

MHSLA 2012 Conference – Novi, Michigan
Local Arrangements Final Report 2012
Submitted by: Toni Janik and Gina Hug – Co-Chairs

Our first planning meeting for the MHSLA 2012 Conference took place in June 2009 with Janet Zimmerman, Nancy Bulgarelli, Gina Hug and Toni Janik after the MDMLG Summer Meeting. The four of us agreed to split the tasks of Education and Local Arrangements and divided up the tasks as Co-Chairs. Janet and Nancy became the Education co-chairs and Gina Hug and Toni Janik became the Local Arrangements co-chairs. For this team having co-chairs made it easier to complete all the preparations necessary for the conference.

A short list of 5 facilities was developed and the co-chairs made inquiries and site visits. The Baronette Renaissance Hotel in Novi was chosen as the conference hotel based on location, meeting rooms, favorable accommodation prices, exclusivity for MHSLA to be the only conference on-site during the three days of our conference, and overall ease to meet our needs within our budget.

We then developed our sub-committees. Our subcommittee chairs were:

Gina Hug -Audiovisuals
Exhibits and Vendors – Mike Simmons
Special Events – Toni Janik
Publicity – Jill Turner
Registration – Ellen O-Donnell
Accommodations – Toni Janik

Accommodations Report MHSLA 2012

Submitted by Toni Janik

The conference hotel room rate was negotiated as part of the initial contract discussions to be \$109.00 per night with free wifi access in the sleep rooms. This was a modest increase over the 2010 conference room rates.

We also negotiated for the wifi in the meeting rooms to be free and the meeting room rental rates were reduced for MHSLA to \$300 per day for all their meeting spaces. This was a significant decrease from their posted rates. To ensure this rate we needed to spend a minimum of \$8000 on food and beverage over the three days.

Lessons learned:

Booking early with the hotel saved us in terms of room costs as compared to booking costs the following year and we were able to get our first choice of dates.

When booking the meeting space also book an appropriate close space to the registration area for the storage of registration materials, signs, audiovisual equipment, etc. We found we needed to do so many months after the initial contract signing and ended up paying extra for that space. Perhaps it could have been negotiated as an included room at the initial contract signing.

Check the event order sheets carefully in the weeks prior to the conference. Once we gave our numbers per meal per day we found many errors in their transcribing and charging on the order form. We ended up working with the hotel, revising the order form 15 times before we signed off prior to the conference. However, in doing so, we saved money and ended up being spot on in our numbers submitted and the real number of meals served at the conference.

Special Events:

Submitted by Toni Janik

The Welcome Reception was initially scheduled to be held in the Toasted Oak Restaurant in the conference hotel. However, a year into the planning, we chose to move it into the hotel proper into a meeting space we had included in our contract. The benefits to this choice were: (1) no additional cost to rent this space, (2) the food and beverage totals would be part of the \$8000 minimum we needed to spend to ensure our low room rental rate, (3) more room for our band, (4) more mingling and networking room for our attendees and (5) lower cost for the meal. We chose to go with a buffet style meal rather than hearty appetizers as it allowed us to offer more choice for lower cost per person. Based on attendee feedback this decision was well received.

The Special Event was planned with the idea in mind that we would ensure we did not need to budget for transportation to the event. This helped keep our budget in line. The Tin Fish restaurant in the Twelve Oaks Mall provided us with their restaurant's second floor dining space, private cash bar and three dedicated wait staff. They were a delight to work with. The manager, Gina and I put together a six option menu for our attendees to choose their entrée on the evening of the event. Two of the options were vegetarian. We were fortunate that they chose to only charge us for the actual number of meals ordered on the night of the event. (We had a few registrants for the event that did not show.) Prices were reasonable and we would recommend working with this facility again.

Publicity Committee Final Report MHSLA 2012

Submitted by Jill Turner

By the time I came on as Publicity Chair in late June 2011, both the 2012 conference theme and logo had already been chosen.

