

Finances/Exhibits Committee Conference Call
August 26, 2010

Participating: Anastasia Becker, Mike Lees, Sue Radcliffe, Brenna Wanous

Minutes:

1. Finances Spreadsheet:

- a. Consensus made to maintain all of the sponsorship levels as they are
 - i. Bronze: \$500-\$999
 - ii. Silver: \$1000-\$4999
 - iii. Gold: \$5000 and up
 - iv. Proposed additional level: Platinum: \$10,000 and up
- b. Committee agreed to create an option for the bronze level sponsors to receive an exhibit space for \$250 rather than the full \$500.
 - i. Sponsor would receive one complimentary registration, not the combined two.
 - ii. Done as an incentive for bronze sponsors to more readily jump on the exhibitor opportunity.
 - iii. Also makes the bronze + exhibit space total (\$750) remain in the bronze category, rather than automatically bump them up to silver (\$1000).

2. Registration Fees:

- a. As per Tom Green's request, Elaine Wolff allocated \$75,000 in the overall budget to carry-over for the next Symposium, bringing fundraising goal to \$145,000.
- b. Elaine suggested increasing the registration fee from \$225 as in 2009 to \$250. Committee members recommended increasing the registration fee even higher to \$275 to cover inflation, increased expenses in Memphis, and the carry-over.

3. Sponsor Letter:

- a. Committee determined a more targeted and concise approach is to send a separate email to government sponsors than the one to industry contributors. The two letter drafts are attached. Brenna will separate the mailing list accordingly.
- b. Feedback on the letters is due by September 3rd; the letters will be sent out on September 8th.
- c. The committee will split up the list of past and potential sponsors to conduct follow up in mid-October.