



NACE INTERNATIONAL
Area Conference Guidelines Handbook

Published: April 2019

USE OF THE AREA GUIDELINES HANDBOOK

How to effectively use this handbook:

1. As an index for the conference Chair to check with committee Chair to ensure completion of their responsibilities by pertinent target dates.
2. As an auxiliary agenda for conducting meetings of the conference arrangements committee.
3. As a guide to responsibilities of committee Chair and a check list of duties.
4. Any questions shall be directed to NACE Conference, Exhibits & Sponsorship staff at papers@nace.org.

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OVERVIEW OF AREA CONFERENCES FOR NACE INTERNATIONAL

This set of guidelines suggests the duties of, and the successive steps to be taken by, the essential personnel of an area conference. It offers a list of essential member roles and a summary of duties and responsibilities of each and attempts to set target dates for setting various activities of each committee into action.

These guidelines are suggestive rather than mandatory. Responsibilities for a conference belong to the host section and area, following preparation and submittal of a conference budget that is approved by the area Board of Trustees.

Coordination of the activities are essential for success and will help those responsible facilitate that coordination. It is important to remember that area conferences are *not required* annually. Some areas have large sections annual conferences are extremely successful. Other areas may benefit by offering a conference every other year to ensure success. This is a discussion that should be held and approved by the area Board of Trustees. One of the guiding principles is that the technical content of the Area conference should serve the local membership. It is important to include a review of the financial documents for the 3 most recent conferences for the area as a component of this dialogue. Area conferences should be self-supporting; therefore, fees must be adequate to pay for all conference expenses.

For general advice on conference planning, please contact the Conferences & Exhibits department at NACE Headquarters.

NOTE: Contracts for area conferences offered jointly between a section and the NACE International Headquarter office must be forwarded to the Director of Conferences & Exhibits for review and subsequent signing by the Executive Director.

Additional guidance on how Sections and member communities conduct activities can be found in the NACE International Sections Operating Manual.

Section Bidding Process

Below is the list of guidelines on the process of submission and presentation to host an Area Conference. All sections interested to host the Area Conference must meet or comply with the following.

Bidding

1. Bidding to co-host the Area Conference will be made 3 years in advance.
2. Bidding is open to all active Sections in the Area. Suspended Sections are not eligible. Member communities are not eligible to submit a bid to host an Area Conference as they are unable to enter into contractual agreements and cannot conduct any financial transactions.
3. Interested Sections need to submit the Bidding Proposal 2 months prior the Fall BOT Meeting, 3 years in advance.

Submission of Bidding Proposal

1. Bidder shall submit a formal proposal (no more than 2 pages) to the Area Committee to explain the reason why their Section is the ideal choice to co-host the Area Conference. A sample proposal form (Appendix A) is included in this document. The proposal shall contain the following details as a minimum:

- Preliminary budget, which include cost of venue, AV equipment and exhibition area construction fees
- If a Section wishes to partner with NACE Headquarters to offer a conference, it is recommended that the Section reach out in advance of submitting the proposal for review of the preliminary budget.
- Identify at least 3-4 members from the Section that will be involved in the planning process
- Host country / state / suitability for travel from other countries and within the conference venue
- Provide 3 options for the venue (if possible) with details of the nearby hotels, distance for travel to the venue, transportation (if any) and venue infrastructure
- Local Rules and Regulations which the Organizing Committee will need to consider in preparation for the event
- Indicate the prospects of support from industries and government organizations, if applicable
- Provide topics/tracks assist in building a solid technical program

2. The Area Committee shall evaluate the proposal to ensure that the submitted proposal has met the minimum criterions mentioned above.

Shortlisting

1. The shortlisted Sections shall be informed by the Area Committee 1 month before the Fall BOT Meeting. Example: Bidding for Area Conference 2021 will be opened 2 months prior to 2018 Fall BOT Meeting. Shortlisted Sections will be informed 1 month prior to 2018 Fall BOT Meeting and their presentation will be make at 2018 Fall BOT Meeting.

2. Only shortlisted Sections will be presenting the proposal at the Fall BOT Meeting and open for questions by BOT members. The shortlisted Sections need to present the proposal physically at the Fall BOT Meeting.
3. Presentation by the shortlisted Sections shall encompass their detailed proposal. A 15 minutes presentation shall be allotted to the Bidder once the Area Committee has received and confirmed that the minimum criteria are met.