The MHSLA Board approved sending Save the Date announcements electronically rather than via regular mail in order to save on the cost of postage and printing. Save the Date announcements were sent to the following listservs or newsletters in April 2012: U of M Student listserv, Wayne State student listserv, Midwest Chapter MLA, SLA, SOHLIN, CHLA, Ontario Health Libraries Association, MDMLG, MHSLA, Ohio Health Sciences Library Association, Indiana Health Sciences Librarians, Health Science Librarians of Illinois, GMRLIST (Greater Midwest Region), GMR Blog / Cornflower, MEDLIB-L, MICHLIB-L (MLA), SLIS Alumni, WSULS Librarians, MLA News. Save the Dates announcements were copied and pasted into the messages to the listservs.

Announcements included links to the conference website. Several MHSLA members commented that they never received the listserv messages that came through the MHSLA listserv.

Formal conference invitations were sent to the above listservs during the week of July 20, 2012. Reminder invitations were emailed to the listservs on September 17th. A final invitation was sent to the MHSLA and MDMLG listservs on September 25th.

Valerie Reid set up a conference planning wiki (<http://mhsla2012.wikispaces.com/>) for local arrangements members as well as the conference website (<http://www.mdmlg.org/MHSLA2012/>) that launched in June 2012. The conference website was updated throughout the planning process. The original conference website was host on a blog. After several members commented they were unable to access the website due to firewall restrictions in their institutions, Valerie re-created the official conference website as a subpage of the MDMLG website. This new conference site also created access issues for other members, so some members were sent pdf copies of the conference program and registration forms.

Valerie Reid created an interactive conference at a glance web page which used HTML formatting to link out to class descriptions and sponsored events.

A Preliminary conference program was drafted and posted to the conference website on June 4, 2012. Periodic updates to the program were posted until the final conference program was posted on October 5, 2012. Digital copies of the program were forwarded to Gina Hug for distribution to members unable to access the conference website. The preliminary program, conference at a glance, and registration forms were posted to the conference website and the MHSLA website. When the final program and final conference at a glance were finished, they replaced the preliminary documents. 100 final programs and 20 extra copies of the conference at a glance were printed at Staples. Classroom signage was created and emailed to Toni who delivered it to the hotel for printing and placement. Poster-sized signage was created for Lunch and Learns and Breakfast and Learns and printed at the University of Detroit Mercy School of Architecture for about \$2.00/sign.

Jill T. took photos of the Lunch and Learn, Breakfast and Learn, and Sponsored break signs. Photos will be emailed to Mike Simmons for inclusion with sponsor thank yous. It was decided not to print special event tickets. Instead attendance was monitored through the use of stickers on attendee name badges. The stickers were handled by the local arrangements co-chairs.

REGISTRATION COMMITTEE REPORT 2012 MHSLA CONFERENCE – Ellen O'Donnell

Registration income: **\$15,980**

Two checks from institutions are still outstanding (\$670 total). We had one cancellation and refund due to a death in the family.

PayPal was used by 38 of the registrants.

FINAL REGISTRATION COUNTS - MHSLA 2012 CONFERENCE

	Registrants	Speakers	Vendors	Totals
Full Conference (35 pd, 7 no charge)	42			42
Wednesday only	2	4		6
Thursday only (1 no charge)	11	2	19	32
Friday only	6	2		8
Wednesday / Thur	4		1	5
Thursday Friday	3		2	5
Totals	68	8	22	98
Welcome Reception (indicated intent to attend)	38			38
Special Event (indicated intent to attend)	45		2	47

Notes:

Did not count poster/LR presenters in speaker numbers

Did not include speakers in Welcome or Special Event count

Welcome Reception number includes 5 from band

Vendor and Speaker numbers are approximate

Conference fees were waived for:

President, Secretary, Treasurer, President Elect, 2 student scholarships, 1 member scholarship, A-V technician

MEAL COUNTS (estimated)

Wednesday	52
Thursday	85
Friday	53
Welcome	44
Special Event	47
Class Counts	
Epidemiology	29
Nurse's Shoes	16
IRB	24

The registration form was converted into to a “fillable” PDF and posted to the conference website by the end of July, to coincide with the email announcements of the conference.

