

Southern Early Childhood Association



Annual Conference Planning Manual

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This Manual is intended to aid in the planning of the Annual Conference of the Southern Early Childhood Association, held in the first quarter of the year, typically near the end of January, February or early March. The procedures outlined in this Manual are designed to help SECA staff successfully plan the conference while avoiding common mistakes. This Manual is based on current conference planning procedures as of March 2016 and should be updated to reflect any changes in the planning process or conference format. Any updated versions should be distributed to SECA Staff and Board members in a timely manner. Guidelines in this Manual are flexible and should be adjusted to best meet the goals and objectives of each conference.

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1) Site Selection

Site planning should begin 2 years in advance. The current conference format is to utilize a large hotel with adequate meeting space and guest rooms to accommodate a conference of 600-800 participants. Proposals will be submitted to the SECA office by potential conference sites upon the request of the office. When evaluating possible sites, the following should be taken into consideration:

- a) Space requirements
 - i) General Session room for approximately 600-650 seated theater style, including room for a stage.
 - ii) 10-12 breakout rooms, each with a capacity of 50+ seated theater style, including room for a podium and screen. The meeting room capacity should vary from some small rooms (40-50 capacity) to larger rooms that can accommodate 150-200. (The larger rooms are generally sections of a ballroom.) Within this selection of rooms, there must be space to accommodate:
 - (1) The Public Policy Luncheon, 100-125 people seated at banquet rounds, including room for a podium and A/V.
 - (2) The Director's Seminar, 75-100 people seated at banquet rounds, including room for a podium and A/V.
 - (3) The Trainer's Institute, 45-75 people seated at banquet rounds, including room for a podium and A/V.
 - (4) The Leadership Summit, 75-100 people seated at banquet rounds, including room for a podium and A/V.
 - (5) The Leadership Breakfast and Annual Business Meeting, 75-100 people seated at banquet rounds, including room for a podium and A/V.
 - (6) The *Just for Students!* event, 50-75 people seated at banquet rounds, including room for a podium and A/V.
 - iii) Exhibit space for 35-45 booths and tables.
 - iv) Space for the silent auction.
 - v) Registration area with counters and locked storage.
 - vi) Rooms for receptions and meetings in the evenings. The breakout rooms can be used for this purpose if they are available.
 - vii) A meeting room that will accommodate 20 persons in a hollow square for the Board meeting on Monday, Tuesday and Wednesday
 - viii) Approximately 350 room nights on peak nights, depending on estimated conference attendance. 850 room nights for the Board meeting and entire conference is typically sufficient.

See Appendix A for current general conference specifications.

- b) State affiliate cooperation - As the SECA conference rotates from state to state within the SECA region, it is important to neither neglect nor over-burden any particular state affiliate with the responsibility of hosting SECA in their state.
- c) Convenience - The site should be near an airport and within walking or short driving distance of restaurants, fast food, shopping, and attractions.
- d) Cost to SECA – The sum of the costs for the items listed below should easily fit within the planned conference budget to allow for any unexpected expenses:
 - i) Conference and exhibit space
 - ii) Lodging and room block guarantees
 - iii) A/V equipment rental rates
 - iv) Food & Beverage cost and guarantees
 - v) Security rates
 - vi) Liability insurance
 - vii) Concessions - Hotels and convention centers may offer free room nights for staff or discounted or complimentary space to offset other costs.
- e) Cost to Attendees
 - i) Room rates
 - ii) Meal prices
 - iii) Cost to travel to and from site

2) Hospitality and State Affiliate Collaboration

SECA Staff and Leadership should collaborate with the state affiliate in the host state to coordinate hospitality and special events. The state affiliate President will be responsible for designating a person or group of persons responsible for working with the SECA staff to do the following:

- a) Plan an affiliate fund raising activity that will be publicized as a special event at the conference. This event will be solely the responsibility of the host state affiliate and SECA will incur no liability in the planning or execution of this event. SECA will publicize the event in all registration materials, develop publicity materials for the event, and register participants to attend the event. All proceeds from the event will be remitted to the state affiliate within 30 days of the conclusion of the conference.
- b) Identify potential educational tours in the area
- c) Provide information about the area and local attractions that might be of particular interest to conference attendees
- d) Recruit volunteers to assist SECA staff during the conference
 - i) 20 volunteers will be needed during each conference
 - ii) Volunteers will be asked to assist in the following areas:
 - (1) Registration
 - (2) Hospitality (helping attendees find their way around the conference)
 - (3) Other duties as requested by SECA staff
 - iii) SECA staff will create a work schedule for volunteers before the conference. Each volunteer will be asked to donate at least 4 hours of volunteer work during the conference.
 - iv) Volunteers will receive complimentary registration for the general conference and will be free to attend any sessions they choose, as long as those sessions are part of the general conference program and do not interfere with their scheduled time to work.
 - (1) Volunteers that work only during the host affiliate fund raising event will not be eligible for complimentary SECA conference registration.
 - (2) Volunteers that wish to attend events such as the Director's Seminar, will be scheduled accordingly, and asked to pay only the difference between the registration for the Seminar and the general conference registration which is complimentary.

3) Publicity and Marketing

Marketing of the annual conference should begin one year before the conference and shall include the following:

- a) Print Promotions
 - i) Ads
 - (1) *Dimensions of Early Childhood* - During the year before the conference, each issue should contain an ad for the conference.
 - (2) Conference program - A 'Save the Date' ad should be prominently placed in the conference program each year to inform attendees of the date and location of the next year's conference.
 - ii) Flyers - Full color flyers should be professionally designed and printed and sent to Board members for distribution at their state conferences or other events.
 - iii) Initial Publicity Materials
 - (1) A "save the date" postcard should be professionally designed, printed and mailed out to SECA members and early childhood programs in the host state approximately 4 months prior to the conference.
 - iv) Registration/Pre-Conference Information
 - (1) All conference information is posted on the SECA website as it becomes available. All publicity materials will direct potential registrants to the website for information.
 - (2) Information posted on the website:
 - (a) General information (dates, location, theme, etc.)
 - (b) Keynote/featured speaker information
 - (c) Preliminary schedule
 - (d) Special notices (CEU's, special event fees, etc.)
 - (e) Educational tour/off-site event information if applicable
 - (f) Special event information
 - (g) Hotel and travel information
 - (h) Registration form
 - v) Publicity Materials for Affiliates – As ads are developed for SECA publications, these ads are made available to state affiliate newsletter editors for publication in their state newsletters and on their website. SECA bears the cost of producing these print ready and web ready publicity materials.