Voting

1. Voting process shall be done after the presentation by the shortlisted Sections.
2. The BOT members have 6 weeks to make comments, remarks or questions based on the presented proposals to the Area Committee. The Area Committee shall forward the comments, remarks or questions to the Bidding Sections after evaluation.
3. All votes shall be returned to the Area Committee via Electronic Ballot 2 months before Spring BOT Meeting.
4. Members of BOT (voters) shall evaluate the proposal based on:
 - the capabilities of administrative and logistic,
 - suitability for travel to the host country,
 - venue infrastructure,
 - support from industries and other government organizations in the host country
5. Each Section has only 1 vote. Area Committee holds 5 votes.
6. Student Sections and bidding Sections do not have voting rights. Section not present or without nominee will not be eligible to vote. Postal votes are not acceptable.
7. Voters comprise of:
 - Area Director;
 - Area Chair;
 - Area Vice-Chair;
 - Past Area Director;
 - Past Area Chair;
 - Area Board of Trustee Members
8. Result shall be announced by the Area Committee at the Spring BOT Meeting. Example: Bidding for Area Conference 2021 will be done at 2018 Fall BOT Meeting; the result will be announced at 2019 Spring BOT Meeting.

Area Conferences Without a Hosting Section

Area conferences require a significant amount of time and local resources to be successful. While it is recommended that Area Conferences are planned with the support of a local Section, it is not required. Areas are encouraged to utilize the Area Conference Proposal Form (Appendix A) to begin the planning process before signing any contracts. It is also encouraged that Area Conferences without a hosting Section partner with NACE Headquarters to ensure that

adequate planning and support are provided to ensure the conference is successful.

Partnering with NACE Headquarters for the Conferences

After the voting process is complete, the host section is encouraged to reach out to the Conferences & Exhibits team at NACE Headquarters (if they have not done so already) to collaborate on planning the conference. The relationship of NACE and the Section to each other is that of independent contractors. NACE Headquarters frequently partners with Sections to plan, design, develop, and deliver area conferences worldwide. The agreement also outlines the roles and responsibilities of each party/organization involved. Sections are required to adhere to the Section Affiliation Agreement signed between NACE International Texas, LLC and the Section.

The Section Affiliation Agreement states that prior to hosting any NACE partnership event or conference, Sections must coordinate with the NACE Conferences, Exhibits and Sponsorship department and enter into a separate written agreement regarding such event or conference. Sections shall not sponsor or conduct any programs and activities together with any third party without the prior written consent of the NACE Chief Executive Officer.

For the purposes of conference planning, it is an important to note that 2(c) Section Obligations states, "Limitations on Section. Section hereby agrees that it is receiving valuable consideration in connection with its association with NACE and will have access to NACE's confidential information in connection with this affiliation. In exchange for that consideration, Section agrees to be subject to the following limitations and to obtain the following consents prior to entering into any agreement or contracts in Section's name (referred to herein as "Contracts").

- (i) Section may, without prior approval, enter into a Contract in Section's name if the aggregate amount due under the Contract during the entire term of the Contract is less than \$2,500.
- (ii) If the aggregate amount due under a Contract during the entire term of the Contract is more than \$2,500, but less than \$10,000, Section must send the Contract to the Section's Area Board of Trustees for review and prior written approval before entering into such Contract
- (iii) If the aggregate amount due under the Contract during the entire term of the Contract is more than \$10,000, Section must send the Contract to NACE Headquarters for review and prior written approval before entering into such Contract.
- (iv) If the other party to the Contract is a hotel, conference center, or convention center, regardless of the amount at issue, Section must send the Contract to NACE Headquarters for review and prior written approval before entering into such Contract.
- (v) All Contracts must be entered into in the name of the Section. No contract should be entered into on behalf of or in the name of NACE or any other entity affiliated with NACE.

Failure of the Section to abide by the limitations in this Section 2(c) will be considered a breach of this Agreement. Further, NACE reserves the right immediately terminate this Agreement if a Contract is entered into without first obtaining proper approvals.

