

Society of Plastics Engineers



Manual of TopCon (Conference) Procedures and Guidelines

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INTRODUCTION "WHAT IS A TOPCON?"

TopCon/Conference

A TopCon/Conference is any meeting for which a registration fee is charged (other than a Minitec or regularly scheduled monthly meeting), features a program based either on a single subject or several closely integrated subjects and is designed to appeal to a particular segment of the plastics industry. Conferences may include management topics. Sponsorship can be by a Division or a Section, or both can cosponsor the Conference. A bid for sponsorship, preliminary program, budget, site and committee must be submitted to the Conference Committee when dates are requested. All petitions are subject to review and approval by the Committee.

A Conference is designed to draw attendance on a topical subject (TopCon). It is the recommendation of the Society that the Sections request cooperation from one or more of SPE's Divisions in developing the technical program. Responsibility for promotion and logistics of the conference is frequently divided between the Section caring for logistics and the Division(s) the technical program. SPE Headquarters is positioned to offer a wide array of marketing and support services and Sections and Divisions are strongly encouraged to take advantage of these services.

MiniTec

A MiniTec is a one-day (or less) conference put on by a Section and promoted only within the geographical boundaries of that Section. All other conferences, of any length, are TopCons and must be scheduled and approved through the SPE Conference Committee and SPE Headquarters under the existing guidelines for TopCons.

Approval

Approval to sponsor a conference must be obtained from the SPE Conference Committee to prevent overlapping of subjects, dates and geographical areas of sponsorship. Failure to obtain approval for any conference will lead to the forfeiture of a Section and/or Division's yearly rebate.

To obtain approval for a conference, the Section President or Division Chairperson, upon the authorization of the Section or Division Board of Directors, will submit a petition plus a program outline in sufficient detail (Exhibits I & IX), and a budget (Exhibit II), to the SPE Event Management Department at least twelve (12) months prior to the desired date(s) of the conference.

This form will include the proposed topic, date, meeting place and chairperson. Any supporting data that has been prepared should be included. The program outline should include sufficient detail to show the scope of the program. For proposals that the Conference Committee does not consider to be complete, a tentative date will be held open for a maximum of thirty (30) days pending receipt of any additional information requested.

Financing

1. All conference petition forms, (Exhibit I) which reflect the financial (surplus/loss) split agreed upon between the Section/Division, must be accompanied by a proposed budget for the conference (Exhibit II). Forms for this budget can be obtained from SPE Headquarters. Forms are also included with this manual.

2. All conferences or meetings of any type promoted outside a Section's geographic boundaries and membership shall pay a net rebate to SPE Headquarters for the use of the Society's logo and/or SPE Headquarters' assistance in accordance with the following schedule:

NET SURPLUS \$	% REBATE TO SPE
HEADQUARTERS	
0K-3K	15%
3K-6K	20%
6K-9K	25%
9K+	30%

The sponsoring Section and/or Division will have 90 days from the date a conference concludes to submit a report to the Senior Event Manager at SPE Headquarters. Failure to comply will preclude the sponsor(s) from participating in the next PRIDE and STAR Awards. Any report not filed with SPE Headquarters within 120 days of the conclusion of a conference will not receive future conference approval (including the use of SPE's logo), and will have its yearly rebate withheld until such time that a satisfactory report of the conference has been received and approved by SPE Headquarters.

Catastrophic Losses to Sections or Divisions

This manual is prepared with demonstrated strategic guidelines and planning requirements necessary for executing a successful conference. It is possible, however, that extenuating circumstances might cause such significant budget reversals so as to create catastrophic financial results for a Section and/or Division:

a) Extenuating circumstances shall be defined as situations beyond the control of the Section and/or Division (e.g. weather, transportation cancellations, strikes, fraud, natural disasters, etc.).

Note! Poor management is not beyond the control of a Section or Division.

b) Catastrophic financial results shall be defined as a critical state of finances that would bankrupt or prevent a Section or Division from continuing operations as a viable group. In this case, Sections or Divisions requesting assistance shall submit to the Executive Director the following documentation: three years of operating budgets, financial statements and a budget forecast for the next three years. If the Executive Director and the Conference Committee determine that the criteria of this manual had been met and that the loss was indeed catastrophic, financial assistance to the Section/Division will be approved.

3. Since services provided by SPE Headquarters to Sections located outside the continental limits of North America are minimal, a 10% rebate of the NET SURPLUS will be paid to the Society. The Society provides no guarantee against losses.

4. Advance registration should be encouraged and registration fees should be set to cover registration costs, conference proceedings (preprints) and other conference-related expenses. **The Division/Section has the option to charge nonmembers an increased rate to cover membership in SPE.** Conference policy allows Sections to grant member registration fees to members of sister societies provided that these fees are noted as part of the fee structure on the conference petition paperwork.

5. A small Section may wish to sponsor a conference in order to encourage the growth of the Section, but may have insufficient funds in its treasury to cover expenses that must be paid before any income is received. In such a case, the Section may petition SPE Headquarters for a loan from the Society to meet these expenses. Such a loan becomes due and payable thirty (30) days after the conference has concluded.

Timing

Conferences should not be held five days before or five days after ANTEC (May), NPE (June) or Plastics USA (September-October).

ORGANIZATION “THE LOCAL CONFERENCE COMMITTEE”

The local conference committee is appointed by the Section President with the approval of the Section Board of Directors. The committee is charged with handling all matters of overall policy such as approval of the conference program and speakers, establishment of fees for the conference, planning for the conference proceedings, approval of individual committee budgets and approval of all individual committee plans.