vi) Printed Conference Program

- (1) The program should be professionally designed and printed. Design work should begin 2 months before conference and the actual printing should begin per specifications of the print company to allow sufficient time to ship programs to the conference.
 - (2) Printer will ship conference programs to the vendor selected to manage conference exhibits.
 - (3) Programs will be distributed at registration.
 - (4) Typically, the program is 36-40 pages (including covers) and includes the following:
 - (a) President's Message
 - (b) Board list
 - (c) List of state affiliate presidents
 - (d) List of SACUS/SECA Past Presidents
 - (e) List of past SECA Award Recipients
 - (f) Conference Schedule
 - (g) Featured Speaker information
 - (h) Award recipients
 - (i) Special event information
 - (j) Director's Seminar information
 - (k) Trainer's Institute information
 - (l) Map of conference facility
 - (m) Exhibit map
 - (n) Exhibitor list
 - (o) Detailed interest session information
 - (p) Chart of interest sessions
 - (q) Index of interest session presenters
 - (r) Verification of Attendance form
 - (s) Any ads and inserts purchased by vendors
 - (t) Save the Date for the next conference
 - (u) Other information on events designed for that conference
- b) Conference Website – All conference information should be posted on the conference page of the SECA website as soon as the information is confirmed. The following should be posted:
- i) Call for proposals
 - ii) Keynote/featured speaker information
 - iii) Agendas for seminars and institutes

- iv) Exhibitor Prospectus
 - v) Preliminary schedule
 - vi) Schedule of fees
 - vii) Interest session information
 - viii) Special event flyer(s)
 - ix) Student grant program information
 - x) Housing and travel information
 - xi) PDF of registration form and online registration links
 - xii) Hospitality information (getting around the area, things to do, where to eat, etc.)
- c) Announcing Changes – Any significant program changes occurring before the conference should be posted on the conference website and the SECA conference APP. Changes occurring during the conference will be made by the SECA President from the podium at the beginning of the general sessions and pushed through the SECA conference APP.

4) Exhibits

Exhibits and exhibitors are an important part of the SECA Conference, both in terms of the revenue generated for SECA and the convenience of providing a ‘one-stop marketplace’ for conference attendees.

- a) Space – The exhibit hall/space should accommodate approximately 35-45 exhibit booths and tables.
- b) Exhibit company – The contact person at the hotel or convention center can provide a list of companies that SECA can contract with to provide piped and draped exhibits and handle SECA and vendor freight.
- c) Solicitation of Vendors
 - i) A promotional e-mail, notifying potential exhibitors of the availability of the exhibitor prospectus should be sent 4-6 months before the conference.
 - ii) An Exhibitor Prospectus (*Appendix B*) should be designed and posted to the website. The Prospectus should contain the following:
 - (1) Information about SECA, the conference, and the attendees
 - (2) Daily exhibit schedule, including set up and tear down times
 - (3) Important deadlines
 - (4) Exhibit pricing
 - (5) Exhibit company information
 - (6) Additional conference marketing opportunities and pricing
 - (7) Exhibit contract and payment information
 - (8) Contract stipulations

- d) Communicating with Exhibitors – Keeping exhibitors updated and informed is a very important part of building and maintaining valuable relationships with those vendors. Notify exhibitors immediately of any changes that may affect them. Most importantly, an **‘Exhibitor Information Kit’**, developed by the contracted exhibit company, is to be distributed (by email) at least 2 months before the conference and should include the following:
 - i) Final schedule
 - ii) Freight and service order forms for exhibit company and hotel/convention center
 - iii) Information about when and where to check in and what to expect at the conference
 - iv) Request for door prizes to be given out at general sessions

- e) Assigning Booths and Processing Exhibit Contracts
 - i) Upon opening booth selection to vendors, the office will create a notebook that will hold the original signed contracts and allow staff to track spaces reserved and any ads, hotlinks, etc. purchased by vendors.
 - ii) Space is assigned on a ‘first come, first served’ basis. Exhibitors may only reserve space once payment has been made to SECA.
 - iii) If a vendor requests a booth that has already been reserved, they will be contacted to request another selection. If they cannot be reached, assign them to a comparable space.
 - iv) Once a contract (*Appendix C*) has been processed and approved by the Executive Director, the signed contract, with the booth/table assignment noted, is returned to the exhibitor by e-mail.
 - v) One SECA staff is designated to coordinate exhibitor selection and contracting.

- f) Other Marketing Opportunities
 - i) Program inserts
 - ii) Imprinted lanyards
 - iii) Sponsorships
 - iv) Program ads of various sizes and placements
 - v) Mailing lists
 - vi) Web hotlinks

6) Registration

- a) Registration begins 4-5 months before the conference and is an ongoing process that will require constant collaboration and communication between all members of the SECA staff.
- b) Fees are set by the SECA Board of Directors and include the following categories. Other events may be added to these categories as new program content is developed by the Board.
 - i) Member/ Non-member/Student
 - (1) General Conference (2 day)
 - (2) General Conference (1 day)
 - (3) Seminars & Institutes
 - ii) Special Events/Other
 - (1) Pre-conference sessions
 - (2) Public Policy Luncheon
 - (3) Tours
 - (4) Affiliate sponsored fund-raising events
 - (5) Continuing Education Units
- c) Online Registration
 - i) An online registration system will be designed and implemented by the SECA office staff. The registration database that is to be maintained by SECA staff.
 - ii) The SECA office will maintain a master database file in the SECA office. This may be created and updated in the manner that is most efficient for the staff, but steps should be taken to ensure that all data is accurate, updated, and properly saved.
 - iii) New online registrations should be downloaded and added to the master database daily.
 - iv) Technical 'glitches' can and will happen. The best way to ensure that these issues can be quickly and easily resolved is by maintaining a current, accurate database.
 - v) Online registration should be closed 1 week prior to the conference.
- d) Paper Registration (via mail or fax)
 - i) Data from paper registrations should be entered into the master registration database.
 - ii) The payment number and date of receipt should be noted on each form.
 - iii) All registration forms received via mail or fax should be filed in the SECA office.