NACE Headquarters Support for Area Conferences

Support from NACE Headquarters staff for area conferences may include:

- Assistance in site selection
- Contract review and negotiation
- Assistance with budget preparation
- Contact lists and leads for fund raising, exhibitors, and local section chairs/members
- Assistance in obtaining programming grants
- Publicity and Marketing services
 - Free promotion of your event on the NACE website
 - Free promotion of your event at other NACE conferences and events
 - Free promotion of your event in *Materials Performance*
- Graphics and printing support
- Online abstract services
- Assistance with expositions
 - Vendor contacts
 - Sample contracts
 - List of NACE national exhibitors in your region
- Onsite meetings with your organizing committee
- Liaison to other NACE offices and departments
- Assistance with food and beverage orders
- Assistance with meeting room setups
- Audio visual recommendations
- Preparation of registration form
- Online Registration
- Responsibility for all advance/onsite registration
- Sending of confirmation notices to advance registrants
- Preparation of badges, badge cases, and tickets to events
- Preparation of all receipts for attendees
- Assistance to organizing committee with onsite meeting logistics
- Preparation of all internal signage for meeting
- Capture of important meeting data for present and future reference
- Identification of registrants with special needs
- Preparation of detailed financial reports on attendance and finances

Selecting and Contracting for the Conference

Once the area has voted to approve a Section to host the conference, the local Section should review facilities and suggest meeting dates. The next step is to prepare a request for proposal (RFP) to submit to possible meeting venues. When partnering with NACE Headquarters, conferences & exhibits staff can assist in this process. If a Section chooses to plan and execute an Area conference without NACE Headquarters, it is recommended that they follow the process outlined below. A sample of the RFP and meeting setup appear at the end of this chapter. These might include hotels, conference centers, college/university campuses, and convention centers. The amount of meeting space is an important consideration—most area conferences require between 4 and 6 concurrent meeting rooms, as well as exhibit space and areas for registration, workshops, banquets, poster sessions, and other special events.

Once they have received responses from potential meeting facilities, the designated members of the hosting Section should tour those they are most interested in before proceeding with contract negotiations. Keep in mind the traditional time of year for the meeting, holidays, and school breaks, and then determine when the most desirable facilities are available—at the best price. In addition, confirm your selected dates with the NACE Conferences & Exhibits team to avoid potential conflicts with other meetings. Again, the Section should review Section 2(c) of the Section Affiliation Agreement to ensure they obtain proper approvals prior to signing any contracts for a conference or event.

The Ideal Physical Setup for an Area Conference

When planning an area conference, one of the first decisions to make is where to hold it—the physical setting. While many attendees are local and drive to the meetings, a number are far enough away to require housing during the meeting. The comfort of attendees is paramount in attracting them and keeping the arrangements as simple as possible is a major consideration.

The content of your meetings meets the highest professional standards; accommodations should be comparable. Area conferences must compete for attendees with other professional conferences, workshops, and educational seminars. Attendees appreciate “one-stop shopping”. The primary attraction is the technical program. To build and keep attendance, attention must be given to the packaging of that program.

Considerations in Site Selection

For area conferences, a hotel is the ideal setting, followed by a conference center. Convention centers can be extremely expensive and should only be considered if the anticipated attendance is greater than 750 registrants. When selecting the location for your meeting, consider the following:

- **Overall Destination:** It is important to consider the location of the conference on a larger scale. Is it easily accessible by air, train, and/or ground transportation? What does an average flight cost in the region? Accessibility and cost are an important factor when attendees determine if they will attend a conference.
- **Venue Location:** The location should include sleeping rooms or easy access to nearby hotels and restaurants, preferably within walking distance and/or near to good public transportation to make it easy for attendees to get to and from the site. (Many will be carrying coats, briefcases, laptop computers, umbrellas, and the usual items required to conduct a meeting).
- **Meeting and Exhibit Layout:** It is important for the meeting to be in one central location, making it easy for attendees to move from session to session. Hotel and conference center meeting areas are designed to provide good traffic flow during a meeting and offer a variety of rooms of varying sizes to comfortably accommodate sessions and events. They should also have a variety of resources in the venue that might be needed to support a meeting, (e.g., exhibition companies, event planners, and AV support companies). When selecting a venue, it is possible to negotiate these items to be included at a lower cost. Many hotels will offer special discount room rates and may provide free meeting rooms depending on the number of sleeping rooms guaranteed in

the contract. Attendees are more likely to visit the exhibition if it is convenient to the sessions. Increased traffic for exhibitors may influence their decision to participate as an exhibitor in future area conferences.