The suggested make-up of the conference committees is as follows:

- Chairperson
- Vice Chairperson
- Technical Program Chairperson
- House Chairperson
- Treasurer (or) Registration Chairperson
- Promotion Chairperson - (Sometimes subdivided in Publicity Chairperson, Printing Chairperson and Display Chairperson)
- Membership Chairperson

The Chairperson is the chief executive of the conference. It is the duty of the chief executive to call and conduct committee meetings, check on the progress of the various committees and serve as the liaison contact with SPE Headquarters. The Chairperson’s duties are to:

1. Select committee members and clearly describes their duties.

2. Review the budget.
 3. Preside over meetings.
 4. Select luncheon speakers.
 5. Act as host/master of ceremonies for luncheons/events.
 6. Contact attending SPE Executive Committee member, where applicable.
- Submit a final report 90 days after the conference concludes or notify the SPE Event Management Department as to when the final report* will be available.
 - ***Final Report – Receipts for all conference expenses (e.g. Hotel, Postage, Audio Visual, Preprints, etc.) MUST ACCOMPANY the final report when submitted to SPE Headquarters.**

The Vice Chairperson acts as Secretary, attends all meetings and is available to fill in for any committee member who may not be able to fulfill his/her duties.

The Technical Program Chairperson is responsible for selecting and obtaining qualified speakers to address the specific topic. The Technical Program Chairperson is guided by the overall program outline as approved by the Conference Committee. The policy of the Society is that the Section should request cooperation from the appropriate Division(s) in developing the Conference program by supplying the Technical Program Chairperson. The Technical Program Chairperson's duties are to:

1. Issue a Call for Papers denoting specific deadlines for submission of abstracts and final papers and to allow enough time for the production of the conference proceedings.
2. Obtain advance copies of each paper to be presented at the conference and read/review each paper prior to presentation.
3. Secure moderators to conduct each session and furnish them with a copy of the technical papers as well as a biographical sketch of each speaker in his/her session.
4. Coordinate appropriate meeting space requirements with the House Chairperson.
5. Schedule sessions and speakers and provide a copy of the technical program to the Promotion Chairperson for marketing purposes.

The Promotion Chairperson is a key figure in the success of a conference. Attention to promotion and planning will help to ensure that potential attendees are aware of the conference and to make the conference successful and profitable.

The Promotion Chairperson's duties include:

1. Local press relations: contact local newspapers and magazines and supply them with releases and photos, if possible.

2. Produce adequate signage to lead the registrants to the registration area. Suggestions for signage include, but are not limited to: Advance Registration, On-Site Registration, Technical Sessions, Membership Information Desk, SPE Publications, Welcome To The Conference, etc. Signage may also be handled by the House Chairperson.

3. Provide SPE Headquarters with advance program information. The Society will send out releases and advertise the meeting in *Plastics Engineering* and via email blasts.

(a) As soon as the Conference petition paperwork is approved and the Conference Committee formed, the Publicity Chairperson prepares an initial release, which states the Conference is being held

by _____, Subject _____

Date _____

Venue and City _____

This release will also include names and addresses of Section members constituting the Conference Committee.

(b) At least 4 months prior to the conference, another release will be prepared repeating the above information and adding the name of the speakers, their topics, moderators and the actual program time schedule.

(c) Three months prior to the conference, the Publicity Chairperson should, by letter to adjoining Section Presidents and Newsletter Editors, call attention to the conference and request that an announcement of plans for the conference be made at all Section meetings and in monthly newsletters.

4. Plan and arrange for the printing of the advance and final program, registration forms, badges and any event tickets. Work with the Technical Program Chairperson to have the conference proceedings produced. **SPE Headquarters will purchase up to twenty (20) proceedings at cost. These will then be listed on the SPE website in the Bookstore for resale. All proceeds generated from these sales will be retained by SPE Headquarters.**

5. Solicit and promote exhibit space by mail, email and phone contact.

6. Arrange to have the advance program distributed so that it will be received 60 days prior to the conference. If the Promotion Chairperson is using bulk (third class) mail, it is important to issue the advance program early enough to be effective and to take advantage of the much lower bulk rate. The advance program is meant to be a preliminary overview of the program and to solicit registrations. This preliminary program need not be final. SPE Headquarters will supply one set of mailing labels free of charge.

The House Chairperson is responsible for making all physical arrangements for conducting the conference including meeting room(s) of sufficient size for technical session(s) and arrangements for any other conference-related events. **However, it is recommended that the SPE Senior Event Manager review and approve all hotel and/or conference center contracts prior to the official signing of the contract. Hotel contracts should be forwarded as soon as possible via facsimile (203-740-2671) to the attention of the Senior Event Manager or via email at lskyle@4spe.org. Please allow two weeks for a response. NOTE: failure to submit the contract for review prior to signing will exempt the sponsor(s) from the CATASTROPHIC LOSS Policy (see page 2).**

The House Chairperson is also responsible for:

1. All catering arrangements.
2. Visual aids as requested by speakers using form sent by the Technical Program Chairperson.
3. All hotel negotiations.
4. Convention Bureau contacts.
5. Ushers.
6. Special Events (if any).
7. Feedback – See Exhibit XII for an example questionnaire.

The Treasurer / Registration Chairperson handles the finances and registration.