- e) Purchase Orders are accepted for registration purposes.
 - (1) A purchase requisition or similar document is NOT acceptable. Only authorized purchase orders can be accepted.
 - (2) In order to be processed, all purchase orders must be accompanied by registration forms.
 - (3) Registration forms received with a purchase order are to be processed in the same manner as other paper registration forms.
 - (4) Purchase orders are to be invoiced within 48 hours of receipt.
- f) Pre-registration begins 4-5 months before and ends 1 week before the conference. After pre-registration has ended, all registration fees increase by \$20, with the exception of the Public Policy Luncheon, CEU fees, and special event fees.
- g) Confirmation Emails
 - i) Confirmation emails should be sent to all registrants within one week of receiving their registration. Emails should include:
 - (1) Header with site location information
 - (2) Registrants name and address
 - (3) Itemized receipt
 - (4) Website address for more information on conference
 - (5) Sample badge proof to review for accuracy
 - h) Refunds may be issued upon request of the registrant if submitted prior to the stated deadline for refunds. (This deadline will be prominently displayed in all registration materials. A \$10 processing fee is to be charged on all refunds.
 - i) Registration Packets
 - i) Each conference participant receives a packet containing the following items:
 - (1) Name badge and holder
 - (2) Itemized receipt
 - (3) Ribbons (if applicable)
 - (4) Special event tickets (if applicable)
 - ii) Registration packets are currently (2016) printed by an outside vendor and shipped to the conference site.
 - iii) Registrants will pick up their packets, along with the printed program, at the registration desk. Volunteers will be available to hand the packets and programs out.
 - iv) Staff is to make packets for all keynote speakers, lead presenters, exhibitors, Board members, and volunteers.
- j) On-site Registration

- i) Attendees who do not register before the conference may register and pay at the conference.
 - ii) On-site registrations should be handled in the same manner as all other registrations.
 - iii) Once an attendee has registered onsite, they should be given a name badge, program, and any applicable ribbons or special event tickets.
- k) Accounting– The annual conference generates a large amount of revenue from registration and exhibit sales. It is very important to track and maintain accurate records of all payments received for conference.
- i) Online registration records will include a transaction date and number that will allow SECA staff to locate a payment, issue a refund, etc.
 - ii) When paper registration forms are processed, staff must write the received date and check, money order, or invoice number on the form.
 - iii) When processing on-site registrations, write the check, money order, or purchase order number on the form or, if paid for by credit/debit card, print and attach a receipt to the registration form.
 - iv) Written or printed receipts must be issued to all on-site registrants. Staff must keep copies of all receipts for on-site registration.
 - v) Any purchase orders received during on-site registration are to be invoiced immediately after staff returns to the office from conference.

7) Program and Special Events

- a. Theme Selection –The conference theme should be decided upon by the Board at least 9 months before the conference.
- b. Keynote and Featured Speakers
 - i. The Board is to select and SECA staff is to contract with qualified speakers for the general sessions, Seminars and Institutes, Public Policy Luncheon, and any other special sessions.
 - ii. The annual SECA budget contains a specific item for conference keynote fees and expenses. The sum of all honoraria and travel expenses for all contracted speakers should fit within this budget.
 - iii. SECA provides audio visual equipment to meet the keynote speakers' requests/
- c. Public Policy Luncheon
 - i. The Luncheon features a speaker who is qualified to share information and insight about timely public policy issues relating to the field of early childhood education and care. This speaker may be compensated or uncompensated.
 - ii. As a plated lunch is served at this event, attendance requires an additional fee.
 - iii. This event is to be scheduled during lunchtime on Friday and should be 90 minutes in length.
 - iv. SECA provides audio visual equipment to meet the speakers' request.
- d. Interest Sessions
 - i. Proposals
 - 1. For each conference a **Call for Proposals** (*Appendix D*) should be published in the winter issue of *Dimensions of Early Childhood*, published in the year before the conference. This may be modified each year as necessary, based on the theme of the conference.
 - 2. All proposals should be postmarked by 5-6 months before the conference to allow adequate time to review and schedule accepted proposals.
 - 3. After the postmark deadline passes, proposals are to be sent to the Professional Development Commission for review and selection.
 - 4. Notification of whether a proposal was accepted, rejected, or held should be sent to all who submitted proposals as soon as possible.
 - 5. SECA does not allow product sales presentations during the core conference.
 - 6. A detailed database of all proposals received, as well as one copy of each proposal and presenter vita, should be maintained in the SECA office.

ii. Presenters

1. SECA does not have funds available to compensate interest session presenters.
2. Lead presenters are provided a discounted registration: co-presenters must pay the regular conference registration. All presenters must register for the conference.
3. All presenters, without exception, must provide a vita with their proposal/s.
4. A detailed database of all presenters shall be maintained by SECA staff so that staff can easily locate and contact presenters when necessary.
5. Presenters are to be notified of the date, time, and location of their presentation as soon as the information is available.
6. Staff should work to ensure that presenters are kept well informed and updated when any changes to the schedule are made; however, it is ultimately the presenters' responsibility to check the final conference program for changes in their presentation date, time, or location.
7. Presenters are to check in at on-site registration to collect their packets and check for any scheduling or room changes.

iii. Scheduling

1. Multiple interest sessions run concurrently in different rooms throughout the day on Thursday, Friday and Saturday.
2. No interest sessions should be scheduled during the general sessions.
3. Allow 10-15 minutes between sessions to allow participants enough time to get from room to room, and allow 1-1.5 hours for lunch.
4. Sessions should be scheduled in rooms sized to meet the needs of the anticipated audience.
5. Be mindful of any presenters with more than one presentation to avoid scheduling a presenter twice in the same time slot.
6. If presenters request a time or day other than the preliminary scheduling, the SECA Office will attempt to accommodate those requests.
7. In any given year, a handful of presenters will need to cancel their sessions for various reasons. Open time slots created by these cancellations may be filled with 'held' proposals or may be left open at the staff's discretion.

iv. Audio Visual Equipment – Interest session presenters are responsible for providing their own audio visual equipment or renting it from a vendor.