- **Food and Beverage:** Attendees have easy access to meals. Venues located in major cities allow attendees access to dining and evening social activities at a variety of price ranges. It also means that there are hotels in the area offering a range of room rates to better accommodate attendee budgets. When considering a venue, ask for their event catering menu to compare prices with other venues. The cost of food in some locations may be expensive. Food and beverage is a significant portion of the budget. Look at things like the cost for coffee/tea, muffins, boxed lunches, buffet lunches, reception food, beer and wine. Compare the cost of these items across multiple venues.
- **Internet Access:** Inquire about the internet access for conference attendees. Is access complimentary? Is it available for purchase? Can it be provided by the conference organizers for a fee? As we continue to move towards a paperless environment, desire for internet access continues to grow but can often be costly.
- **Business Center:** Business centers provide attendees/vendors/speakers/staff with a place to receive deliveries of shipments. Most hotels have business centers to meet these needs.
- **Social Events:** What activities are there to do in the area in the evening and after the conference ends? What events does the Section want to include as part of the programming? Keep in mind that off-site activities may have an additional venue rental fee, food and beverage minimums, and require transportation. Will the event be free to attendees or will it require attendees to purchase an additional ticket? For conferences attracting a more local audience, keep in mind that tourist destinations may not be as popular if many of the attendees are local.
- **Potential Partnerships for Collaboration:** Some of the most successful conferences and events are due to strong partnerships with local governments, laboratories, industry partners, and universities. Is the destination and venue being considered close to any of these potential partners? Do members of the committee have contacts within these organizations to conduct outreach? Developing these partnerships can help contribute to off-site events, tours, sponsorships, and increased attendance.

NACE Headquarters may have physical requirements that must be met to operate effectively on your behalf. NACE staff asks that you consider the following items in your site selection process:

- an office or storage room that locks to store the equipment brought to run registration (e.g., signs, printers, computers, and general supplies).
- easy access to electricity and phone lines for computers.
- a highly visible, central location near where attendees enter to attend sessions to make it easy for them to pick up their badges and programs, to register quickly onsite or they may get to the sessions, and to answer questions they may have about the meeting. (It is also essential to monitor attendees to make sure they do register.)

When partnering with NACE Headquarters, the Conferences & Exhibits team can assist in finding a location and can work with you to prepare an RFP to send out into the community where you wish to find a hotel or conference center. They can negotiate favorable terms for sleeping room rates, meeting rooms, banquet events, and AV support, as well as work with you to determine

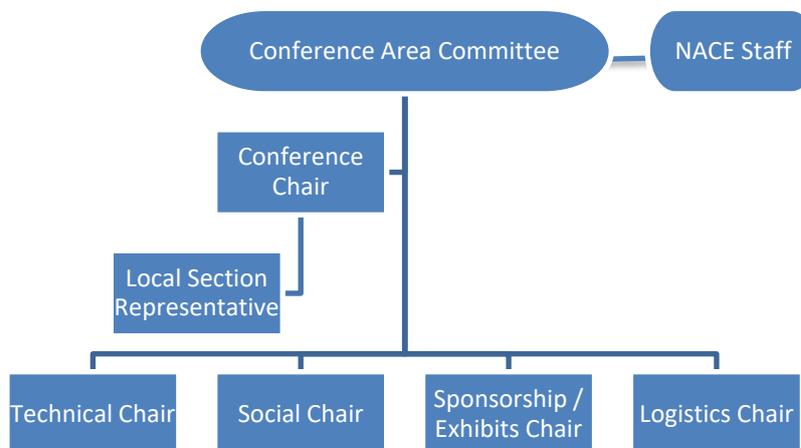
if there are competing events taking place, when the peak season is, and other factors that would affect your cost.

Contract Negotiation

Once you have received the proposal(s), you need to review them to determine which one best meets your needs. Then you request a contract from the facility. Once you receive the initial contract, we urge you to send it to the Conferences & Exhibits team at NACE Headquarters to review before signing it. NACE Headquarters staff has extensive experience handling contracts for area conferences and events and can make suggestions that will protect your conference and your best interests. We strongly urge you to work closely with NACE Headquarters to select the location and dates, and to review your contract. Again, the Section should review Section 2(c) of the Section Affiliation Agreement to ensure they obtain proper approvals prior to signing any contracts for a conference or event.

