

**Finances/Exhibits Committee Conference Call**  
**April 9, 2010**

**Participating:** Anastasia Becker, Mike Lees, Brenna Wanous

**Minutes:**

1. May Correspondence:
  - a. Committee to send an email to past and potential funders, including:
  - b. Introduction to/reminder of the 7<sup>th</sup> IPM Symposium (date, location, theme);
  - c. Inform them the f/e committee has begun planning and they should expect future correspondence;
  - d. Request feedback from past funders on their experience and suggestions for improvement.
2. Late July/August Correspondence:
  - a. Committee to send a more direct email to same contacts. Email will request financial support, describe ways they can be involved and how they can benefit.
    - i. Committee to gather feedback/quotes from two or three past funders on why they contributed, how they've benefited from participating, etc.
    - ii. One week after email distribution, committee members will divide the funder contact list and send more personalized emails to contacts.
3. **Committee timeline:**
  - a. (Companies and agencies need one to one-and-a-half years notice to plan their 2012 budgets and a sponsorship for the IPM Symposium.)
  - b. May: intro/reminder email;
  - c. July/August: sponsorship request email;
  - d. November and quarterly onward: emails including sponsorship request and additional updates on Symposium planning;
  - e. June/July 2011: committee will begin phone call correspondence with their designated contacts (see item 2.a.ii.).
4. **Items to discuss on April Steering Committee call:**
  - a. Two letters described above;
  - b. Whether to keep the gold/silver/bronze sponsorship levels the same;
  - c. Whether to keep the complimentary exhibit space at same price (\$1000 sponsorship);
  - d. Goal for fundraising amount;
  - e. Proposal for sponsor reception during the Symposium (Monday night?):
    - i. Reception for sponsors, steering committee and f/e committee;
    - ii. Reinforce the committees' appreciation for their financial support;
    - iii. Cultivate stronger and more reliable relationships, which is particularly important because the event is held every three years.
5. **Next f/e committee call:**
  - a. Late April or early May. Watch email for updates and doodle poll.