- e. Seminars & Institutes –These are generally specialized sessions in which focused content is delivered for a special audience. In 2016, we scheduled a Director's Seminar, a Trainer Institute and a Spanish Institute.

- i. A well-qualified speaker should be contracted for these events.
 - ii. SECA staff is to work with the contracted speaker to create an agenda that will be valuable to participants and fit within the conference schedule.
 - iii. SECA staff should work with the Seminar speaker to furnish Seminar materials to each participant.
 - iv. The registration fee for the Seminars/Institutes includes registration for the core conference.
 - v. SECA provides a certificate of attendance to each participant.
 - vi. SECA provides audio visual equipment to meet these featured speaker's presentation requests.
 - vii. The Seminar/Institute content and length is determined by the SECA Board.
 - viii. Registration fees for the Seminars/Institutes are set to cover the cost of a contracted speaker, AV, food & beverage and other materials, such as handouts.
- f. Other Events, Meetings, and Receptions – The events listed below are held at each annual conference. SECA provides the space for these functions and provides food and beverage for most. Additional meetings or receptions may be added if they are requested.
- i. State Presidents' Meeting – A networking event for state affiliate presidents that allows them time to share ideas and stories from their states' affiliates.
 - ii. Editorial Committee Meeting – An annual meeting of the SECA Editorial Committee, usually held on Thursday.
 - iii. Fossils Meeting – A social gathering of past SECA Board members (Fossils)
 - iv. Silent Auction – A full-day silent auction is held on Friday during each annual conference and features items donated by state affiliates or individual members. All proceeds from the auction go to the Janie Humphries Student Leadership Development Fund. The auction is supervised by volunteers.
 - v. Exhibitor Showcase– A special event is scheduled during the conference to encourage participants to visit the exhibit hall.
 - vi. Leadership Summit – The SECA Board of Directors is responsible for planning this meeting for state affiliate leaders. SECA staff will send a notice to all state affiliate presidents three months before the conference requesting that the states provide SECA staff with their leadership lists at least one month before the conference. Financial support is provided by SECA to the affiliates to support leadership attendance. The amount of the support is dependent upon the attendance of specified leadership.
 - vii. Student Event – The SECA Board of Directors is responsible for planning this 60-90 minute event. SECA provides the space and food and beverage. All student conference attendees are invited to attend.

7) Audio Visual Equipment

- a) SECA provides audio visual equipment for the general sessions, Seminars/Institutes, Leadership Summit, and Public Policy Luncheon.
 - i) Contracted speakers are asked to specify potential AV needs upon completion of a presenter contract.
- b) A professional AV company will be contracted to provide necessary AV services to ensure that a professional conference is implemented. SECA maintains a number of projectors and laptops that are available to help offset the cost of AV set up for the Seminars/Institutes.
- c) Specific A/V needs should be communicated to the A/V company at least 1 month in advance of the conference.
- d) Staff will work with technicians on-site to ensure that all equipment setups are correct.

8) Food and Beverage

SECA provides food and beverage, through the conference facility's banquet services, for certain events during the pre- and core conference. Events usually requiring food and beverage paid for by SECA are as follows:

- a) Leadership Summit
- b) Editorial Committee Meeting
- c) State Affiliate Presidents Meeting
- d) Fossils Meeting
- e) Leadership Meeting & Breakfast
- f) Seminars/Institutes
- g) Exhibitors
- h) Public Policy Luncheon
- i) Student Event

9) Board Meeting

A semi-annual meeting of the SECA Board of Directors is held on-site early in the week of the conference.

- a) The Board will decide on the exact dates of the meeting (typically the Monday, Tuesday and Wednesday before the conference).
- b) Staff is to acquire meeting space for the meeting and lodging for the Board members.
- c) Staff will arrange all meals, whether at the hotel or off-site, during the Board meeting.
- d) The SECA President will create an agenda for the meeting and send that agenda to other Board members and the SECA Staff. This should be completed at least one month prior to the conference.
- e) Staff will compile any necessary materials for the Board meeting.

10) Miscellaneous

- a) Awards - SECA gives out the following awards each year at the annual conference:

- i) Marian B. Hamilton Award – Request nominations from states 6 months in advance.
- ii) Helen Harley Scholarship – Request nominations from states 6 months in advance.
- iii) Rich Scofield Award – Request nominations 6 months in advance.
- iv) SECA Outstanding Member –Board to select recipient at summer Board meeting.
- v) SECA Friend of Children – Board to select recipient at summer Board meeting.
- vi) President’s Award – Request nominations from state affiliate 6 months in advance.

Award recipients’ plaques should be ordered 1 month before the conference. The Friend of Children award (currently, a personalized piece of artwork by artist Nancy Basket of South Carolina) may need to be ordered even sooner.

- b) CEU’s - SECA works with an outside issuer of Continuing Education Units to offer CEU’s to conference attendees at an additional fee.
 - i) Participants must register for CEU’s before or during the conference.
 - ii) Participants who register for CEU’s should receive a ‘CEU packet’ in their registration packet
 - iii) Staff is to follow up with issuing agency after the conference to make sure certificates were mailed to participants.
- c) Signage
 - i) Signs should be created for all sessions and events.
 - ii) All signs are to have a professional appearance. **Hand-written signs are never to be used.**
 - iii) Signs are to be prepared and placed in the sign holders in the weeks before the conference.
 - iv) Sign holders are to be placed on easels outside the appropriate rooms. Check with the hotel/convention center for any restrictions on where signs and easels may be placed. Easels may be obtained from the hotel/convention center or the exhibit company.
 - v) Volunteers from the state affiliate should be available to change signs between sessions/events.

- d) Session Labels - SECA provides labels in each session/event to serve as proof of attendance. These labels include the session date, time, and title. Labels are handed out by volunteers.
- e) Contract Conference Staff - SECA may contract with additional staff members to coordinate certain aspects of the conference, such as Food and Beverage, Audio Visual, Registration, Program, and Exhibits. These contracted workers will work with SECA staff and volunteers at the conference.
- f) Student Grant Matching Program - Details about SECA's Student Grant Matching Program should be posted on the SECA website at least 5 months before the conferences, with letters of intent being due 3 months before the conference and final applications due 1 month before the conference. Funds are released to approved groups 2 weeks before the conference.