The Treasurer is responsible for:

1. Registration before and during the conference.
2. Working with the Conference Chairperson to determine the budget and then keep the various committees within the assigned budget guidelines.
3. Selecting gifts and awards for recognition of speakers' efforts.
4. Providing the Chairperson with a final financial report no more than 60 days after the program has concluded
5. Obtaining a registration record of each registrant and for the issuance of badges, programs, event tickets and conference proceedings.

6. In the event that on-site registrations exceed advance registrations, the Treasurer must plan to process registrations rapidly within the hour preceding the opening of the conference. The Treasurer must also arrange for adequate staff to process all registration materials within a period of one hour. This requires that all registration personnel report for duty at least 30 minutes before registration is scheduled to open.
7. Conducting an advance registration campaign. Exhibit IV offers a standardized conference advance registration form. This form is suitable for an advance registration mailing, registration at the conference and for permanent records.
8. Working closely with the Publicity Chairperson on advance registration, publicity, particularly that which is to be published in *Plastics Engineering*, trade journals, newsletters, etc. through the SPE Headquarters.
9. Immediately following the conference and after the Treasurer has compiled revenue for the member and the nonmember registrants, the Treasurer will forward all nonmember registration forms to SPE Headquarters for processing. The Treasurer will also report immediately on the total number of paid registrants.
10. Receipt of all funds and payment of all conference expenses/invoices. The Treasurer is charged with supervision of all matters pertaining to the budget. The Treasurer establishes the conference budget with the Chairperson's assistance and ensures that individual committees do not exceed established budgets.

The Treasurer will provide the Society with a rebate according to the options selected as described under Financing. In addition, the Treasurer must remit all surplus funds to the Section Treasurer and furnish a copy of his/her final financial report to the Conference Chairperson for inclusion in the final conference report no later than sixty (60) days after the conference has concluded.

Membership Chairperson -- A successful conference strengthens SPE locally and internationally.

The Membership Chairperson's duties include:

1. Establishing and staffing a membership booth at the conference. SPE Headquarters will supply membership brochures and applications for use at the conference. The Membership Chairperson may also request that a tabletop display be sent for use at the conference.
2. Taking orders for SPE technical publications at conferences, such as ANTEC and conference proceedings, will assist in furthering the aims of SPE. A supply of appropriate order forms can be shipped to each conference by SPE Headquarters upon request.

SPE Headquarters Assistance - There are countless ways in which SPE Headquarters can and will provide assistance to the Conference Committee. A list of the basic services follows:

1. Assist Section/Division in securing approval of a conference petition paperwork.
2. Assist House Chairperson in securing hotel/venue accommodations.
3. Counsel the Conference Committee during organizational stages and continually assist each individual Committee Chairperson as requested.
4. Guide the Conference Committee to ensure that conference policies are in keeping with the objectives of the Society.
5. Source of "Write Now" brochures, which guide the preparation of technical manuscripts.
6. Source of address labels for mailing(s) to SPE members.
7. Source of supply of SPE technical publication order forms, membership brochures and applications.
8. Source of recommendations gathered from previous Conference Committees.
9. **Publicity** – *Plastics Engineering* and trade publications - As early as possible, but no later than four (4) months prior to the conference, you should send basic material for a news release which will be sent to numerous trade publications. This release should contain complete information about the conference and its program, including date, time, location, title and author of each paper. It should also include the subject, title and corporate affiliation of each speaker, as well as registration details, including member and nonmember pricing. Please be certain to include the names and corporate affiliations of all conference committee members and any other pertinent details you believe will be of interest to your audience.
10. **Solicitation Mailing** – SPE Headquarters will supply, upon request, one complimentary set of address labels of members affiliated with those SPE Sections and Divisions you wish to reach in your promotional mailing and ship them to you or a mail house for distribution. The promotional material itself - letter of transmittal, advance program, registration forms and hotel reservation forms - may be printed locally or with the assistance of SPE Headquarters. **If you would like SPE Headquarters to handle your mailings, the SPE bulk rate indicia and SPE's return address must be included on your brochures. The name of the conference sponsor(s) and the following address information should be included in a prominent area as well: SPE Event Management, 14 Fairfield Drive, Brookfield, CT 06804.**

The solicitation is most effective if mailed to reach prospective attendees approximately five weeks prior to the conference: mail first-class six (6) weeks prior to the conference; mail bulk-rate twelve (12) weeks prior to the conference. Please forward the list of those Sections you wish to solicit to SPE Headquarters at least four (4) months prior to the conference. Your conference may be invoiced for additional sets of labels. In addition, please forward 50 complete sets/copies of each mailing piece to SPE Headquarters as soon as possible. This will enable SPE Headquarters to answer inquiries in an expedient fashion.

TECHNICAL DISPLAYS AT CONFERENCES

Definition: Tabletop displays shall be confined to the use of one standard rectangular table, six to eight feet in length. One sign, approximately 24" x 36", to identify the display and one easel, a maximum of six feet in height, will be allowed. Tabletop displays are not to be expanded into enclosures or booths of the magnitude, scope and size of those at ANTEC.

Financial: The cost of space and tables varies considerably with each location and facility. The charge for the privilege of displaying shall be at least \$50 over the estimated actual cost to the committee to provide said space. The petition budget shall include the details for income and expenses related to the tabletop displays.

PLANNING: "A SUCCESSFUL CONFERENCE"

SPE policy requires that a complete set of petition paperwork be submitted to the SPE Event Management Department at least one year prior to the conference dates. Past experience has shown that a year is necessary to properly prepare for a successful conference program. Two or three months are usually required for the committee to start to function efficiently.