Remember, should the Section choose to sign an agreement with NACE Headquarters to partner on an area conference, the contract must be reviewed and signed by NACE Headquarters, not the Section itself. Therefore, the contract should be written between the facility and NACE International. Once you have locked in your meeting dates and location, notify the steering committee of the region and the Conferences & Exhibits team at NACE Headquarters to minimize potential conflicts in scheduling.

Area Conference Organizational Structure



The overall structure of the Area Conference may include:
Organization Committee and NACE Staff

- a) Conference Chair
 - Local Section Representative
- b) Technical Program Chair
- c) Social Events Chair
- d) Exposition/ Sponsorship Chair
- e) Logistic Chair

Organizing Committee Roles and Responsibilities

Conference Chair

- Appointed by the Area Committee
- Responsible for appointing the other committees, who make up the Conference Organizing Committee
- Overall responsible for the administrative aspect of the conference and to ensure that the policies and guidelines for the Area Conference are followed.
- To ensure that all financial requirements are met.
- Responsible for mechanism of the payment.
- To finalize the financial aspect of the conference and submission of the Final Financial Report to the Area Committee after auditing. This includes the transfer of surplus to the local co-host Section.
- Plan the “Handing over” ceremony/session.
- Will be the key liaison to the Area Committee.
- Will be the key liaison to the VIP, NACE Officers and staff before and during conference.

Technical Chair

A strong technical program is often the key to a successful conference and will provide for and foster participation at future Area conferences. The Technical Chair’s duties include:

- To ensure that a well-balanced, high-quality program is organized and presented at the conference. There should be an overall theme for the conference that is not only topical for the region in which the conference is being held but is aligned with the other Area conference themes being held in the same calendar year. For example, “CO₂ Corrosion and Carbon Capture” technology may be suitable for one Area while “Corrosion Management” may be suitable for another Area. It is therefore suggested that the Technical Chair checks with NACE HQ as to what conference themes are currently being proposed for other Area conferences.
- To write a summary for the conference website that provides potential registrants with a good idea of what they may expect to gain from the technical program.
- Responsibility for appointing Technical program session chairs to convene each technical track. These session chairs will in turn be responsible for reviewing and approving abstracts, papers and presentations. Each session chair may want to appoint one or more technical reviewers that are well versed in the subject matter. If a particular technical track is quite large i.e. longer than ½ day, the session chair may want to appoint a co-chair to help out with the session chair duties.
- Responsibility for selecting a system that will organize the technical abstracts/papers and their presentations. If partnering with NACE Headquarters, work with NACE staff for use of HQ’s current Paper system e.g. Paper Trail. Once the system is in place the Technical Chair will be responsible for providing overall management of the system. Furthermore, the Technical Chair may need to help session chairs with filling their technical tracks with high quality papers.
- The Technical Chair needs to establish early on whether full technical papers are required, or Powerpoint presentations will be accepted from authors/presenters. It is strongly recommended that full technical papers be solicited for Area conferences as this generally results in a stronger technical base to the conference

and ultimately better value to registrants. The NACE author guidelines are very useful for helping authors prepare their material for the conference.

- To plan any technical workshops or discussion forums that will fit well with the conference theme. These are often best suited for the final day of the conference when the conference registrants have had a chance to hear several presentations on the particular topic.
- To select one or two Keynote speakers for lunchtime or evening presentations. It is recommended that these speakers provide a high profile to the overall conference. For example, a speaker from local or federal government, local university or local organization that may derive benefit from further association with NACE International members. The current NACE President, Vice President or Past President may also be willing to provide a Keynote address for the conference.
- Organizing a system for distribution of technical papers and presentations to conference registrants. In some cases, it may be appropriate to provide a collection of papers for distribution by NACE Publications.
- Assisting in the scheduling of session rooms once the technical program has been finalized. In some cases, speakers may not be able to attend at the last minute, so it is a good idea to potentially have some back-up speakers/presentations.
- Arranging for speaker gifts and technical session chair gifts to be awarded during the conference.