11) Timeline and Checklist

2-3 YEARS PRIOR TO CONFERENCE

- Site visits

18 MONTHS PRIOR TO CONFERENCE

- Final site/date selection

12 MONTHS PRIOR TO CONFERENCE

- Publish Save the Date in conference program/winter *Dimensions*
- Publish Call for Proposals

9 MONTHS PRIOR TO CONFERENCE

- Select possible keynoters
- Choose conference theme
- Publish fee schedule
- Contact possible speakers
- Finalize speaker contracts
- Print promotional postcard
- Create proposal/presenter database

6 MONTHS PRIOR TO CONFERENCE

- Begin scheduling any offsite events
- Contract with and get schematics from exhibit company
- Find a sponsor for student event
- Decide who will issue CEU's and contact them about doing so
- Plan student event
- Select Outstanding Member and Friend of Children
- Post exhibitor kit online (booth selection begins)

- Notify potential exhibitors of availability of exhibitor prospectus
- Create exhibitor database
- Create preliminary schedule
- Mail Promo Postcard to Child Care Centers
- Post Keynoter Information on Website
- Post Seminar/Institute agendas on Website
- Request nominations for Harley, Hamilton, Scofield, and President's Awards
- Proposals due
- Contact possible contractors to assist during the conference

5 MONTHS PRIOR TO CONFERENCE

- Send proposals for review
- Publish Preliminary Schedule, Housing Information, and any other event information on website
- Open online registration
- Ask state affiliate president to gather 20 volunteers
- Post student grant application
- Proposal reviews due

4 MONTHS PRIOR TO CONFERENCE

- Mail registration brochure
- Obtain liability insurance
- Send proposal accepted/rejected/held notice
- Create preliminary interest session schedule
- Notify presenters of schedule & registration process
- Schedule miscellaneous events (President's Bkfst, Fossils Mtg., etc.)
- Send preliminary room schedule to hotel event manager, send updates if/when major changes are made
- Post interest session schedule online

3 MONTHS PRIOR TO CONFERENCE

- Order any needed materials for registration packets (badges, holders, ribbons, labels, dot labels, cords, envelopes, etc.)
- Master Account application due
- Email State Affiliate Presidents to request leadership lists
- Book security for Exhibit Hall/s, if necessary
- Enter presenters in registration database
- Contact volunteers about availability & areas of expertise
- Send logistics/confirmation email to keynoters & featured speakers and find out their

A/V needs

- Student Grant Letters of Intent Due

2 MONTHS PRIOR TO CONFERENCE

- Begin drafting banquet & event orders
- Obtain CEU packet materials from issuing body
- Send program content to designer
- Remind advertisers of artwork due date
- Insert samples due to SECA office for approval
- Send order to A/V vendor
- Order easels and any other rental equipment needed
- Print room signs and stuff in sign holders
- Last day for refunds
- Create volunteer schedule and send to volunteers

1 MONTH PRIOR TO CONFERENCE

- Send exhibitor kits
- Follow up with unregistered presenters
- Room block cut-off - check numbers and request extension if needed
- Program ads due to SECA office
- Order plaques for award recipients

3 WEEKS PRIOR TO CONFERENCE

- State affiliate leadership lists due to SECA office
- Approve final proof of program and order appropriate quantity
- Email contractors with their assigned duties and any information they may need.
- Send final emails to Presenters, Exhibitors, Students, Volunteers, and special event attendees (if applicable)
- Ship SECA freight to exhibit company
- Schedule delivery of SECA freight with exhibit company
- Advise hotel event coordinator of any significant changes to food and beverage orders

2 WEEKS PRIOR TO CONFERENCE

- Send final room confirmation emails to any groups holding receptions or meetings outside the regular conference track
- Last day of pre-registration
- Confirm materials needed for membership table with Membership Commission

1 WEEK PRIOR TO CONFERENCE

- Confirm any last-minute details
- Finalize room setups with hotel event coordinator
- Finalize BEO revisions with hotel event coordinator
- Finalize A/V order
- Gather remaining supplies that weren't shipped to take with staff
- Withdraw cash for change, tips, etc.

WEEK OF CONFERENCE

- Meet with hotel staff to confirm all details and talk through the events
- Set up registration area to accommodate session schedule
- Wednesday afternoon/Thursday morning - work with Exhibit company to make sure exhibit halls are properly set up

**Southern Early Childhood Association
General Conference Specifications**

Time of Year: Late January-February

Meeting Pattern: Monday-Wednesday/SECA Board of Directors
Thursday-Saturday/General Conference

Anticipated Attendance: 800-1200

Space Requirements:

Day	Space	Set-up
<i>Monday</i>	Board meeting	Hollow-square for 20
<i>Tuesday</i>	Board Meeting	Hollow-square for 20
<i>Wednesday</i>	Leadership Meeting	Banquet Rounds for 75
<i>Thursday</i>	Pre-conference Educational Sessions	8-10 Rooms/Capacity 75-150 Must incorporate set-up for AV
	Vendor Exhibits (We can consider hallways and pre-function areas for these exhibits, rather than a dedicated exhibit hall)	30-40 piped and draped booths/preferred size 10 x 10 15-20 exhibit tables
<i>Friday</i>	General Sessions	Theater seating for 800/stage & AV set-up
	Educational Sessions	10-12 Rooms/Capacity mixed (50 +)
	Public Policy Luncheon	Banquet service for 125
<i>Saturday</i>	General Sessions	Theater seating for 800/stage & AV set-up
	Educational Sessions	10-12 Rooms/Capacity mixed (50 +)

Room Block:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	20	20	175	350	350	20

Food and Beverage:

We average \$15,000-\$25,000 in food and beverage.

Room Rates:

Rates for Single/Double must be in the \$120-\$160 range.

