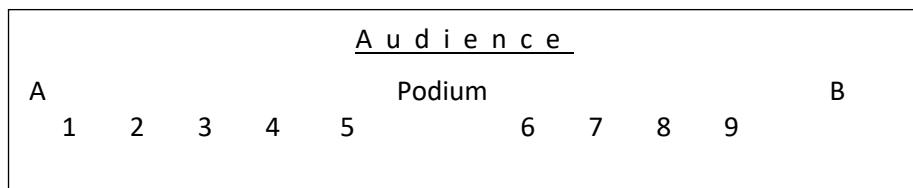
Guest Speaker

- Presentation

Conference Chair or Co-Chair

- Note Any Changes to Conference, Agenda & General Housekeeping Items
- Adjourn

**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 5**  
***ASHE LUNCHEON GUIDELINES***

## ***ASHE LUNCHEON GUIDELINES***

In addition to honoring the Past National Presidents, this Luncheon includes the presentation of the ASHE National Project(s) of the Year (POY) Award, the ASHE scanner Article of the Year (SAY) award, and presentation of the Robert E. Pearson/ Person of the Year Award.

If audio/ visual aids are used (such as PowerPoint), it is recommended the Conference Host provide a computer screen near the speaker, so they can see what is on the screen if it is located behind them. A separate table for awards should be located near the podium.

Prepare a “run-of-show” script to be provided in advance to all speakers so all speakers know in what order they will be speaking. It is also recommended to hold a Teams meeting with all speakers a month prior to the Conference to review the run-of-show. The National Secretary will assist in arranging this meeting.

Transitioning from one speaker to the next is a critical aspect of effective and professional presentations. One of the Conference Chairs should be identified as the Master of Ceremonies to introduce speakers and assist with the transitions. The current speaker could also introduce the next speaker if the transition is pre-planned. For all transitions, the person at the podium should wait until the next speaker arrives, shake hands, then exit. Never leave the podium unattended.

For the presentation of awards, the National Award Committee Chair will call on the award recipient(s) to join him/ her on stage to hand out awards and take photographs (including the National President). Easy access to the stage will be necessary. Additionally, there should be sufficient space around the podium for the National Award Committee Chair, the National President, and the award recipient(s) to stand (unobstructed) for photographs. Make sure photographer is at this event. The National Secretary may assist in handing the appropriate award to the National President.

### **Introduction and Welcome**

#### Conference Chair or Co-Chair

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

#### National President

- Introduce Past National Presidents in attendance (have list of names of those Past National Presidents in attendance available for him/ her)
- Past National Presidents stand to be recognized

### **Lunch**

#### **Presentation of National Project of the Year (POY) Awards (this may occur during lunch)**

#### Conference Chair or Co-Chair

- Introduce National Project of the Year Award Committee Chair

#### National Project of the Year Award Committee Chair

- Brief discussion of National Project of the Year Awards
- Brief description of each National Project Award winner(s) (verify with National Project Award Committee if AV equipment is necessary)
- Call on Award Winner(s) and Present Award(s)\*
- Call on Conference Chair

*\*The presentation is to recognize each award recipient, hand out awards, and take conference award photos. It is not expected that the award winner will speak and/or present the Project. A separate Technical Session (immediate prior or immediately after the ASHE Luncheon) should be used for each of the 3 award categories winners to present their winning project. Ideally, this Technical Session will be accredited.*

#### **Presentation of ASHE scanner Article of the Year (SAY) Awards (this may occur during lunch)**

#### Conference Chair or Co-Chair

- Introduce ASHE scanner Committee Chair

#### ASHE scanner Committee Chair

- Brief discussion of ASHE scanner Article of the Year Award
- Call on Award Winner(s) and Present Award
- Call on Conference Chair

#### **Lunch Concludes**

**Presentation of Robert E. Pearson/ Person of the Year Award** (NOTE: This presentation may occur during the Friday Opening Session should the Conference wish to provide entertainment at the Luncheon event, but it is typical is done at this event)

#### Conference Chair or Co-Chair

- Call on National President

#### National President

- Read reason for the Robert E. Pearson/ Person of the Year Award (Attached)
- Read Robert E. Pearson bio (Attached)
- Read Russell Horn Grant Information (Attached)
- Read Nomination Correspondence (read bio of recipient)
- Call on Award Recipient and Present Award, take photograph with National President

#### **Award Recipient**

- Acceptance remarks (10-15 minutes max)
- Announce name of Charity to receive the Grant Monies. (Consider inviting someone from Russell Horn foundation to present the award. The National Secretary will coordinate this in advance.).

