

A DETAILED GUIDE TO HOSTING SNEAPPA BUSINESS MEETINGS

Revised: July 5, 2023

Membership in SNEAPPA (*Southern New England Chapter of APPA*) provides a forum to exchange ideas, experiences and information while expanding your network with Facilities' colleagues and associated Business Partners across the region throughout the year. In addition, by hosting a SNEAPPA Business Meeting at your institution, you'll have the ability to share and showcase the innovations, technologies, and expansions taking shape or recently completed on your campus.

General Information:

- **Event Date(s)** (proposed): SNEAPPA currently hosts 3 meetings per year; preferably in March, June, and November. Although we are flexible, we find there is better attendance on Tuesdays, Wednesdays or Thursdays.
- **General Event Time:** Registration: 8a; Meeting: 8:45a/9:00a to 2:30p (*includes tour(s)*) (*Adjusted as needed to account for travel time.*) The typical meeting format includes:
 - *Registration (45 min-1 hr)*
 - *Business Meeting (15-30 min)*
 - *Presentation(s) (1 hr)*
 - *Break (30 min)*
 - *Presentation(s) (1 hr)*
 - *Lunch (1 hr)*
 - *Facility Tour(s) (1 hr)*
- **Anticipated Attendance:** 80 to 120
- **Invitation/Registration Process:** Once the date/location is confirmed, SNEAPPA's Meeting Manager eMails *Save-The-Date* notice to membership followed by a subsequent eMail containing agenda, program summary and registration details. Online registration opens approximately 45 days prior to meeting at www.sneappa.org and provides attendees a prepayment option via major credit card (STRIPE) or offline payment. Registration is monitored by the SNEAPPA Meeting Manager (eMail: admin@sneappa.org).
- **Registration Fees:** Prior to each meeting, the SNEAPPA President will determine the base registration fee required to cover the per person meeting expense (*including food/beverage, meeting costs*). The registration fee is typically \$100 - \$120 and is collected for all registration forms received by posted date and on-site (*walk-ins*).
 - **Registration Fees for Hosting Institution:**
 - Four (4) Registrations are *Complimentary*.
 - All additional Host registrations will receive a 50% discount off the posted rate.
 - *SNEAPPA Meeting/Registration Manager will provide discount codes.*
 - **Registration Fees for Speakers/presenters/panelists:**
 - Presenters for the educational session(s) will receive a 50% discount off the posted rate.
 - *SNEAPPA Meeting/Registration Manager will provide discount codes.*
- **Sponsorships:** The ***Business Partner Sponsorship Program*** was formally adopted in 2022 where the SNEAPPA President and VP will periodically solicit a list of business partners interested in sponsoring SNEAPPA meetings. *Categories include: Main Program, Breakfast, Lunch, Registration Area, Campus Tour (2-3)*
 - Sponsorship decisions may be made based relationships business partners have with a hosting institution (*for potential co-presentation or other meeting participation*) in addition to their on-going support of SNEAPPA.

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Role of Host Institution Coordinator

