

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 7th 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.