#### **Keynote Speaker (if applicable)**

#### Conference Chair or Co-Chair

- Introduce Keynote Speaker and call to podium

### Keynote Speaker

- Keynote presentation

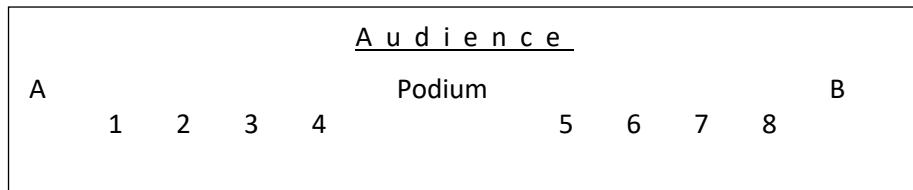
### **Conclusion**

#### Conference Chair or Co-Chair

- Housekeeping (if needed)
- Adjourn

*NOTE: Arrange reserved seating for all Past National Presidents (and spouses/ guests/ children), ASHE Person of the Year/ Robert E. Pearson Award Winner (and spouse/ guest/ children), ASHE Project of the Year Committee Chair and Winners, and ASHE scanner Article of the Year Committee Chair and Winner.*

#### **Guidelines for Head Table (if used)**



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

- 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 E. Pearson/ Person of the Year Award:**

Sections are asked to select a nominee for this most prestigious award. Consideration is to be given, by the 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 up personal time for the good of the industry, and does this person have overwhelming respect of his or her peers.

**Robert E. Pearson Bio:**

Robert E. (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 1960's to assist in the development of North Carolina's interstate highway system. He continued as a leader in roadway planning and design for NC DOT for 30 years. Upon retirement from NC DOT, he worked as a consulting engineer for The LPA Group for the next eight years, maintaining his focus on the advancement of highway design.

For ASHE, Bob was the chairman of the formation committee for the Carolina Triangle Section and served two terms as Section President in 1992 and 1993. He served as National Director from the Carolina Triangle Section from 1992 until the National Board was regionalized in 1996. He served as National Director for Region 8 in 1996. 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. Bob played a key role in the formation of the Carolina Triangle, Carolina Piedmont, Tampa Bay, and Georgia Sections of ASHE. He served on numerous ASHE National Committees. Bob worked tirelessly until his death to improve and promote ASHE and to increase the stature of the highway industry.

Bob's untimely death, at age 60, robbed the highway industry of an energetic advocate and a dear friend.

**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., PE, was the Founding Father of the York, Pennsylvania Engineering Firm, Buchart Horn Inc. He was a Charter Member of the First Section of ASHE in Harrisburg, PA, and the 17<sup>th</sup> name to appear on the Original Charter.

**Russell Horn Bio**

Russell E. Horn, Sr. PE

Mr. Horn was a 1933 graduate of Penn State University, with a degree in Civil Engineering. He was a Registered Professional Engineer in Pennsylvania and more than 20 other states. He was a Charter Member of the Harrisburg Section, which he joined in 1958 and became a Life Member.

Mr. Horn passed away in December 2013 at the age of 101. The Russell Horn Grant will continue to be funded through the Russell and Eleanor Horn Foundation. We are grateful to Mr. Horn and to this Foundation for the continued support of this grant.

## **ATTACHMENT 6**

### ***ANNUAL BANQUET/ GALA & INSTALLATION OF OFFICERS CEREMONY GUIDELINES***

## ***Guidelines for Annual Banquet/ Gala & Installation of Officers Ceremony***

The Annual Banquet/ Gala is the concluding event of the Conference. Scheduled activities include:

- National Scholarship Presentation
- Scanner Peoples' Choice Award
- Section Awards
- Member Awards
- President's Award
- Installation of National Officers and Directors
- Outgoing/ Incoming National President Remarks
- Next National Conference Presentation

If audio/ visual aids are used (such as PowerPoint), it is recommended the Conference Host provide a computer screen near the speaker, so they can see what is on the screen if it is located behind them. A separate table for awards should be located near the podium.

Prepare a "run-of-show" script to be provided in advance to all speakers so all speakers know in what order they will be speaking. It is also recommended to hold a Teams meeting with all speakers a month prior to the Conference to review the run-of-show. The National Secretary will assist in arranging this meeting.