- **CAMPUS MEETING LOCATION** – reserve/set/manage on-campus meeting location(s) on meeting day to accommodate up to 120 attendees. To include:
 - **Registration Area** (*at entrance*) to include:
 - (2) 6' or 8' draped/skirted tables w/ (2) chairs
 - (2) 6' tables in registration area for separate placement of Program Sponsor + shared sponsor collateral
 - **Breakfast/Break Area**
 - pre-meeting refreshments (*45 min to 1 hr prior to meeting start*); and
 - scheduled 30-minute mid-morning networking break (times may vary depending on final programming agenda)
 - **General Session**
 - Determine room set-up (theatre, classroom, etc.) to comfortably seat all attendees and complement speaker/panelist's delivery format.
 - *Audio Visual* requirements will be determined based on final program format (*LCD projector, screen, lectern w/ mic, laptop, panel table, sound system, etc.*)
 - **Lunch Area** -- General Session room (w/ lunch buffet) or other area to accommodate.
 - **Parking** – designate on-campus parking, provide instructions, and post SNEAPPA signs
 - **SNEAPPA Signage:** SNEAPPA Meeting Manager will provide supply of *Reusable SNEAPPA-branded stake signs* w/ arrows (left, right, up) for directions to parking and meeting in advance of meeting (shipped via courier or other suitable method.)
 - Host coordinator will install signage on by 7a the morning of the meeting.
 - SNEAPPA Meeting Manager will gather on way out.
 - **Campus Tours** – determine up to three (3) one-hour (*max*) tour options following lunch.
 - Tours run simultaneously and not all attendees will opt to participate.
 - Meeting Manager will provide rough numbers for tour prior to meeting.
 - **Agenda Development**
 - The goal of our educational programming is to create and coordinate one to three compelling presentations and interactive sessions in one-hour increments for attending regional facilities colleagues. Highlight projects or partnerships relating to campus improvements and advancements, offer advanced learning techniques for facilities officers, inspire through motivational/keynote speakers.
 - Host institutions are welcome to assist members of the SNEAPPA Board (under the direction of the President and Vice President) to design the content/agenda especially as it relates to specific campus policies, projects, discussions, lessons learned, etc. to showcase to our Facilities audience).
 - **Speaker(s)/Panelists**
 - Invite/confirm/coordinate participation of all speakers/panelists invited by host as outlined in final agenda.
 - Assist in collecting and submitting Speaker Bios and Photos for event marketing.
 - Obtain AV requirement, set up and support for presentations (projector, screen, mics, flip charts, etc.).
 - Prepare speaker handouts for distribution and/or PDF upload to SNEAPPA website post-meeting, if applicable for host invited speakers.

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- **F&B/Catering**
 - A proposed menu with associated per person costs (*including any applicable tax/service charges*) should be included with the draft agenda document submitted 90 days prior to the event.
 - *NOTE: SNEAPPA is a 501c3 organization and if applicable, can provide a W-9 for tax-exempt status.*
 - Typical refreshment offerings include Continental-style breakfast, a mid-morning refresh (*beverages only*), and buffet luncheon consisting of a vegetarian option.
 - SNEAPPA Treasurer will reimburse the host institution for the full, per person food/beverage costs, based on final headcount, upon presentation of a detailed invoice.

Proposed Schedule for Program Development and Event Preparation:

- **180 days (or approx. 6 months) prior to the meeting date:**
 - Host coordination: The SNEAPPA President /Vice President will contact the host institution meeting coordinator to provide and review the planning timeline and general event logistics (*agenda, flow, logistics, etc.*);
 - Venue Contract: The SNEAPPA President/Vice President/Meeting Manager contact the hosting institution to finalize contract to include estimated cost for facilities and AV rental and setup.
 - Host Logo: The hosting institution provides a copy of their logo to SNEAPPA Meeting Manager.
- **120 days (or approx. 4 months) prior to the meeting date:**
 - Program Development: The SNEAPPA Board of Directors maintains the position whereby the SNEAPPA meeting format should be designed to encourage educational exchange and networking exposure to its membership. Only Meeting Sponsors are invited to provide business collateral and no vendor booths are currently allowed at SNEAPPA business meetings.
 - Food & Beverage Estimate: The SNEAPPA Meeting Manager will work with the hosting institution and/or caterer to develop the F/B menu & estimate.
 - Facility / AV Rental / Parking / On-Campus Transportation: The SNEAPPA Meeting Manager and Host coordinator will work together to identify all potential costs associated with the scheduled meeting.
- **90 days (or approx. 3 months) prior to the meeting:**
 - Educational Session Development: SNEAPPA VP and hosting institution coordinator will develop and draft meeting agenda, synopsis of educational program, and ideas for tours and submit to SNEAPPA Board for approval.
 - To reiterate, the objective is to create and coordinate one to three compelling presentations and interactive sessions in one-hour increments for attending regional facilities colleagues. Highlight projects or partnerships relating to campus improvements and advancements, offer advanced learning techniques, explore emerging industry trends, or inspire facilities officers through motivational/keynote speakers, etc.
 - Each session should be 45 minutes to 1 hour in length.
 - Concurrent sessions are also considered.
 - Tours: The host institution will propose one to three tours of their facility to highlight the campus, recent projects and/or other areas of special interest to facilities officers. Each tour should be no more than 1 hour in length.
 - Meeting Sponsors: SNEAPPA President and VP will select meeting sponsors with consideration given to business relationships they may have with the host institution and/or ongoing participation and support for SNEAPPA.
 - The proposed list of sponsors will be forwarded to the SNEAPPA Meeting Coordinator.
 - SNEAPPA Meeting Coordinator will contact proposed Sponsors for confirmation, payment and logos.