Although we requested that all registrants email or fax a copy of the registration form to the registration chair, there were several that did not, requiring follow-up, especially for those paying via PayPal.

In the future, it would be helpful to have the additional non-member fee listed as a separate fee on the registration form and on the PayPal form, rather than rolled into the conference price.

Registrations were recorded on an Excel spreadsheet, which was used to track missing checks, forms or information, create class lists, badges and raffle tickets, track income and pull numbers to aid in the food counts. A separate Excel list was kept for vendors and speakers – primarily to aid in badge making and registration packet assembly.

An attendee list with names and institutions (no emails) was also pulled from the Excel spreadsheet and included in the registration packet for attendees, speakers and vendors.

It was helpful to have a room set aside at the hotel for storage during the conference. We used the room to assemble the registration packets, store registration items overnight and store A-V equipment.

Some people requested payment receipts on MHSLA stationery – have a few available at the conference.

A computer and printer at the registration desk were useful for emergencies.

2012 MHSLA Conference AV Committee Final Report
Submitted by Gina Hug

Henry Ford Health System supplied 4 projectors and 4 laptops for use during the 2012 MHSLA Annual Education Conference. St. John Providence Health System provided 1 projector as a back-up. The Baronette Renaissance Hotel provided screens, microphones, AV carts, 1 podium and the extension cords. No MHSLA funds were used for the projectors and the laptops. The total cost for the equipment provided by the Baronette Renaissance Hotel was \$1055.

Vendor Committee Final Report

Submitted by Mike Simmons

The prices for vendors/exhibitors were as follows: \$250 for a table (number of representatives that could attend at this price was not stipulated), \$1000 for a lunch and learn (3 available), \$800 for a breakfast (2 available), \$500 for breakfast sponsor (1 available – Wed. 10/17/12) \$500 for a break (5 available), \$750 for Welcome Reception sponsor, and \$1000 for Special Event sponsor. Vendors who wanted to attend the special event were charged \$50 each.

A list of vendors/exhibitors for the MHSLA 2010 conference follows this report. Also included in this report is the entire vendor registration packet. Exhibit tables were offered free of charge to the Library of Michigan/Mel and to NNLM/GMR.

Known vendor representatives were contacted early in 2012. Reminders, follow ups and in person invitations were also made at the 2012 Medical Library Association Conference in Seattle.

Registration forms did not have a deadline stipulated. Vendors continued to donate funds or sign up for sponsorship up until the very last week prior to the conference. Many showed interest much nearer to the time of the conference. Follow up in the form of personal, individual contacts or phone calls were key to getting commitments. It seems important to let vendors know of the conference in advance, but more follow-up may be necessary to get vendor support committed early. It is also very important to understand the difference between those who plan for the vendor participation (marketing) and those who actually attend (sales representatives). Vendors ultimately contributed a total of \$9,600 in support of the 2012 MHSLA Conference.

Positives:

- Our final amount of support dollars and variety of vendors was very good this year.
- There was a lot of interest in lunch and learns and breakfast and learns—more than available spots.
- A place on the form asking for bag and raffle items was very successful. We received a large number of items from the vendors for both the bags and the raffle.

Details:

- Details had not been worked out for what to charge a company to send multiple representatives. This option needs to be added to future forms.
- More clarity that we need the name of the representative actually attending and their email address would be helpful in order to send them pertinent information regarding the conference. Sometimes the only name on the registration form was the marketing personnel, not the attendee.