Additional Considerations:

- Complimentary meeting space with room block
- Reduced/complimentary parking

Primary Selection Criteria:

- Space/cost
- Room rates
- Accessibility by air
- Food & beverage costs

**Join us in
Tulsa, Oklahoma
for the**

**67th Annual
Conference of the
Southern Early
Childhood Association**

THE WHOLE CHILD IN HARMONY

**February 11 -13, 2016
Hyatt – Regency Tulsa**

2016 EXHIBITOR PROSPECTUS

About the SECA Conference

Who is SECA?

The Southern Early Childhood Association (SECA), the oldest early childhood professional association in the South, is an organization of over 17,000 early childhood professionals in 13 Southern States and across the U.S. We have members in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. We also have members outside the South and around the world.

Who Attends the SECA Conference?

- For profit & non-profit child care
- Head Start
- Military child care
- Faith-based programs
- University and college staff and faculty
- Licensing agencies
- Family child care
- Native American programs
- Early intervention staff
- Resource and referral agencies
- And many more...



Why Should You Exhibit at SECA 2016?

With an average yearly attendance of **800 early childhood professionals**, the SECA conference is a great opportunity for exhibitors to interact personally with school administrators, directors, and teachers, and to introduce the newest in early childhood professional resources and equipment.

We have a marketing opportunity just for you, regardless of your size or budget.

Take a look inside at the different options available to help you reach the SECA market. The SECA conference is known for its hospitality, opportunity to network, and “friendly feel.” Our attendees come for education, fun, and the latest and greatest in products and information. Our exhibitors have the satisfaction of time and resources well spent.

Exhibit Pricing & Information

Booth Exhibit Package

Booth Size: 8' x 10'
8' back wall and 3' side drape
One (1) 6' x 30" skirted table
Two (2) side chairs
One (1) waste basket
One (1) 7" x 44" one-line identification sign
Exhibit area floors are carpeted.

One (1) Booth **\$400**
Multiple Booths **\$400/first booth**
 \$350/each additional booth

SECA will provide security for exhibit booths.



Application for Space

Applications will be accepted by mail or fax and must be accompanied by check, money order, or credit card information for the full amount of each unit of space reserved. No space will be reserved until payment has been received in the SECA office.

Electrical & Internet Service

Electrical services for exhibits must be coordinated with the Hyatt Regency Tulsa. Order forms will be included in your service kit.

Exhibit & Drayage Service

Exhibit and drayage services will be provided by Event 1 Productions, Inc. Exhibitors will receive an email with a link to that kit once it is available. That email will go to the address listed on the Exhibit Contract.

Exhibit Schedule & Deadlines

Exhibit Schedule

Thursday, February 11, 2016

Set up	8:00 am - 12:00 pm
Exhibits Open	1:00 pm - 5:00 pm

Friday, February 12, 2016

Exhibits Open	8:00 am - 4:30 pm
Exhibitor Showcase	5:00 pm - 6:00 pm

Saturday, February 13, 2016

Exhibits Open	8:00 am - 12:00 pm
Tear Down	12:00 pm - 4:00 pm

Deadlines and Important Dates

Booth selection begins	September 5, 2015
Exhibitor service kits emailed	January 2016
Promotional samples due to SECA office for approval	December 2, 2015
Program ad artwork due to SECA office	December 2, 2015
Exhibitor Move-In	February 11, 2016

Contact Information

Facility

Hyatt Regency Tulsa Hotel
100 East 2nd Street
Tulsa, OK 74103
Tel: 1-888-591-1234

For more information and to make hotel reservations, go to:

http://www.southernearlychildhood.org/seca_conference_hotel_and_travel.php

Exhibit Services & Drayage

Event 1 Productions, Inc.
Tel: 888.712.8922
www.event1inc.net

SECA Contact

Maurena Farr
Tel: 800-305-7322 Fax: (501) 227-5297
mfarr@southernearlychildhood.org

Conference Marketing

Conference Program Advertising

Additional costs for full color. Call SECA at 1-800-305-7322 for a customized quote.

1/6 page (2 3/8" h x 4 7/8" w)	\$50
1/3 page (9 3/4" h x 2 3/8" w)	\$85
1/2 page (5" h x 7 1/2" w)	\$125
Full page (9 3/4" h x 7 1/2" w)	\$225
Inside front cover (full page, full color)	\$300
Inside back cover (full page, full color)	\$300
Back cover (full page, full color)	\$400



Sponsorships

Sponsorships will be noted in the conference program and by signs posted at the event.

Participant Coffee/Soft Drink Breaks in Exhibit Hall

Partial sponsorship	\$500
Total sponsorship	\$1500

Student Break

Partial sponsorship	\$250
Total sponsorship	\$500

Promotional Flyers & Catalog Distribution

SECA will make promotional flyers and/or catalogs available to conference participants. All promotional materials must be approved by SECA; the deadline for submitting the sample item is December 2, 2015. SECA does not produce the materials and the vendor is responsible for providing the finished inserts to Event 1 Productions for delivery to the conference site. Program inserts must be a single page. Shipping information will be provided upon approval of materials.

Cost	\$200 per item
Number of items required	1000
Maximum size of flyer	8 1/2" x 11"



Conference Marketing

Web Hot Link

Extend your marketing reach by placing your company's logo and web link on the SECA website. The links include full color graphics. Links will go up in March 2016 and will remain until March 2017. Take advantage of this very low cost option and use our marketing power to spread your message across the South!

Cost **\$150**



Mailing List

SECA can provide you with a mailing list of our members or conference participants. The database is available in digital format and can be sorted by state.

Special Conference Discount:

Partial list **\$30 per 1000 names**
Full SECA database **\$500**

Imprinted Lanyards/Badges

Have your message attached to every participant name badge with imprinted lanyards in your choice of color and imprint. (SECA can print or vendor may print and furnish these lanyards to SECA for promotional use.)