Transitioning from one speaker to the next is a critical aspect of effective and professional presentations. One of the Conference Chairs should be identified as the Master of Ceremonies to introduce speakers and assist with the transitions. The current speaker could also introduce the next speaker if the transition is pre-planned. For all transitions, the person at the podium should wait until the next speaker arrives, shake hands, then exit. Never leave the podium unattended.

For the presentation of awards, award recipients will be called on stage to receive their award and take a photo with the National President. Easy access to the stage will be necessary. Additionally, there should be sufficient space around the podium for the National President and the award recipient(s) to stand (unobstructed) for photographs. Make sure photographer is at this event. The National Secretary may assist in handing the appropriate award to the National President.

The Conference Host shall ensure there are large screens (visible to the entire room) to scroll through photos of Conference attendees at all previous events, and of Conference Sponsors. This should be displayed before presentations start and during dinner.

### **Introduction and Welcome**

#### Conference Chair or Co-Chair

- Welcome to Annual Banquet Dinner
- Introduce Head Table (or acknowledge ASHE National Officers if no head table is used)
- Provide a brief recap of Conference
- Invocation

### **Dinner**

**Begin Banquet Presentations (may start halfway through dinner)**

Conference Chair or Co-Chair

- Call on National Scholarship Committee Chair

National Scholarship Committee Chair

- Describe National Scholarship Award
- Present National Scholarship Award to recipient if in attendance
- If in attendance, take photo with National Scholarship Committee Chair and National President
- Call on ASHE scanner Committee Chair

ASHE scanner Committee Chair

- Describe ASHE scanner People's Choice Award
- Present ASHE scanner People's Choice Award to recipient if in attendance
- If in attendance, take photo with ASHE scanner Committee Chair and National President
- Call on Conference Chair

Conference Chair or Co-Chair

- Call on National Secretary

National Secretary

- National Secretary Remarks
- Read and present the **Gene Smith Award** (award recipient called to stage, photographed with National President)
- Read and present the **George Hart Award** (award recipient called to stage, photographed with National President)
- Read and present the **Terence Conner Award** (award recipient called to stage, photographed with National President)
- Read and present the **Robert Yeager Award** (award recipient called to stage, photographed with National President)
- Call on current (outgoing) National President

Current (outgoing) National President

- Read and present **Young Member of the Year Award** (see [D24-YOUNG-MEMBER-OF-THE-YEAR-AWARD.pdf \(ashe.pro\)](#) for brief intro of award). (Award recipient called to stage, photographed with National President)
- Read and present **Member of the Year Award** (see [D25-MEMBER-OF-THE-YEAR-AWARD-GUIDELINES.pdf \(ashe.pro\)](#) for brief intro of award). (Award recipient called to stage, photographed with National President)
- Read and present **Shirley Stuttler Lifetime Achievement Award** (see [D26-LIFETIME-ACHIEVEMENT-AWARD-GUIDELINES.pdf \(ashe.pro\)](#) for brief intro of award). (Award recipient called to stage, photographed with National President. Allow Award winner to give brief remarks if they so desire.)
- Read and present **President's Award** (example of President's Award are attached). (Award recipient called to stage, photographed with National President)
- Present Plaques to National Board Members whose terms ended.

- Call on immediate Past National President

Immediate Past National President – Installation of National Officers and Directors (Provide Person with List of Officers & the Installation Speech, see Operations Manual – [Microsoft Word – D12 – INSTALLATION OF OFFICERS CEREMONY OUTLINE.docx \(ashe.pro\)](#))

- Introduce each Officer and Director and call to front of room, starting with incoming National President
- Installation of Officers Speech
- Call current (outgoing) National President to podium

Outgoing National President

- Outgoing National President Remarks
- Call on Incoming National President
- Present Incoming National President with the ASHE Gavel

Incoming National President

- Present outgoing President with Past President's Pin and Plaque
- Incoming President Comments
- Call on Conference Chair or Co-Chair

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
- Call back Conference Chair or Co-Chair

Conference Chair or Co-Chair

- Entertainment Introduction

Consider providing a brief restroom break/ time to get drinks if entertainment is something where people are seated and are not moving around.

---

Typical Award Types (provided by ASHE National) – It is recommended that the Host Section provide a small table or somewhere to store awards during presentation.

