

July 1, 2016
Conference Call

Participants:

Drew Faulkner
Ann Stratte
Susan James
Rosa Mendoza
Debra Moser

Discussion:

Drew reported Susan Callahan on board to help with the marketplace.

Ann to call Greg Jewell regarding what we can expect from the hotel in the hospitality suite for set-up during conference. Rosa offered that she had a number of items that she could provide in terms of set-up, if needed e.g., coffee urn, platters, etc. There were questions around will the hotel provide ice, pitchers of water, etc. Ann suggested most beverages will need to be donated.

The group discussed a possible marketplace and author table fee of up to \$175 per table. There was discussion about bringing the table fee down, if possible. Debra suggested, and others agreed, on a \$50 per table/per day or \$75 for 2 days for the marketplace vendors. Tables for vendors will be placed outside the hospitality suite in the hallway.

Marketplace vendors will have a few hours around lunch on both Friday and Saturday to sell products (~10:30 a.m. – 2:30 p.m.). Authors will have time Friday evening 4-6 p.m. for book signing. There was some concern about how much of an opportunity this presents to vendors. Drew offered that the Charleston planning group reported that their marketplace and authors sessions were a success and that their vendors were pleased. Charleston is delighted to further share lessons learned/answer questions. The marketplace planning group will cover both the marketplace and the book signing event. Ann will provide Debra with a possible suggestion of a Dame member who may be able to assist her with the book signing. Ann will also provide Debra with a list of authors who plan to participate in the event.

Debra asked if there was a vendor goal for the event. Drew suggested that there wasn't a target number.

Susan asked would there be an opportunity to provide a patron display/promotional table in the hospitality suite as an LDE DC perk to local patrons and part of a longer-term relationship building strategy. The group agreed and suggested patrons should be given first preference in table location.

Rosa asked how many tables will be set-up for registration and how large the tables will be. Ann responded that there isn't a standard set-up. Rosa suggested using spare registration tables over the course of the conference for other purposes such as providing one or more of the tables to patrons.

There was agreement that non-Dames can participate in the marketplace but as a first step Dames should be contacted to assess interest. This will ensure adequate space for Dames who are interested. The group will produce a list of Dames who want to participate in the marketplace. Ann suggested that Debra contact Camilla regarding the list she previously collected.

Rosa will look for an opportunity soon to tour the hotel hospitality suite space.

A next meeting will be scheduled for Monday, July 18 at 10 a.m.