

## Corporate Liaison Committee

This committee includes the President, President-elect, Exhibits Chairperson, and Corporate Liaison. Duties of this committee will be to represent SEACM and provide information to the corporate sponsors and receive feedback from the corporate sponsors to present to the board of directors.

The Corporate Liaison is appointed by the President each year.

Duties of the Corporate Liaison shall include but not be limited to: purchasing and distributing door prizes for members at the annual meeting and assist (when needed) the program committee with the organization and execution of User's meetings.

### Calendar of Events

#### JANUARY

1. Prepare a written report from the Vendor Appreciation Breakfast noting any questions and/or comments received. Submit to President 2-weeks before Board meeting.
2. Send a copy of door prize contributions and winners to the Publications Chairperson for the Newsletter.
3. Prepare a communication to vendors any resolutions or changes approved by the Board at the January meeting as they relate to the anything they may have mentioned at the Vendor Appreciation Breakfast. Send it to the Exhibits Chairperson to e-mail to the vendors for you.

#### JANUARY – APRIL

1. Work with the Program Committee if they are planning on allowing space and time for User's Meetings. The committee will provide you with space allocations (i.e. how many rooms have been reserved) and the date. In general, if two rooms are available – allow for ½ day User's Meetings in order to accommodate more vendors.
2. Modify the User's Meeting Invitation in the notebook, CD or website for the current meeting dates and locations. E-mail this to the Exhibits Chairperson so that it can be included in the mailings to the vendors.

#### SUMMER

1. Fill out a request for advance of funds to give to the Treasurer at the Summer Board meeting. If unable to attend the board meeting, ask treasurer to mail it to you.
2. Communicate with the Meeting Site Chair and request A/V visual costs and meal costs for lunches and/or any breaks selected by the President for the day of the User's Meetings. Ask the Meeting Site Chair to include the typical taxes, service charges and gratuities in the number given to you. *Special Note: Some hotels charge an audio mixer and AV labor.*

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*Please make sure that the prices you are quoted by Meeting Site Chair takes these items into account.*

3. Prepare committee report and send to the President 2 weeks prior to Summer Board meeting.
4. Attend the Board meeting.
5. Communicate with Exhibit Chairperson to ask if assistance is needed in communicating with vendors.
6. Consult with the President and the Meeting Site Chairperson to be sure that the Vendor Appreciation Breakfast has been scheduled for Friday morning.

### AUGUST:

1. Provide Exhibits Chairperson with the invitation for User's Meeting again and request that he/she e-mail to all the vendors (minus the ones who have already responded).
2. For the vendors that have responded send communication indicating the deadline date for Audio/Visuals and number of lunches. For the A/V provide the vendors with a cost list. *Note: A/V is usually reserved by the day so split the cost by 2 if two vendors will be sharing a room.*
3. Ask Meeting Site Chairperson to find out if vendors may pay the hotel directly for the expenses incurred and what forms of payment they accept. Also, ask for the Master Account Number. If the hotel will not allow the vendors to pay the hotel directly, they will need to have checks with them and write a check payable to SEACM. If vendors will need SEACM's tax-id number to issue this check it is: 57-0680047.

### SEPTEMBER

1. Call or write (e-mail) the Exhibits Chairperson and see if your assistance is needed with compiling the door-prize questions. ***Remember, vendors are not to be asked if they will donate door prizes.***
2. Confirm any new vendors requesting User's Meetings space and provide them with A/V and lunch/break costs.
3. Ask Meeting Site Chairperson for the date deadline for A/V and food.
4. Request a microphone for announcing door prize winners in the Exhibits Hall during Exhibit time.

### OCTOBER:

1. Provide the Exhibits Chairperson with a flyer to include in Corporate Sponsors packet inviting them to a Vendor Appreciation Breakfast. See example in notebook, CD, or website.
2. Remind Membership/Registration to provide you with labels for all registered attendees for the drawings at the meetings.
3. Purchase index cards to stick labels to (one per card) and make a drawing box or envelope.
4. Provide Meeting Site Chairperson with confirmed A/V needs and number of lunches and/or break attendees by deadline date.