Social Events Chair (*include Section Representative, who is responsible for the local social programs*)

- Responsible for the availability of networking sessions during the tea break sessions, evening sessions.
- To coordinate for the networking sessions to be held at the exposition area, where the participants are given the opportunity for networking with each other as well as the booth visitation/traffic is increased.
- Make available a social sightseeing program for participants. (after conference hours or at the end of the conference)
- May incorporate technical site visit or demonstrations, which can be sponsored
- To organize a conference banquet for all participants (cost to be included into the registration fee)
- To encourage participants to become NACE member.

Exposition / Sponsorship Chair

- Responsible for sale of exhibition booth and sponsorships.
- To be in-charge of operational matters of the exposition.
- Ensure proper handling of contracts, floor space, exhibitor registration and security.

Logistic Chair

- Responsible for accommodation and travel issues, such as VISA requirements. (All attendees/delegates must be registered and pay PRIOR to making request to get supporting document for VISA application)
- Work with local vendors and Technical Committee in the planning of the conference space, including room setup.
- Work with NACE Staff in shipping of registration equipment and other local logistic.

- Work with Social Chair in the planning of sightseeing program, entertainment for opening reception etc.

Conference Planning Timeline and Milestones

1. The Area Committee shall appoint an Organizing Committee Chair at least 30 months before the Conference date. This date may depend on how often conference is held.
2. The venue of Area Conference must be confirmed at least 18 months before the conference date.
3. Budget needs to be reviewed by the Area Committee for approval. If the Area Conference is jointly offered with NACE International, Conferences & Exhibits staff must also review and approve the conference budget.
4. The Organizing Committee shall:
 - Set forth the relationship and obligations of all involved parties in an Agreement at least 24 months before the conference date.
 - Appoint Session Chair for each topic at least 24 months before the conference date.
 - Develop communication plans, marketing materials and conference website 18 months before the conference date.
 - Develop exhibitor and sponsor prospectus to obtain exhibitors and sponsorship at least 18 months before the conference date.
5. The abstract submission system and Call for Papers email shall be established at least 18 months before the conference date.
6. NACE International shall be responsible to update the conference information with a page/link about Call for Papers information on NACE Website.
7. Both NACE International and Area Organizing Committee shall promote Call for Papers, exhibit and sponsorship prospectus at current year's events.
8. The Organizing Committee shall review and reconfirm hotel, meeting space and room block 18 months before the conference date.
9. The submission of abstracts shall be closed 10 months before the conference date.
 - Paper review process shall be completed and finalization of the technical program 8 months before the conference.
10. The Organizing Committee shall start planning for social activities/tour program 9-12 months before the conference date.
11. Advance registration shall start 9 months before the events, and standard registration starts 3 months before the event.
 - All speakers are to be registered (minimum 6 months) once their paper or extended abstracts have been approved.
12. Update/meeting between NACE International and Organizing committee shall be held monthly and at closer intervals during the 3 months prior to the conference date.
13. Complete and print final program 2 months before the conference date.
14. Advertising/publicity and registration reminder shall be sent on a regular basis, as determined by the NACE Headquarter marketing team.
15. Develop and finalize job functions/onsite needs 2 months before the conference date.
16. Ship final program and other marketing materials, equipment (if any) to the conference site. Dates may vary due to location and shipping procedures (e.g.,

customs for international shows). It is recommended that the Conference Chair consult NACE Headquarters for exact dates.

17. All onsite logistics with venue (registration, exhibition, meeting rooms, food & beverage) must be confirmed 2 weeks before the conference.
18. Registration area, exhibit space, information booth, office area setup must be completed at least 1 day before the conference date.
19. Both NACE staff and Organizing Committee to submit a final statistic of participants and lessons learned report no later than 2 weeks after the conference ends.
20. All outstanding bills, refunds, receipts and balance due must be cleaned up no later than 30 days after the conference ends.
21. Final Financial Report shall be submitted to the Area Committee no later than 1 month after the end date.
22. Distribution of net revenue shall be completed no later than 2 months after the conference ends.

Suggested Registration Categories

(pricing structure will vary)

Conference registration will comprise of 4 main categories, divided into 6 types.

- Member Advance registration – 9 months to 3 months before conference.
- Non-Member Advance Registration – 9 months to 3 months before conference.
- Member Registration – Regular and on-site (Less than 3 months to the conference)
- Non-Member Registration – Regular and on-site (Less than 3 months to the conference)
- Student registration – discounted registration for student members.
- Group registration – discounted registration based on the above 4 categories.
NOTE: Discounted group registrations are only made available for international area shows.

