

EAP August 24, 2010 Notes

In Attendance: Lisa Yonkers, Shannon Kelley, Sabrina Moton, Richard Roberts, Henning Foster, Kevin Kouba, Spring Taylor, Jason Rimestad, Cheryl Anderson, Dale Thorstad

EAP members not in Attendance: Kelly Breece

AudiologyNOW! 2011 Updates

- The updated website is up, www.audiologynow.org, if you have any changes submit them to Shannon.
- The submission system is open
 - Submit Industry Update and Exhibitor Courses by October 4th
- Specific demographic questions are asked to attendees during the registration process. Shannon will email the reg form to exhibitors and we ask if you have any questions to add or change email smoton@audiology.org by Tuesday, August 31^s

- No Giveaways Policy:
 - Only media/literature is allowed to be handed out to attendees. The issue that comes up is what format(s) the literature can be handed out i.e. in bags, pen drives, customized pieces, etc.
 - There are ethical debates in the pharmaceutical and medical fields
 - An idea would be setting standards of how literature can be passed out for example 1 Gig memory limit on the pen drives or bags must be defined with a value
 - Items that can influence product buying will not be allowed such as pens, post-it notes, etc.
 - The Academy will meet and clarify with the Ethics Committee to see if educational posters (that have the company logo on them) are considered influential on attendees or educational
 - Shannon will email EAP the Ethical Practices guidelines and would like feedback and comments prior to September 3rd
 - Henning will send Shannon the HIA Ethical Guidelines for any new ideas

- Show floor opening earlier:
 - A survey was sent out in the last exhibitor newsletter asking for feedback on opening the show floor sooner than Thursday at 12pm
 - One thought was opening the show floor for Celebrate Audiology (Wednesday evening), but that was denied due to added cost on exhibitors
 - It was agreed that opening the show floor on Thursday at 11:00am (prior to General Assembly ending) would be beneficial to exhibitors
 - It was also suggested to close the show floor at 12pm instead of 2pm on Saturday. The EAP likes having the show floor open till 2pm since attendees enjoy the ice cream social and getting more quality time and meaningful contacts

- Housing
 - The request for exhibitor block housing deadline was August 12th. Blocks have been set and sub-block contracts will be sent out in the next couple weeks.

- Sub-block contracts have to be submitted to Experient via fax, no more email, to comply with credit card/privacy policies. Specific instructions will be included in the sub-block contracts
- Hosted Buyer Idea
 - Based off of specific demographic answers from attendee registration (budget, final decision maker etc), attendees would be “invited” to attend AudiologyNOW! and required to meet with sponsors (5-10 minutes) in exchange for complimentary registration.
 - A specific level of sponsorship would be set
 - A con was brought up that the “big guy” attendees that have the high budget level don’t have issues with paying the registration fees
 - The Academy will meet with the Ethics Committee to review the idea
- Bistro Area:
 - Since there are limited restaurants near the convention center, there will be three levels of food service during AudiologyNOW! 2011
 1. \$10 lunch vouchers (included with registration) which will buy them basic lunches such as a burger and soda
 2. Concession stands will be open for those that want to pay above the \$10 lunch voucher allowance and add more to their “basic lunch”
 3. A hosted lunch bistro area will be set in the back of the show floor with table linens in a curtained off area. Attendees can purchase the upgraded lunch for approximately \$20 per meal or exhibitors can buy tables to host and invite guests to join them.
 - The Academy has asked exhibitors to help them name the hosted bistro lunch area. Dale came up with the name Legends Club
 - Some of the tables will offer speakers, no CEUs can be received for attending the hosted lunches
 - Once exhibitors have signed up for tables, they will vote for the daily lunches served
 - The Academy will not make money off of the hosted lunches; this is just a benefit for attendees to have more lunch options and a chance for exhibitors to have more meaningful time with attendees.
- Webinar about McCormick
 - Recently there was a webinar about McCormick Place and the new policies being implemented. Shannon will keep the website and exhibitor manual (online) up to date with any changes as they occur.
 - For example, you are allowed to bring in your own cases of water, but they are only for exhibitor personnel consumption.
 - A conference call with exhibitors, Champion and Chicago will be set up to go over the convention center rules
 - Shannon will also send out a “cheat sheet” the end of October with the new policies that have been put into place.
 - If anyone from McCormick contacts you please let Shannon know ASAP
- The decibel level approved at exhibitor booths has changed from 85 to 75 decibels. This will be measured from outside your booth to ensure sound levels are not disruptive to other exhibitors.

- In the past it was suggested to find other ways for exhibitors to gain points since it wasn't fair to new exhibitors or small exhibitors to pick up sponsorships. The Academy is looking to separate any booths over approximately 1,000 square feet. The large booths would be separated by 40 feet allowing small exhibitors to intermix in between. Final details still being worked on.
- Shannon needs Henning and Cheryl's bios and photos by September 3rd for the EAP focus for the next exhibitor newsletter.
- 2010 Booth Rate Increase:
 - Since the booth rate increase discussion at the EAP/Program Committee meeting in May, the Academy has experienced five layoffs and multiple salary freezes. In order to maintain staff and stay on top of new technologies in the convention industry, booth rates will be raised by \$1. Priority point exhibitors will be paying \$19 and non priority point exhibitors will be paying \$21.
 - Rates have not increased since 2007
 - Other conventions have a range of booth style rates such as islands, etc...the Academy does not have these policies
 - In May, the Academy provided exhibitors with a comparison table of other comparable convention booth rates versus AudiologyNOW! to show we are well below the norm. Shannon will send out the table via email.
 - There has not been a decrease in the number of exhibitors at convention, just a lack of sponsors. Sponsorship is down \$130,000 from this time last year. Shannon is open to hear any new ideas on sponsorships if anyone has any.