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5. Provide a Vendor Projected Expenses paper for each vendor hosting a User's Meeting. See examples in notebook, CD, or website. Be sure to include the forms of payment accepted and the master account number if vendors can pay directly to the hotel. Send vendors a copy of the projected expenses with payment info on the bottom. If vendors have to pay SEACM directly, remind them that we cannot accept credit cards and can only accept checks.
6. Shop for door prizes (suggestions include ASM manual, wine/cheese basket, Godiva chocolates, camera, Walkman, tool kit, lab timer, safety equipment, t-shirts, mugs, books and gift cards).

### NOVEMBER:

1. Bring the drawing box or envelope, index cards (will get the labels at the Board Meeting on Wednesday or early Thursday), Two copies of the User's Meetings Projected Expenses you e-mailed in October, calculator, and door prizes you purchased,
2. For User's Meetings, make sure you arrive early on that day and meet the hotel contact, the AV personnel and know how to work the lights, etc in the rooms. Be prepared to show the vendors. At this time, ask the hotel contact if they can provide you with a master account printout before lunch so that you can confirm that you have accurately assessed charges to the vendors. If you need assistance in reading this, ask the President, President-Elect or Meeting Site Chairperson. Double check all figures before presenting the vendors with a final bill. Write on both copies of the projected expenses to list any additional items or reduction in costs per the Charge Master. One copy is for the vendor to take with them and one is for your records. Either escort the vendors to the desk to pay or check with the front desk before the end of the day that each vendor has paid based on the amounts you have shown on your copy. If a vendor has not paid, speak with the President so that the matter can be resolved before the vendors setup for Exhibits.
3. Vendors historically bring door prizes so collect them as they give them to you. Verbally thank them for their donation. Ask for a business card and write on the back what item/s they have donated. Keep these cards for later use. Ask them to attach a business card to each gift, if they have not already done so.
4. Put the registrant's labels on the index cards and put in the box or envelope.
5. Assist the Exhibits Chairperson during Vendor Registration, if needed.
6. Visit each booth and introduce yourself as the Corporate Liaison Committee Chair. Thank the vendors for their continued support and let them know about the Vendor Appreciation Breakfast Friday morning at 8 am. Inform them that there will be a short meeting around 8:15 am with the President, President-Elect, Exhibits Chairperson and you to give additional meeting information and initial feedback on the meeting site, accommodations and exhibits.

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7. Announce door prize winners at 7 pm on Thursday and 10:00 am on Friday. If registrants are not present at the time of drawings, take a list of names with the items won and give to the moderator of the next session to announce. Keep gifts in a secure location until given to the winners. If the registrant is no longer at the meeting, then redraw (time permitting). If not, hold until the next year.
8. Write on door prize drawings which gifts were won by whom. This is so that if there are any corporate donated gifts are given away, we can inform the corporate sponsor who won their gifts. Compile the list of winners name and any corporate donations to be given to the Publications Chairperson for the Newsletter.
9. Prepare and review with the incoming chairperson the budget for the upcoming year so that the budget can be submitted to the Finance Chairperson by December 1.
10. At the Vendor Appreciation Breakfast, gather the vendors present in a small group. Introduce yourself again and thank them for their support. Introduce the President who will then address the group with the following information:

### President:

- Extends a warm welcome and thanks vendors for support.
- Number of attendees registered for the Workshops and General Session.
- Number of applications submitted for scholarships. The total of scholarships and amounts awarded and winners (names and locations).
- Notify them of next year's location and dates.
- Turns it over to Exhibits by introducing him/her.

### Exhibits Chairperson

- Number of vendors exhibiting in the number of booths.
- Number of sustaining members.
- Reminds vendors that State Area Spring Meeting information is included in the packets and would appreciate passing these out as they visit their customers.
- Reminds vendors that a questionnaire was also included in the packet and to please fill this out before leaving.
- Turns it back over to you.

### Corporate Liaison:

- Ask the group of vendors for initial feedback on the meeting site, amount of traffic in the booth (quality versus quantity), and anything else they would like to mention.
- Mention that if they prefer to talk to you one-on-one that you are available today and by e-mail

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- Thank them again for exhibiting and we look forward to seeing them again next year.

11. Write e-mail thank you notes to the vendors who donated door prizes. Include in the e-mail the name and location of the person who won the item/s that were donated by them.