At this point, a General Chairperson is appointed to head the conference committee. It is the General Chairperson's responsibility to select the best possible people to serve on the committee. The following are some points to guide the General Chairperson in the selection of a strong committee and to ensure that they adhere to appropriate deadlines:

1. At the start, ask each candidate -- "Do you have the time and will you commit yourself to the time to do your job for the proposed conference?"
2. Establish conference goals and set schedules in writing so that each person clearly has a record of what they are to accomplish. Ask for frequent reports and define each committee member's responsibilities. Keep on schedule.
3. Charge each member with the entire responsibility for completing his or her jobs.
4. Start early - give yourself enough time to do the job. At least twelve months lead-time is needed to cover the task adequately. Any shorter period of time will make your job more difficult and put heavier requirements on your time.
5. Remember, as a leader of a conference, the General Chairperson must listen to the committee member's report and make a definite decision once the facts have been revealed.

In the initial planning of a conference, the Section or Division must guard against over-optimism. When a Section or Division decides to present a technical topic, careful consideration should be given to what is current and what will make people want to attend your particular conference. At this point, a serious error is frequently committed: a wave of enthusiasm spreads and a committee will start to plan a conference on a grandiose scale. All too often, this results in a budget that is optimistic (rather than realistic) and there is a tendency to allocate too many funds to unnecessary expenses.

To guard against this pitfall, consider SPE's average conference (TOPCON) attendance figure for the last five years (200). This figure, however, may be misleading: included within this average are two TOPCONs with average annual participation of 900 registrants as well as some with attendance as low as 60 registrants. Therefore, these statistics do not guarantee attendance of 200 people. A prudent Section/Division will budget expenses based upon 100-150 attendees. This does not mean that more attendees cannot be accommodated. However, if the committee budgets its expenses for only 100-150 people, catastrophic losses can be minimized.

A Section or Division must consider whether the proposed technical program appeals to its own geographic area. A Section should not rely upon heavy "outside" participation. Anticipate that 50%-75% of the attendance will come from the immediate geographic area. A presentation should be made to Section members explaining what the proposed program will entail and a reaction should be sought as to whether a good portion of Section members will participate. If your program has little or no appeal to the local Section, the program should be changed. The program should be as definitive as possible in the early planning stages.

When considering where to hold your conference, at least two or more sites should be considered -- then negotiate. Dealing with a sales or banquet manager who is certain you are committed to their facility will not leave much room for negotiation. Instead, let it be known that other facilities are bidding for your business. You will find that there are favorable and unfavorable points between any given sites. Analyze these points and decide what is best for your group. The SPE Event Management Department is also happy to consult on this issue as well.

Once two sites that are suitable to your needs have been identified, leverage the gains made at the first site to win equal gains at the other site. For example, if one site wants to charge for meeting space, you can counter with "The Holiday Inn does not charge for such space," and so forth. Above all, DO NOT hesitate to request assistance from the SPE Event Management Department.

Broadcast Emails

Steps to follow when submitting a broadcast email for Topical Conference promotion

SPE Headquarters is committed to working with Sections and Divisions to support the promotion of Topical Conferences. To that end, SPE will send two broadcast emails to targeted segments of SPE's membership. The following guidelines will help SPE Headquarters implement these broadcast emails more effectively:

- **Reserve your date as early as possible.**

- Please consider the length of your broadcast email. In an effort not to overburden the recipient, SPE Headquarters has found that broadcast emails that are no longer than 100 words seem to obtain a better response. Within the 100 words, please be sure to include the Topical Conference name, location, dates, a contact person's phone/e-mail information, and a link to the Topical Conference information that will appear on SPE's website (if available)*. Attachments cannot be sent as part of the email blast.

- As part of your overall marketing plan for your TOPCON, your broadcast email will be sent to recipients by considering the Division members and Section members that are sponsoring or cosponsoring the program. You may also wish to include the Sections that are located near the conference site.

*If you would like information regarding your TOPCON to appear on the SPE website, please forward all information electronically to SPE's e-Services Manager at dadaily@4spe.org. Please provide this information as far in advance as possible, but certainly no later than two weeks prior to the date you would like the information to be posted.

Submit your proposed broadcast email transmission dates, broadcast email dialogue, broadcast email recipients and any questions to:

SPE Event Management
Society of Plastics Engineers
Email: conferences@4spe.org

TIMETABLE FOR MINIMUM CONFERENCE PUBLICITY

10-11 Months Prior

§ As soon as the conference has been approved by the Conference Committee, reserve Plastics Engineering advertising space and email blast dates.

9-10 Months Prior

- Work with SPE Headquarters to prepare a press release or announcement that includes conference highlights.

6 Months Prior

- Advertisement in Plastics Engineering
- Prepare Advance Program

3 Months Prior

- Issue Advance Program
- Email Blast

2 Months Prior

- Advertisement in Plastics Engineering
- Email Blast

Month of Conference

- Contact local press

SUGGESTIONS

1. Do not make overly optimistic sleeping room commitments. If 200 people are expected to attend a conference, in most cases 100 sleeping rooms will be utilized. This may vary, depending upon Division participation in your program and site selection. Therefore, a good rule-of-thumb to use is that approximately 50% of your total attendance will require overnight accommodations. Recent experience has also shown that attendees will wait to the last minute to register and reserve a hotel room, so keep that in mind when negotiating a cut-off date with the hotel.