Registration payments will be completed by phone, online (credit card) or wire transfer. Onsite registration will be via credit card or cash. Legal regulations may apply in some locations.

Complimentary registration for area conferences *may* vary depending on the approved budget.

Complimentary registration may include:

- NACE Executive Board Members (e.g., President, Vice President, Treasurer and Past President)
- Area Conference Chairs (e.g., Conference Chair, Local Section Representative, Technical Program Chair, Social Events Chair, Exposition/Sponsorship Chair, Logistics Chair)
- Keynote or Plenary Lecturer

Financial Considerations

A budget should be prepared for inclusion in the bid submitted by the selected Section. Once the selected Section is approved, several rounds of revisions may be required to incorporate changing costs (e.g., venue, special events, food and beverage). If the area conference is being offered jointly with NACE Headquarters, the budget should be reviewed and approved by both the area committee and NACE Headquarters. Conferences & Exhibits staff can assist in developing a conference budget and can provide samples.

Below is a list of items that shall be considered for inclusion in the area conference budget. Note: Conferences & Exhibits staff from NACE Headquarters shall be involved in the development of this budget when a joint agreement is signed with the host Section for an area conference.

Revenue

- Registration fees (*consider the number of complimentary and discounted registrations as this can have a significant impact on the revenue*)
- Sponsorships
- Exhibitors
- Guest Registration Program (*if applicable*)
- Banquet tickets (*if applicable*)
- Misc. (e.g., *conference proceedings*)

Expenses

- Venue Rental (*Note: some items can be included in the venue rental*)
- Food and Beverage (*Note: some venues have a required minimum you must spend. Food and beverage may include: coffee/tea breaks, meals, and receptions*)
- Audio visual (e.g., *projectors, screens, computers. Note: some venues include this in the cost of their venue rental. This is something that can be negotiated before the contract is signed*).
- Printing (e.g., *flyers, programs, signs, displays*)
- Advertising (e.g., *external advertising in print and online, mailing lists*)
- Photography (*if applicable*)
- Sponsorship (*items that must be purchased to fulfill the sponsorship e.g., bags, pens, giveaways*)
- Entertainment (e.g., *music, performers, dancers, off-site social events*)
- Transportation (e.g., *off-site social events that require transportation*)
- Royalty Fee (e.g., *net revenue (surplus) to be paid back to section, outlined in agreement*)
- Decorator/Labor (e.g., *set-up of exhibit hall, registration area, security, special events*)
- Gifts (e.g., *international conferences typically provide a souvenir/memento for speakers and/or attendees*)
- Equipment rental (e.g., *registration systems, computers*)
- Travel (e.g., *keynote/plenary/VIP, if applicable*)

Appendix A –Area Conference Proposal Form

Submitter Information	Description/Notes
Submitted by (Name):	
Contact Information:	
Phone:	
Email:	
Date Submitted to NACE Conferences:	
General EVENT Information	
Proposed Event Title:	
Ideal Time of Year:	
Ideal Location:	
Potential Venue(s) in Ideal Location to Hold Event:	
Group/Sponsor:	
Type of Event (Please select one):	
Conference (250 Plus attendees)	
Seminar (100 -150 attendees)	
Workshop (75 - 100 attendees)	
Event Format (Please select all that apply):	
Technical Papers	
- One Track	
- Two Track	
- Three Track	
Round Table	
Panel Discussions	
Event Length (Please select one):	
Half Day	
One Day	
One and Half Days	
Two Days	
Three + Days	
Section Members to serve on Planning Committee (Please provide at least 3-4 recommendations):	
1:	6:
2:	7:
3:	8:
4:	9:
5:	10:
Topics/Proposed Tracks Titles	
1:	6:
2:	7:
3:	8:
4:	9:
5:	10:

Define Industry Need for event/Why I should attend:

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Competition

Competing Industry Events:	
Competing NACE Events:	
Competing Organizations:	

Potential Exhibitor/Sponsors

1:	6:
2:	7:
3:	8:
4:	9:
5:	10:

Note: A preliminary budget should also be submitted for consideration in hosting an Area Conference. In preparing the budget, the Section shall consider the list of financial considerations found on pages 14-15 of the Area Conference Guidelines Handbook.