QUAD CONFERENCE PLANNING GUIDE
TO: QUAD CONFERENCE BIDDING CHAPTERS

PROGRAMMING

<u>Host Chapter:</u> The host chapter is responsible for the complete design, development, and execution of all conference programming

- Speakers
- Keynotes
- Educational sessions
- Workshops
- Tours
- Charrettes
- Social events

<u>National Office:</u> N/A

MARKETING & PROMOTION

<u>Host Chapter:</u> The host chapter is responsible for the complete design, development, and execution of all conference marketing and promotion

- Mail outs
- Posters & Flyers
- Digital media
- Social Media
- Outreach to publications and press

<u>National Office:</u> The national office will take a secondary role by sharing and distributing the marketing and promotion created by the host chapter and maintaining a place on the AIAS website that highlights all four quad conferences.

CONFERENCE WEBSITE & REGISTRATION

<u>Host Chapter:</u> The host chapter is responsible for the complete design, development, and execution of a conference website. The host chapter is responsible for the entire user experience up until a user clicks "Register Now" – at which time the user will be re-directed to the AIAS national event registration portal.

<u>National Office:</u> The national office will manage the registration process by providing the registration portal that is linked to the membership database. All registrant technical issues will also be handled by AIAS national staff.

FUNDRAISING/SPONSORSHIPS

<u>Host Chapter:</u> The host chapter is responsible for raising all desired funds and sponsorships needed to fund the conference beyond registration revenue. Funds will support the following:

- Venue Rental
- Registration bags and giveaways
- Food and Beverage

<u>National Office:</u> The national office may coordinate any potential interaction with AIAS National Sponsors. Please contact the AIAS National Office before initial outreach.

BUDGET & REVENUE

Host Chapter: The host chapter is responsible for setting the registration fees, forecasting income, forecasting expenses, and managing the budget. 100% of the revenue generated from the quad conference will be allocated to the host chapter.

- Budget Forecasting
- Registration Fee
- Managing Budget & Expenses

National Office: The national office will consult periodically on the management of the budget to ensure that cost overruns are prevented to the extent possible.

*Note: All profit is awarded to the host chapter. Conversely, cost overruns are the sole responsibility of the host chapter.

HOTEL BIDDING & SELECTION

Host Chapter: The host chapter is responsible for identifying hotels near the conference headquarters that might provide suitable accommodations. The host chapter is also responsible for selecting the host hotel from the bids received by the AIAS national office. Please keep in mind when identifying hotel locations:

- Proximity to university facilities (if applicable)
- Neighborhood
- Need for Transportation to conference headquarters

National Office: The national office will conduct the hotel bidding and negotiation process and present the submitted rates to the conference chair and planning team. Any contract will be signed and held by the national office.

VENUE BIDDING & SELECTION

Host Chapter: The host chapter is responsible for identifying event venues that might provide suitable accommodations for any planned event. The host chapter shall review the bids provided by the national office and select those venues that they deem best fit for the event.

- General Session & Breakout Session
- Opening Night
- Beaux Arts Ball

National Office: The national office will conduct the venue bidding and negotiation process and present the submitted rates to the conference chair and planning team. The contract will be signed and held by the national office.

INSURANCE

Host Chapter: The host chapter is responsible for budgeting for and covering (through conference revenue) any insurance policy that is needed above and beyond the existing umbrella liability insurance policy that the national office maintains for all chapters.

National Office: The national office maintains an umbrella liability insurance policy on behalf of all chapters. The national office will be responsible for obtaining a Certificate of Insurance (COI) if necessary to document the existing umbrella policy.

STAFFING/VOLUNTEERING

Host Chapter: The host chapter, chair, and recruited volunteers are responsible for executing the on-site event in totality.

National Office: N/A