2. Meal guarantees are tricky even for experienced meeting planners. Here are a few good rules to remember:

- a) Don't guarantee a meal for over 50% of your actual registration. Total registration should be estimated 72 hours in advance of the first program day, (this is the current Industry standard). Based on experience, we know that 65%-75% of registrations will be come in prior to the event and this will give a good indication of probable food & beverage function attendance.

All of your registrants may not attend your meal functions; rather, many will be diverted by available distractions. As many as 30% of your delegates will dine elsewhere.

- b) Insist that the final guarantee be given to the hotel no sooner than 72 hours before a meal function – and ask for 48 hours. This will afford more time to accurately estimate attendance.
- c) If your program is two days in length, never guarantee for both days at the same time -- take it one day at a time. Historically, second day meal attendance is less than that of the first day.
- d) Do not select exotic dishes for meal functions that require special preparation; this may hurt your bargaining position and often cost much more. Be sensitive to the dietary needs of your audience as well (vegan, vegetarian, diabetic, low salt, etc.).
- e) A hotel will expect some banquet business from your conference. Usually a conference will choose to support one or two luncheons. Don't be put into the tough position of planning and sponsoring breakfasts, luncheons and dinners if you can't afford to. A luncheon for each day is often enough activity for any conference.

3. Attempt to include a plant tour wherever possible. Some companies may even choose to sponsor food in conjunction with the tour.

PARTNERING WITH SPE HEADQUARTERS

30-70 Partnership Arrangements

- Consultative assistance on hotel contracting, logistics and marketing
- Design registration forms
- No less than 3 half-page color ads in Plastics Engineering magazine (SPE will create in-house or utilize materials submitted electronically)
- Full listing of event with any designated links in SPE Events Listing as soon as dates are confirmed (<http://www.4spe.org/seminarsconferences/eventscalendar.htm>)
- Standard front-page listing of event 60 days prior to the day of event on www.4spe.org
- Provide a conference page with appropriate links on the SPE website.
- Provide badge, ribbon, certificate and other supplies to the committee or their designated registration person
- Press releases sent to all SPE Section/Division Newsletter Editors

50-50 Partnership Arrangements

- ALL of the above, PLUS
- Full registration services
- Online registration form development
- Enhanced website development
- All processing of registrations, collection of funds, credit card transactions, etc.
- Full badge and event ticket fulfillment
- On-site registration support
- Full customer service support relative to conference-related inquiries
- Full consultative marketing services and oversight of marketing implementation plan
- Full consultation and writing of specific promotion plan
- Additional advertising opportunities in Plastics Engineering magazine
- Enhanced website servicing
- Food, Beverage and Audio-Visual planning and implementation for the event.
- Full conference committee support, including the arrangement of regular teleconferencing
- If appropriate, exhibitor logistical support as requested
- Off-site event support

If you are a full 50-50 partner, the following services are also available on an “a la carte” basis:

Online paper submission facilitation: This is a web-based paper submission and review process currently used for ANTEC. The same technology can be utilized via SPE’s existing contract for individual Topical Conferences as well. From this online process, conference proceedings on both print and CD-ROM are produced. The cost will depend on the specific requirements of the conference and on whether or not the Conference Committee opts to do print and CD-ROM production. If interested in this service, please contact us directly for a quote.

Design and production services for collateral and promotional materials:

Oversight of the production and distribution of items like the Call for Papers, Exhibitor Prospectus (if appropriate), Advance and Final Programs, Pocket Schedules, etc. If interested in this service, please contact the SPE Event Management Department directly for a quote.

EXHIBIT I: PETITION TO HOLD CONFERENCE

The _____ Section/Division of SPE, herewith petitions the Conference Committee for sponsoring of a Conference.

The subject of this Conference is _____
Note: Detailed program and budget must be attached for this request to be considered.

Proposed date of this Conference is _____, 20____
See timing in the manual of procedures for conferences

Proposed Site of Conference is: _____

Meeting Facility: _____

City and State: _____

Please indicate financial (surplus/loss) split, which has been agreed upon between participating Section/Division:

Please indicate (✓) type of Headquarters Registration Assistance:

- 50% Split - Equal Partnership with SPE
- 30% Split - With Complete Registration Processing and Fulfillment (Complimentary)
- 30% Split - No Registration Assistance Required

Are exhibits/displays planned in conjunction with the Conference? Yes No

Have tentative commitments been made for meeting facility? Yes No

Conference Chair:

Name _____ Company _____

Address _____

City _____ State/Province _____ Country _____

Business Phone _____ Home Phone _____ Cell Phone _____

Fax _____ E-mail Address _____

Upon completion of this TopCon petition, please print, sign and return to:

Lesley Kyle, Senior Event Manager
Society of Plastics Engineers
14 Fairfield Drive
Brookfield, CT 06804
Fax: (203) 775-8490
Email: lskyle@4spe.org

Signature Page

A Signature is required from each sponsoring Section/Division/Special Interest Group and the Conference Chair for the event.