Respectfully,
Michael Simmons, MLIS November 19, 2012

**Michigan Health Sciences Libraries Association
Annual Education Conference Invitation
October 17-19, 2012
Novi, Michigan**

Dear Vendor Representative,

You are cordially invited to participate in the 39th Annual Michigan Health Sciences Libraries

Association (MHSLA) Education Conference. The 2012 Conference is being held at the Baronette Renaissance Hotel, October 17-19, 2012 in Novi, Michigan. The conference theme is, "Librarians Driving Medical Education."

The Detroit Metropolitan area is home to a large number of hospitals and medical schools including the University of Michigan, Wayne State University, Henry Ford Health System, Oakland University William Beaumont School of Medicine and many others. Additionally, the MHSLA conference is attended by health sciences librarians from across the State of Michigan.

This will be an attractive venue that is advantageous to all concerned.

We are encouraging all of our vendor partners to showcase their products and services. Exhibits will be open Thursday, October 18, 2012 from 9:00am – 5:00pm. We also invite your participation as a conference sponsor. There is a variety of sponsorship

opportunities available that permit you to highlight your product line in unique ways. There is also the highly sought after opportunities to sponsor and present at a breakfast or lunch & learn. These slots go quickly and are provided on a first response basis. The registration form and list of the various levels of participation is attached.

Rooms at the Novi Baronette Renaissance Hotel may be reserved at the special conference rate of \$109.00. Be sure to mention the Michigan Health Sciences Libraries Association for the group rate. Reservations may be made by phone (248) 349-7800, or online at:

<https://www.marriott.com/reservation/availability.mi?propertyCode=dtwdn>

Conference materials may be shipped for arrival a couple of days prior to the conference to:

The Baronette Renaissance Hotel, 27790 Novi Road, Novi, MI 48377. Toll free: (800) 395-9009;

Fax (248) 349-7467. Please indicate on your shipping boxes, Michigan Health Sciences Libraries Association.

We hope you can join us at the MHSLA 2012 conference. We appreciate your support and involvement with the Michigan Health Sciences Libraries Association.

Please feel free to contact me with any questions.

Michael Simmons, MLIS

Manager, Library Information Services

1200 East Michigan Ave., Suite 111

Sparrow Health Sciences Library

Sparrow Health System

Lansing, MI 48912

Tel: 517-364-5656 Email: simmon11@msu.edu

Michigan Health Sciences Libraries Association

Annual Education Meeting

October 17-19, 2012

Registration for Exhibitors and Sponsors

Exhibition Day Thursday, October 18, 2012 Baronette Renaissance Hotel, Novi, Michigan

Name: _____ Email: _____

Company Name/Organization: _____

Address: _____ Phone: _____

Fax: _____

Company Contact(if different from above): _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Please select from the following options (circle choices)

Wednesday, 10/17/12 Thursday, 10/18/12 Friday, 10/19/12

Breakfast Sponsor-----(\$500) Breakfast & Learn-----(\$800)
Breakfast & Learn-----(\$800)
AM Break Sponsor-----(\$500) AM Break Sponsor-----(\$500) AM
Break Sponsor-----(\$500)
Lunch & Learn-----(\$1000) Lunch & Learn-----(\$1000)
Lunch & Learn-----(\$1000)
PM Break Sponsor-----(\$500) PM Break Sponsor-----(\$500)
Welcome Reception Sponsor-----(\$750) *Exhibit Table-----(\$250)
Special Event Sponsor-----(\$1000)

A. Daily Totals from above: \$ _____

B. Other sponsorship amount: \$ _____

C. Special Event, Thursday Evening (\$50.00/individual exhibitor): \$ _____

Grand Total (U.S. dollars, add amounts from lines A-C above) \$ _____

(Please make your check payable to **Michigan Health Sciences Libraries Association** and send to Michael Simmons. We regret that we cannot accept credit card payments at this time. Opportunities for presentations at lunch or breakfast are limited and will be reserved on first request basis.)