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- **Registration Fee:** SNEAPPA President will determine registration fee (generally \$100-\$120/person) based on the estimated meeting costs and F/B.
 - Discounted rates for host institutions and speakers are noted above under the general information section.
- **75 days (or approx. 2.5 months) prior to the meeting:**
 - **Program Finalized:** SNEAPPA VP and Host Coordinator finalize education presentation outline, presenters, and tours, and provide a brief synopsis of presentations and tours to SNEAPPA Meeting Manager.
 - **Speaker Bios and Photos:** SNEAPPA VP and Host Coordinator solicit speaker bios and photos and submit to SNEAPPA Meeting Manager.
- **60 days (or approx. 2 months) prior the meeting:**
 - **Save the Date:** SNEAPPA Meeting Manager email Save the Date notice to SNEAPPA mailing list.
 - **Directions:** Host coordinator will send driving directions (from New England) and parking instructions to SNEAPPA Meeting Manager.
 - **Registration prep:** SNEAPPA Meeting Manager prepares online registration/payment form on SNEAPPA webpage.
- **45 days (or approx. 1.5 months) prior the meeting:**
 - **Registration Opens:** SNEAPPA Meeting Manager sends email notice to all members and BP's, and posts registration link on SNEAPPA webpage.
 - **Meeting Logistics:** SNEAPPA VP and/or SNEAPPA Meeting Manager and Host coordinator finalize and coordinate AV requirements for presentation.
- **30 days (or approx. 1 month) prior to meeting:**
 - **Meeting Logistics:** SNEAPPA Meeting Manager finalizes room set-up (theatre, classroom, etc.), F/B menu and AV requirements.
 - **Educational presentations:** Speakers/Panelists provide draft presentation to SNEAPPA VP for review and comment.
- **15 days (or approx. 2 weeks) prior to meeting:**
 - **Event Logistics:** SNEAPPA Meeting Manager, VP and Host review and confirm that all event and facility details are coordinated.
 - **SNEAPPA signage:** Meeting Manager provides SNEAPPA-branded signs to Host Coordinator.
- **7 days (or approx. 1 week) prior to meeting:**
 - **Food & Beverage:** SNEAPPA Meeting Manager provides final headcount to caterer.
 - **Educational Presentations:** Speakers/panelists submit final copy of presentation to SNEAPPA Meeting Manager to be pre-loaded into meeting program.
 - **Meeting Handouts:** SNEAPPA Meeting Manager prepares meeting, sponsor, and speaker-related materials for distribution and/or PDF upload to SNEAPPA website post-meeting, if applicable.
- **Day of Event**
 - **Event setup:** SNEAPPA Meeting Manager, Host Coordinator will arrive early to set up registration table, sponsor tables, test AV and coordinate any last-minute adjustments.
 - **SNEAPPA Signage:** Host coordinator installs SNEAPPA directional signs by 7a the morning of the meeting for guidance to parking and meeting location. SNEAPPA Meeting Manager gathers signs on way out.



QUESTIONS? Contact SNEAPPA President, Melissa Bergeron at mbergeron@facil.umass.edu; Jean Robinson, SNEAPPA Vice President, at jean_robinson@uml.edu; or Sue Mulcahey, SNEAPPA Meeting/Registration Manager at susan@impressivgatherings.com for more information. We appreciate your consideration to host an upcoming SNEAPPA Business Meeting!