Name _____

Signature _____ Date _____

- Acting as:
- President _____ Section
 - Chair _____ Division
 - Chair _____ Special Interest Group
 - Conference Chair

Name _____

Signature _____ Date _____

- Acting as:
- President _____ Section
 - Chair _____ Division
 - Chair _____ Special Interest Group
 - Conference Chair

Name _____

Signature _____ Date _____

- Acting as:
- President _____ Section
 - Chair _____ Division
 - Chair _____ Special Interest Group
 - Conference Chair

EXHIBIT II: CONFERENCE BUDGET

	BUDGET	ACTUAL	VARIANCE
INCOME			
Advance Registration: <i>SPE Member</i>			
Advance Registration: <i>Non-Member</i>			
On-site Registration: <i>SPE Member</i>			
On-site Registration: <i>Non-Member</i>			
Meal Tickets (if separate)			
Sponsorship			
Conference Proceeding Sales			
TOTAL INCOME			
EXPENSES			
Accounting Fees			
Administrative Fee			
Advertising & Promotion			
Audio/Visual			
Award Materials			
Decorator Service/Signs			
Equipment Rental			
Food & Beverage			
Mailing Service			
Meeting Space			
Office Supplies			
Photographer			
Printing / Reproduction			
Registration Costs			
Security			
Sponsorship Banners			
Storage / Shipping			
Student Expenses			
Other Expenses			
TOTAL EXPENSES			
NET INCOME			
Surplus to Section/Division			
Surplus to Section/Division			
Surplus to SPE Headquarters			

Attendance Needed to Break Even: _____

EXHIBIT III: REPORT OF CONFERENCE

Section/Division Sponsoring Conference _____

Date of Conference _____

Location of Conference _____

Conference Title _____

Total Attendance _____

SPE Members _____

Nonmembers _____

Number Attending from Host Section _____

Number Attending from Division _____

<u>Registration Fee</u>	<u>Pre-Registration</u>	<u>On-Site</u>
-------------------------	-------------------------	----------------

Member	_____	_____
--------	-------	-------

Nonmember	_____	_____
-----------	-------	-------

Did Registration fee include: Preprint _____

Luncheon Ticket _____

Displays - Number _____

Total Revenues \$ _____

Total Expenditures \$ _____

Surplus/Loss \$ _____

List problem areas encountered prior to and during Conference: _____

List activities that you believe contributed to the success of the Conference: _____

List suggestions for methods of improving future Conferences. Include what additional help might be supplied by SPE Headquarters: _____

**Send a completed copy of this report to the SPE Event Manager
within ninety (90) days of the Conference.**

CONFERENCE CHAIRPERSON: _____

DATE: _____

EXHIBIT IV: TYPICAL CONFERENCE REGISTRATION FORM



2006 GPEC CONFERENCE

FEBRUARY 28 – MARCH 2

SHERATON GATEWAY HOTEL
ATLANTA, GEORGIA, USA

Sponsored by:
 **Plastics
Environmental
Division**

NAME: _____ SPE MEMBER #: _____

COMPANY: _____ TITLE: _____

(✓) ONE: HOME ADDRESS WORK ADDRESS

ADDRESS: _____

CITY: _____ STATE: _____ COUNTRY: _____ ZIP/POSTAL: _____

PHONE: _____ FAX: _____ E-MAIL: _____

FULL-CONFERENCE REGISTRATION

INCLUDES ALL TECHNICAL SESSIONS, EXHIBITS, PLANT TOURS, SPECIAL EVENTS AND MEALS




Early Registration

- | | | |
|---|--|--|
| <input type="checkbox"/> SPE Member Rate - \$395
Membership- \$552 | <input type="checkbox"/> New Member Rate with SPE Membership - \$502
(\$107 Membership + \$395 Conference Registration) | <input type="checkbox"/> Non Member Rate without SPE |
| <input type="checkbox"/> Full Time Gov't / Academic - \$200 | <input type="checkbox"/> Full Time Student - \$75
(13 qtr. hrs. verifiable) | <input type="checkbox"/> Exhibit Hall Only - \$0 / No Charge |

After February 10th / Onsite

- | | | |
|---|--|--|
| <input type="checkbox"/> SPE Member Rate - \$445
Membership- \$602 | <input type="checkbox"/> New Member Rate with SPE Membership - \$552
(\$107 Membership + \$445 Conference Registration) | <input type="checkbox"/> Non Member Rate without SPE |
| <input type="checkbox"/> Full Time Gov't / Academic - \$200 | <input type="checkbox"/> Full Time Student - \$75
(13 qtr. hrs. verifiable) | <input type="checkbox"/> Exhibit Hall Only - \$0 / No Charge |

 **RENEW YOUR MEMBERSHIP** (*Reduced membership rate for conference attendees!*) \$ _____
 I would like to renew my SPE membership - \$107 **TOTAL** \$ _____

PAYMENT - Cash Check Visa Master Card American Express

CARD #: _____ NAME ON CARD: _____

SECURITY CODE: _____ EXPIRATION DATE: _____

↳ *Visa/MasterCard: The 3-digit security code can be found on the back of your card in the signature strip.
American Express: The 4-digit security code can be found on the front of your card, directly over the last raised digit of your card number*

SIGNATURE: _____

Send this form with payment to:

SPE GPEC 2006, 14 Fairfield Drive, Brookfield, CT 06804

For more information contact: SPE Event Management

Phone: (203) 775-0471 Fax: (203) 775-8490 E-Mail: conferences@4spe.org

PRE-REGISTRATIONS ARE NON-REFUNDABLE AFTER JANUARY 1st

Conference Hotel: *Sheraton Gateway – Atlanta Airport* | Ph: (770) 997-1100 | Fax: (770) 991-5906

Reservations must be made by 01/27/2006 | Request SPE – GPEC 2006 rate of \$107

Hotel cancellations must be made with the designated hotel by 02/05/2006 to prevent forfeiture of one night's deposit

EXHIBIT V: LETTER OF SOLICITATION TO SPEAKERS

Dear _____:

Plans are under way to hold a _____ (*Section Name*)

conference of interest and lasting significance to all of us. It is proposed to be held _____

in _____ (*City and State*) _____ on _____ (*Date*), 20_____, featuring the theme, “_____.”