***Please see next page for more information**

Additional Information

***Exhibit Table at MHSLA 2012 is inclusive of:**

- 6 ft. skirted table w/1 chair
- Wireless Internet Access
- Electricity
- Single day conference registration for Thursday for one vendor representative/exhibitor
- Thursday breakfast and lunch
- Listing in the Conference program
- Link to company site on conference web page

All sponsorships will also be promoted with prominent signage at sponsored event.

All exhibitors and sponsorships will be acknowledged in the official conference program and on the conference web page.

Lunch / Breakfast & Learns are an opportunity to present your content.

Presenters will be provided with audio-visual equipment as needed. Contact Mike Simmons as to what equipment you may need to be successful. Presentations are to conference attendees during lunch.

Exhibitors may send advance promotional materials to conference planners for inclusion in attendee conference bags.

Send your promotional items to Mike Simmons (address below).

Donate material for vendor raffle on Thursday afternoon, 10/18/12.

In past years, vendors have contributed a variety of items to be raffled to attendees. This too is a great way to promote your product line and gain awareness of services. Attendees must be present to win.

Exhibitors may ship materials to the conference hotel a few days ahead of time to avoid delays.

The Baronette Renaissance Hotel
Attn: MHSLA Conference
27790 Novi Road,
Novi, MI 48377

What is the Special Event?

The MHSLA 2012 Special Event is at the Tin Fish, an upscale eatery at the Twelve Oaks Mall (largest mall in Michigan). This is a chance to mingle with librarian partners at an informal gathering. Please join us!

All correspondence, questions, comments, concerns, to:

Michael Simmons, MLIS
Manager, Library Information Services
1200 East Michigan Ave., Suite 111
Sparrow Health Sciences Library
Sparrow Health System
Lansing, MI 48912
Tel: 517-364-5656 Email: simmon11@msu.edu

Budget Analysis:

Income: \$25,720.00
Local Arrangements Expenses: \$18,097.94
Local Arrangements Profit: \$7,622.06
Education Expenses: \$4,381.80

Total Profit: \$3240.26

Appendix A

Site Proposal
Site Proposal for MHSLA 2012

Dates: Wednesday, October 16 – Friday, October 19, 2012

Hotel: The Baronette Renaissance, 27790 Novi Road, Novi, Michigan 48377

Guest Room Rate: \$109 per night

Meeting room space rental not attached to number of room nights but rather is dependant on the Food and Beverage total of at least \$8000.

Room Block for Standard Rooms

	Tues Oct 16	Wed Oct 17	Thurs Oct 18
Standard Rooms	10	30	30

Nights booked on Monday and Friday also count towards our number of rooms. These rooms are also available at the conference rate.

- Complimentary Guest Room Internet
- \$125.00 per-day for Wireless Internet in the Ballrooms and Gallery meeting rooms (\$75 for the Ballroom and \$50 for the Gallery)
- Exclusivity Event (Only Group in House)
- Meeting Room Rental reduced to \$300 per day (by 78%) with a Food and Beverage minimum of \$8,000 for the 3 days.
- **Meeting space:** One large ballroom on the main level that divides into 4 rooms, one meeting room that seats 40 classroom style with private washroom facilities on the first floor, a board room that seats 10, outdoor seating and gathering places, and sunny indoor pre-function spaces.
- Complimentary 24 hour Workout Facility Access
- Food and drink for the Opening Reception on Wednesday evening counts towards our minimum of \$8000
- Easy walk to Special Event Location
- We are welcome to use our own computers, projectors, technical equipment and support personnel to reduce costs. An AV company is in place if we need to rent their equipment, etc.
- within walking distance of Twelve Oaks Mall with 150 stores and VIP shopping passes

The Baronette has put our guest rooms and event space on a first option hold until November 23, 2010.

We look forward to the board's approval of our proposed site for MHSLA 2012.

Submitted for your approval by:

Toni Janik & Gina Hug
Local Arrangements 2012 Co-Chairs
tjanik@hdgh.org & ghug1@hfhs.org