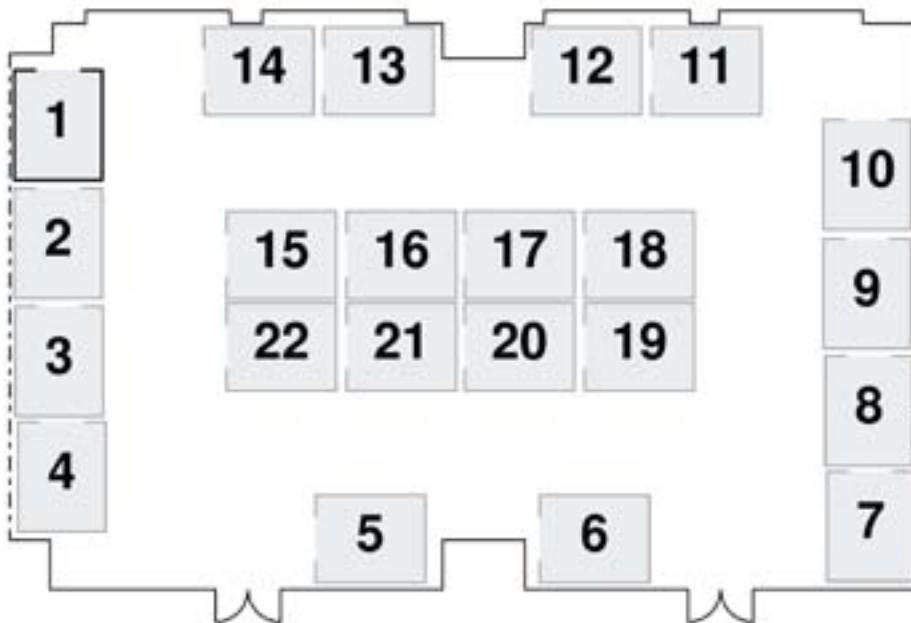
Quantity required **1000**
Cost **\$2000**

No charge to vendor if printed lanyards are provided to SECA by vendor.



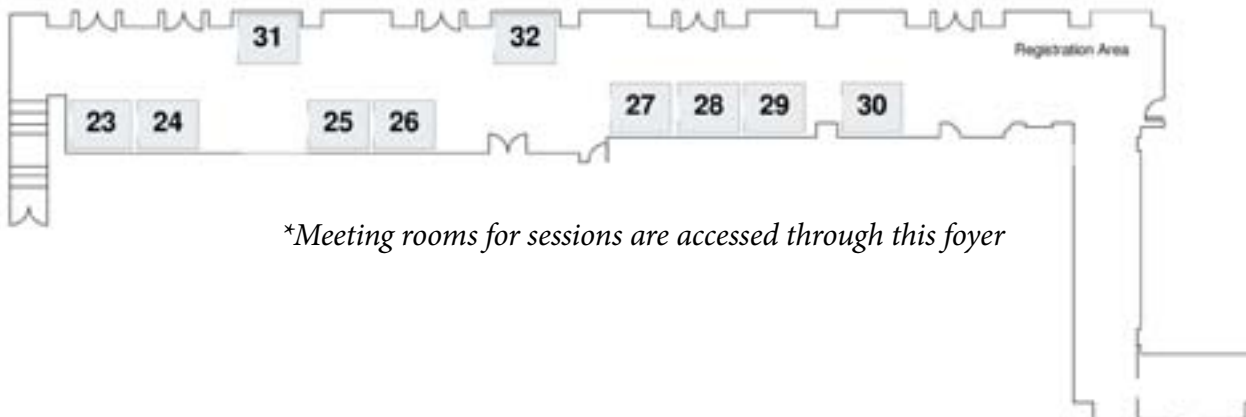
Exhibit Hall Schematic

Promenade A & B - Second Floor
8 X 10 Booths



**This exhibit space is located in a ballroom reserved for exhibits.*

Foyer - Second Floor
8 X 10 Booths



**Meeting rooms for sessions are accessed through this foyer*

Exhibit Contract - Booths

Complete and return this contract with payment. A confirmation of booth assignment will be returned within two weeks of receipt of the contract and payment in the SECA office. SECA will make every attempt to provide your requested booth assignment, depending upon availability. If your preferred booth is not available, we will contact you for a second choice.

Please type or print clearly.

Company _____

Address _____ City _____ State _____ Zip _____

Contact Person _____ Telephone # _____

E-mail _____ Website _____

We hereby make application for exhibit space at the forthcoming conference of the Southern Early Childhood Association, February 11-13, 2016 at the Hyatt Regency Tulsa in Tulsa, OK. We have read and fully understand all provisions as printed on the reverse of this contract and agree to abide by all exhibit rules and regulations.

Authorized signature (print or type)

Signature and Date

Booth Package

- 1- 8 x 10 Booth included
- Additional Booths Requested _____ Booth Number/s Preference _____ \$ _____

Web Hotlink \$ _____

Program Ad/Size _____ \$ _____

Promotional Materials/Catalogs
Quantity _____ \$ _____

Imprinted Lanyards \$ _____

Sponsorship
Selected Event _____ \$ _____

Mailing List
Quantity & Sort _____ \$ _____

Total \$ _____

Payment Information

Make Check Payable to: SECA
Mail to: 1123 S. University Ave, Ste 255
Little Rock, AR 72204

If paying by credit card, fax contract to 501-227-5297

VISA MasterCard Discover Amex

Credit Card # _____

Expiration Date _____

Signature _____

For SECA Office Use:

Date Received _____ Amount \$ _____ Assigned Booth/s _____

Glenda Bean, Executive Director

Date

Contract Stipulations

Contract Stipulations

By signing the application/contract form, you agree to the following stipulations:

Exhibitor Restrictions

SECA reserves the right to prohibit any exhibit or part of an exhibit, that, in its opinion, is not suitable to, or in keeping with, the character or purpose of the Exhibition, or for any reasons that might become objectionable. In the event of such restriction, SECA is not liable for any refunds or rentals or other exhibit-related expenses.

Liability and Insurance

Exhibitors agree to protect and hold harmless the Southern Early Childhood Association, the Hyatt Regency Tulsa, and their officers, employees and agents from any and all claims for damages, suits, etc. and all persons or others that may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors, or on account of machinery and property under the control of an exhibitor, his representatives or employees. Neither SECA nor the Hyatt Regency Tulsa will be responsible for any loss, injury or damage, including that by fire or theft, that may occur to an exhibitor or to his agents or employees, or to his or their property or wares arising from any cause whatsoever, prior, during or subsequent to the period of the exhibition. Each exhibitor, by signing an application and contract to exhibit, understands that he releases SECA, the Hyatt Regency Tulsa, and their employees, officers, and agents from and agrees to indemnify each against any and all claims from any such loss, injury or damage.