The Technical Program Committee has established the format of the conference to reflect the dominant interest of the chosen theme.

The purpose of this letter is to solicit your aid in securing the highest quality of papers for presentation. If you are interested in preparing a paper, please submit a 75-word abstract telling what you plan to talk about. Also, keep in mind that, if accepted, your paper will be published in the conference proceedings.

Should you not be able to present a paper yourself, perhaps you can suggest a speaker(s) who you believe would be willing to contribute a paper(s) of value.

Your cooperation in suggesting topics of interest for the conference will also be welcome. Just mark the appropriate topics on the enclosed checklist.

For your convenience, a business reply envelope is enclosed. To permit the Speakers' Committee to operate efficiently, a prompt reply will be appreciated.

Sincerely,

John Doe,
Chairperson, Speakers' Committee

_____ Conference

Enclosures

EXHIBIT VI : LETTER OF CONFIRMATION TO SPEAKERS

Dear _____:

I am pleased to advise you that your offer to prepare a paper on the subject of _____ for the SPE conference on _____ has been accepted. It will become a part of the _____ (*morning/afternoon*) Session on _____ (*day and date*) _____ (*hotel and city*) and will be presented with other papers on the general subject.

Enclosed is a brochure, "*Write Now*," designed to aid you in the preparation of your paper. A study of this booklet and conformance to its requirements will make your job of writing a paper for presentation and the conference preprint book much easier. I know you will appreciate that our time schedule must be met in order for us to publish your paper simultaneously with its oral presentation, and will give us your full cooperation.

It is important to make clear that your participation in our conference requires two separate contributions - a technical paper for publication, and a presentation at the conference summarizing your paper.

Your paper will be published with other conference papers in the conference preprint book, and may also later be selected for publication in *Plastics Engineering*. So, in order to control the size of the preprint, each paper submitted must not exceed _____ pages (including illustrations) and must be submitted in triplicate, typed _____ (*single/double*) spaced on one side of 8-1/2" x 11" white paper.

For your oral presentation, your paper may be any length you believe necessary to cover the subject matter, including illustrations, tables, bibliography, or other supporting data. However, your presentation must be limited to twenty minutes in conformance with a rigid session schedule. The presentation should highlight important ideas in your paper. Some of the best presentations consist mainly of extemporaneous discussion of slides. Timing yourself through several practice presentations will help you to keep within the allocated time.

Included in the "*Write Now*" brochure is an Author's Release Form regarding copyright releases. Please sign it and return to me as an acknowledgment of receipt of these instructions.

The entire Conference Committee joins me in expressing our thanks for your offer of this paper.

Sincerely,

John Doe
Chairperson, Speakers' Committee

Enclosures

EXHIBIT VII : AUTHOR'S RELEASE FORM - SPE CONFERENCE PAPERS

(To be signed and returned with your manuscript)

REVIEW AND ACCEPTANCE: All papers are subject to review by the Technical Program Committee. Receipt of a paper is not a commitment for its presentation or publication. All papers accepted are subject to editing and become the property of the Society of Plastics Engineers.

DUE DATES: The original and specified copies of the final manuscript must be received by the person in charge of papers no later than deadline date. Earlier receipt of your manuscript will be very much appreciated.

APPROVALS AND CLEARANCE: It is the responsibility of the author to secure such company approvals and government clearance as may be required.

SOCIETY RESPONSIBILITY: Statements and opinions advanced in the papers are to be understood as individual expressions of their respective authors.

PUBLICATION OF PAPERS: As soon as practicable after a conference, the Society will contact all authors whose papers are being considered for publication by SPE. All other papers will be released upon request of their authors or automatically six months after delivery and may be offered for publication elsewhere with the stipulation that, if published, appropriate source credit be given to the Society and the specific conference involved. With the author's agreement, it is possible that a paper submitted for presentation may be published with modification in an SPE journal prior to the conference. In such an instance, full credit will be given to conference as the source of the original paper.

AUTHOR'S EXPENSES: The Society does not pay expenses incurred by authors in connection with the preparation of papers and attendance at meetings at which they are presented. The Society does not pay authors for papers that are accepted, presented or published.

I am offering paper number _____/titled: _____

to the Society of Plastics Engineers in accordance with the above conditions.

Signed

Date

EXHIBIT VIII : (CONFERENCE NAME) FEEDBACK

- Overall, do you believe you benefited by attending this conference? Yes _____ No _____
- Would you recommend this conference to colleagues in the industry? Yes _____ No _____
- Please list in order of importance the reasons you attended this conference?
 Society Governance _____ Technical Education _____ Business Contacts _____ Other _____
- How would you rate the overall technical focus of the conference?
 Too Theoretical _____ Too Elementary _____ Not Practical Enough _____ Good Mix _____

- Please rate the sessions: Excellent = 5, Good = 4, OK = 3 Poor = 2 Very Poor = 1

	Topics	Content	Speakers	Visuals
Session 1	_____	_____	_____	_____
Session 2	_____	_____	_____	_____
Session 3	_____	_____	_____	_____
Session X	_____	_____	_____	_____

- Please rate the following:

Conf. Cost/Benefit Ratio	5	4	3	2	1
Conference Length	5	4	3	2	1
Conference Organization	5	4	3	2	1
Conference Registration	5	4	3	2	1
Conference Proceedings	5	4	3	2	1
Conference Exhibition	5	4	3	2	1
Social Events	5	4	3	2	1
Hotel Facilities	5	4	3	2	1

- How did you find out about this conference?