- National President Outgoing – 10" plaque
- President's Award – 9" plaque
- Outgoing Board Members – 9" plaque
- Young Member of the Year and Member of the Year – Acrylic
- Shirley Stuttler Lifetime Achievement Award – Acrylic
- Gene G. Smith, Rober E. Yeager, and George K. Hart – Ribbon
- ASHE Conference Attendance Award – Ribbon

---

**Guidelines for Head Table (if used)\***

<u>A u d i e n c e</u>											
A	Podium										B
1	2	3	4	5	6	7	8	9	10	11	12

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

- 1 – National Treasurer's Spouse/ Guest
- 2 – National Treasurer
- 3 – Current National President's Spouse/ Guest
- 4 – Current National President
- 5 – Conference Chair's Spouse/ Guest
- 6 – Conference Chair  
(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

*\*Please note that it is acceptable not to have a Head Table at this event if the above-mentioned people have reserved seating at tables near the front to allow for easy access to podium.*

**National Presidents Award**

This award recognizes a member that has contributed greatly to the ASHE organization during the President's term. The National President has full discretion as to whom an award will be presented. This award is announced at the annual conference.

**Shirley Stuttler Lifetime Achievement Award**

This prestigious award is for ASHE Members only and was established to recognize an ASHE member who has supported the organization throughout their career. The Lifetime Achievement Award will now be known as the Shirley Stuttler Lifetime Achievement Award. Shirley was the assistant to ASHE National Presidents for nearly 20 years. She was incredibly dedicated to ASHE, as a member of the ASHE Franklin Section since 1981, she served as their President (1999-2000) and several years as Secretary. In 2011 she received the ASHE National President's Award. Shirley was a four-time cancer survivor and never let her illness stop her from living her life to the fullest. It is fitting to dedicate this award to Shirley Stuttler who dedicated much of her lifetime to ASHE. Shirley passed away on December 3, 2022, and is survived by her husband John Stuttler.

**ATTACHMENT 7**  
***SAMPLE ASHE NATIONAL CONFERENCE AGENDA***

## **SAMPLE ASHE NATIONAL CONFERENCE AGENDA**

### **Pre-Conference Activities Prior to Day 1 (optional)**

#### **Day 1 (typically Thursday)** Suggested times shown

8:00am - 7:00pm	Conference Registration Desk Open
8:00am – 9:00am	Complimentary Breakfast
8:00am - 5:00pm	Golf (Optional)
12:00pm - 5:00pm	Field Trip/ Guest Tours/ Local Attractions (Optional)
1:00pm - 5:00pm	Set-Up Exhibit Hall
6:00pm - 10:00pm	Ice Breaker Reception with Exhibitors/ Exhibit Hall Open <ul style="list-style-type: none"><li>• Where:</li><li>• How Paid:</li><li>• Entertainment:</li><li>• Food Arrangement/ Dessert Buffet:</li><li>• Where:</li></ul>
10:00pm – 1:00am	Hospitality Room Open

#### **Day 2 (typically Friday)** Suggested times shown

7:00am - 10:00am	Complimentary Breakfast in Exhibit Hall
7:00am – 5:00pm	Exhibit Hall Open
7:00am - 7:00pm	Conference Registration Desk Open
8:30am – 10:00am	Opening Session/ Annual Meeting (General Assembly) <ul style="list-style-type: none"><li>• Where?</li><li>• Master-of-Ceremony?</li><li>• Speakers?</li><li>• Conference Welcome</li><li>• Invocation/ Pledge</li><li>• Roll Call of Sections</li><li>• Election of National Officers/ Directors</li><li>• Secretary/ Treasurer's Report</li><li>• Head Table</li><li>• Keynote Address</li></ul>
10:00am - 5:00pm	Technical Sessions/ Speakers/ Breaks with Exhibitors <ul style="list-style-type: none"><li>• How Many Concurrent Sessions?</li><li>• Rooms?</li><li>• Expected Attendees?</li><li>• Refreshments during Breaks?</li></ul>
8:00am – 5:00pm	Guest Tours/ Technical Tours <ul style="list-style-type: none"><li>• How many?</li><li>• Transportation?</li></ul>
10:00am – 5:00pm	Special Meetings (times vary throughout day as required) <ul style="list-style-type: none"><li>• Section/ Region Officer Meeting</li><li>• Regional Board Meetings (TBD)</li><li>• Past National Presidents' Meeting (after ASHE Luncheon)</li></ul>
12:00pm – 1:30pm	ASHE Luncheon <ul style="list-style-type: none"><li>• Recognize and Honor Past National Presidents</li></ul>