SPE Magazine SPE Newsletter Other Publication
 Conference Brochure Customer Supplier
 Colleague Mgr/Supervisor Other

- What Industry Group best describes your company?

Resin Supplier Equipment Supplier Compounder Converter
 Education Press Consultant Other

- What is your primary job function?

Gen Management Technical Mgmt Production Supervision Press
 Marketing/Sales Technical/R&D Production Educator
 Purchasing Engineering Operator Other

- Education Level: High School Vocational College PhD

- Are you a member of the SPE? Yes _____ No _____

- Are you a member of other Plastics Professional Societies? Yes _____ No _____

•

- Please check the reasons you are a member of the SPE or other professional organizations.

Certification Training Conferences Publications
 Networking Sales Leads Tech Support Career Services
 Social Contact Prestige Travel Discounts Insurance
Other _____

- Comments _____

GUIDELINES FOR MULTI-SPONSORED CONFERENCES

Purpose: It may be mutually advantageous for more than one Section or Division to join together in sponsoring a conference when:

- A. One sponsor may be more experienced in planning.
- B. Another sponsor may have more experience in programming or have technical competence in the conference subject.
- C. A geographical area covering several Sections could be better served by having them join together.
- D. One or more sponsors may be of a size or in a location where they cannot sponsor a conference alone.

Goal: A multi-sponsored conference should be organized under a mutually agreeable plan covering subject matter, program content, budget and financial arrangements and committee structure. A spirit of cooperation should prevail leading to the development of a successful conference. Although generation of a surplus should not be a major objective, the meeting should be budgeted and controlled so that no sponsor is placed in financial jeopardy. The fundamental objective should be the technical contribution. The social and financial considerations are secondary.

Rules: All Society conference rules are applicable to multi-sponsored conferences. In addition:

- A. The petition must show the signatures of the President and Chairperson of all sponsors. If any sponsor does not share in financial gains or losses, the petition shall so clearly state. No Society funds will be advanced to the Conference Committee, but funds can be loaned to individual sponsors according to their individual written requests to the Executive Director.
- B. A plan showing the distribution of surplus and or loss must be included and approved along with the petition. Each sponsor shall enclose evidence of its ability to cover its share of potential losses.
- C. Sections or Divisions with debts from a previous conference meeting will require Executive Committee approval of a repayment plan before becoming a sponsor.
- D. Meetings involving a sponsorship by more than one Section or Division must be approved by the Executive Committee on the recommendation of the officer in charge of conferences after review and recommendation by the Conference Subcommittee.

CONSIDERATIONS FOR CONFERENCE PLANNING AND OPERATION

The Society has experienced some financially unsuccessful conferences, and in two cases, these losses have actually placed the sponsoring Sections in some financial difficulty. Although the primary purpose for holding a conference should be dissemination of plastics knowledge, it should also be obvious that a conference should at least break even in order to avoid creating such financial problems. Thus, the purpose of these considerations is to suggest to current and future conference sponsors ways to avoid such problems and to alert you that stronger programming and financial planning will be anticipated as integral parts of future conference petitions.

Analysis of recent conferences has led to a suggested list of areas where close examination and/or control is necessary:

- a. Select a theme with enough appeal to draw over 100 attendees, but don't make it so broad that its purpose cannot be easily recognized.
- b. Develop a realistic outline of topics for papers and suggested authors. Don't expect a strong coherent program to occur unless the right people are invited, but avoid having the "same old people" that appear on many plastics programs.
- c. Select a Conference Chairperson who knows how to be a leader and have him/her staff the committee with willing workers. Don't select committee members just because of their title or company affiliation unless they are known to be good workers. Committee harmony and teamwork are essential.
- d. Pick a site convenient to transportation and a date that avoids holidays or vacation times.
- e. Plan well enough ahead. Very few Sections or Divisions are experienced enough to put a conference together in under 12 months.
- f. Be conservative while running the finances. Mail only to areas where expected attendees live; mail early enough for bulk handling; don't allow too many complimentary registrations; don't hire expensive luncheon speakers; and most of all, don't print the preprint unless you have gotten two or three price quotations and if all seem too expensive, then the SPE Event Management Department can be of some assistance.
- g. Develop a planning schedule including all major deadlines and make every effort to meet each date. Minor delays such as papers received late from authors can often cause major expenses if it forces overtime charges by a printer or air express in shipping.
- h. Promote the meeting locally and regionally through written and personal visits. Don't just contact SPE members: there are many other industries, societies, schools and local groups who may be interested in attending. Also consider cooperating with local SPE Sections in order to take advantage of their publicity and mailing lists.
- i. SPE Headquarters has a professional Senior Event Manager with a wealth of experience. Take advantage of his/her advice and seek his/her help on any problem.

While the list is by no means complete, we believe it shows the major areas where problems could arise. It is important that a conservative approach be taken relative to programming and finances. If everyone connected with a conference is realistic in their approach, we are more likely to produce successful conferences in terms of both programming and