	<ul style="list-style-type: none"> <li>• Robert E. Pearson/ Person of the Year Award</li> <li>• ASHE Project of the Year Awards</li> <li>• ASHE scanner Article of the Year Awards</li> <li>• Lunch</li> <li>• Where?</li> <li>• Master-of-Ceremony?</li> <li>• Speakers?</li> <li>• Head Table (optional)</li> <li>• Keynote Address?</li> <li>• Housekeeping</li> </ul>
2:00pm - 6:00pm	Hospitality Room
6:00pm - 10:00pm	Offsite Dinner Event/ Entertainment <ul style="list-style-type: none"> <li>• Where?</li> <li>• Transportation?</li> </ul>
10:00pm - 1:00am	Hospitality Room

**Day 3 (typically Saturday)** Suggested times shown

7:00am - 10:00am	Complimentary Breakfast
7:00am - 7:00pm	Conference Registration Desk Open
10:00am - 5:00pm	Golf Outing (Optional)
9:00am - 5:00pm	Guest Tours/ Technical Tours <ul style="list-style-type: none"> <li>• How many?</li> <li>• Transportation?</li> <li>• Lunch?</li> </ul>
10:00am - 5:00pm	Technical Sessions <ul style="list-style-type: none"> <li>• How Many Concurrent Sessions?</li> <li>• Rooms?</li> <li>• Expected Attendees?</li> <li>• Refreshments during Breaks?</li> </ul>
2:00pm - 6:00pm	Hospitality Room
6:00pm - 7:00pm	President's Reception/ Cocktail Party <ul style="list-style-type: none"> <li>• Where?</li> </ul>
7:00pm - 9:00pm	Annual Banquet/ Gala - Officers/ Directors Installation <ul style="list-style-type: none"> <li>• Where?</li> <li>• Master-of-Ceremony?</li> <li>• Invocation/ Pledge</li> <li>• Dinner</li> <li>• National Scholarship Presentation</li> <li>• Scanner People's Choice Award</li> <li>• Section Awards</li> <li>• Member Awards</li> <li>• President's Award</li> <li>• Installation of National Officers and Directors</li> <li>• Outgoing/ Incoming Presidents' Remarks</li> <li>• Next National Conference Presentation</li> </ul>
9:00pm - 11:00pm	Entertainment at Gala
11:00pm - 1:00am	Hospitality Room

**Day 4 (typically Sunday)** Suggested times shown

7:00am – 11:00am	Check out
7:00am - 10:00am	Complimentary Breakfast
9:00am – 12:00pm	National Board of Directors Meeting (By Invitation Only)
8:30am – 10:30am	National Conference Committee Debriefing

**ATTACHMENT 8**  
***REGISTRATION CHECKLIST***

## **REGISTRATION CHECKLIST**

The need for hardcopy Conference Registration forms has been replaced with online Registration linked to the Conference's website. In addition to the Conference website, the Conference Registration is members' first impression of the Conference, should be easy to navigate, and follow a logical flow. The online Registration should allow registrants the ability to start the registration process, save their work, return to complete, pay online, and return at a later date to edit.

The cost of all paid activities should be clearly listed at the beginning of the registration. Identify all activities that are included free of charge with each registration category.

Many ASHE members bring guests (spouse and children) to the Conference. It is recommended to develop the registration process such that spouse and children are tied to the ASHE member's registration rather than needing to complete separate registrations for each. Further, the Checkout summary should break out each registrant's cost separately to aid a registrant's ability to seek employer expense reimbursement.

The ASHE website ([www.ashe.pro](http://www.ashe.pro)) maintains previous years' Conference website and registration forms. The Conference Host should review what has been in the past to help develop their own registration process.

Please note that certain individual categories receive complimentary registration items at the Conference Host's expense, and these categories and items need to be readily identified and adjusted in the Conference registration (see **Attachment 3** of these Guidelines):

1. Incoming/ Outgoing National President (including spouse and minor children)
  - Full registration
  - Ticketed Conference Events (ASHE Luncheon, Friday offsite event, Banquet/ Gala)
2. Past National Presidents
  - ASHE Luncheon
3. ASHE Person of the Year Recipient (including spouse and minor children)
  - Full Registration
  - Ticketed Conference Events (ASHE Luncheon, Friday offsite event, Banquet/ Gala)
4. Sponsors
  - See Sponsorship Form
5. Exhibitors
  - See Exhibitor Form

Golf registration is generally separate from the Conference registration.

### **Registration Form Information**

- 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
  - Other registration class (optional)
  - One Day Registration
  - Technical Sessions
  - Tours (separated)
  - Breakfast
  - Dinners
  - Special Events (ASHE Luncheon/ Banquet)