Protection of the Building

Exhibitors will be liable for any damage caused to the property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, doors, walls, floors or other parts of the building and furnishings. Whatever may be necessary to properly protect the building, equipment, or furniture will be installed at the expense of the exhibitor.

Interpretation and Violation

Any points not covered here or elsewhere are subject to settlement by the management. All rules and regulations promulgated by the Hyatt Regency Tulsa will apply to activities within the exhibit areas. Any violation of these rules and regulations by any exhibitor will void the agreement for exhibit space, and such exhibitor will forfeit all monies that have been paid. The SECA Executive Director shall have the right to terminate the agreement for exhibit space and re-entry is not allowed.

Refund Policy

- A processing fee of \$50 will be charged on all refunds.
- No refunds will be made for cancellations received after December 31, 2015.
- No refunds will be made if space is not used, nor will any refund be made on space used only for a part or portion of the exhibit period.

Any exhibit space not claimed and/or occupied by 5:00 pm on Thursday, February 11, 2016, may be reassigned without refund. The original contracting exhibitor shall be liable for the full amount of the exhibit space rental whether or not the space is used.

Exhibit Cancellation

Payment for exhibit space will be returned, less any actual expenses incurred in connection with Exhibition, if the Exhibition is cancelled 90 days or less prior to the opening date because of fire, or any act of God or the public enemy, or strike, or epidemic or any law, regulation or public authority that makes it impossible or impractical to hold the Exhibition.

Conducting Exhibits

- Exhibits must be staffed at all times while the exhibit hall is open.
- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- Interviews, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement of the rights and privileges of other exhibitors.
- Exhibitors who play recorded or live music in the exhibit hall must furnish waivers from the composers and performers stating that neither BMI nor ASCAP will collect from SECA.
- All licenses and taxes are the responsibility of the exhibitor.

Security and Insurance

- SECA cannot guarantee against loss or damage of any kind but will endeavor to protect exhibitors by ensuring the security of the exhibit area during non-operational hours.
- Exhibitors wishing to insure their exhibit materials, goods and/or wares on exhibit against theft, damage by fire, accident or loss of any kind must do so at their own expense.

SOUTHERN EARLY CHILDHOOD ASSOCIATION CALL FOR PROPOSALS 67th Annual Conference – Tulsa, OK February 11-13, 2016

PROPOSALS ARE DUE JUNE 15, 2015
THEME: THE WHOLE CHILD IN HARMONY

Background:

We recognize the importance of addressing the needs of the whole child. Too often we see instruction focus on particular measurable goals without regard to providing environments and experiences which support the many ways that children learn. For children to be physically and emotionally healthy, as well as engaged in the learning process, attention must be paid to all aspects of development.

Our focus for the 2016 conference is on how to support children as they grow and thrive cognitively, emotionally, socially, and physically. We want educators to share how to intentionally plan, implement and evaluate whole child learning experiences. These experiences may be indoors or outdoors, may focus on the delight of learning, the fostering of relationships, and of self-efficacy and wellness skills.

The 2016 SECA Conference will provide a variety of speakers and workshops centered around the theme of the whole child. Workshop proposals may include ideas for enhancing the health and wellness of both children and staff. Content may focus on incorporating the math, literacy, science or music activities of a program into a play-based curriculum for preschool and primary classrooms. We also encourage proposals that are specific to infants and toddlers, children with special needs, faith-based and out-of-school time programs. Proposals should include evidence and research supported practices.

Workshop topics may include, but are not restricted to the following:

- ❖ **Cognitive Development:** project based learning, play and creativity, innovative curriculum, authentic assessment, developmentally appropriate inclusion of Common Core standards, problem solving, bi-lingual classrooms, preparing indoor or outdoor environments, overcoming learning challenges, effective transitions and the influence of such on behaviors, indirect guidance, inclusion, supporting infant and toddler exploration, practical strategies and applications for instruction within the autism spectrum
- ❖ **Physical Health and Development:** obesity prevention, fitness, nutrition, innovative recess implementation and advocacy for primary grades, menu planning, outdoor play, inclusion, and supporting infant and toddler exploration
- ❖ **Emotional Health and Development:** the effects of stress on brain development, fostering relationships, developing emotional awareness, bullying prevention, guidance, faith-based instruction, guidance specific to challenging behaviors, and continuity of care
- ❖ **Professional Wellness:** supporting emotional health in adults, offering support to staff and families through developmental challenges, fostering effective communication, staff retention strategies, conflict management, and staff wellness
- ❖ **Instructional Leadership:** student learning outcomes, mentoring, scaffolding, engaging staff with children and families, supporting best practices, leadership challenges and successes, developing and advocating for authentic assessment

Proposed conference workshop sessions will be 1 hour in length.

A limited number of proposals are being sought which offer more in-depth content and participation in a 1.5 or 2 hour session format. Please indicate if this is your preference.

PROPOSAL FORMAT

1. **Name, address, telephone number, e-mail address and professional title for each presenter.**
If there is more than one presenter, the main presenter must be designated.
2. **Title of presentation** that clearly and concisely describes workshop content. (10 words or less)
3. **Language** in which presentation will be made.(English, Spanish, other)
4. Designate **targeted audience, level of training** (beginning, intermediate, advanced) and list **2-5 learning objectives for participants**. Learning objectives should be clearly articulated, realistic and measurable, help clarify the proposed content, be in logical and sequential order, and drive the content and activities of the session.
5. Provide a **brief outline** of the presentation. All content should be consistent with sound theories of child development, professional development, quality standards, best practices and state licensing regulations. *If more than one hour is being requested for the session, provide sufficient content and detail to justify the request.*
6. List all **presentation methods** to be used such as lecture, Power Point, demonstration, audience participation, small group discussion, large group discussion, hands-on, etc. *Methods should reflect principles of adult learning.*
7. In one or two paragraphs, briefly **describe how the target audience will benefit** from the training and how the content reflects the conference theme: *The Whole Child in Harmony*.
8. Provide a **brief abstract** (25 words or less) that describes the conference session and is suitable for use in the conference program.
9. Briefly describe the **presenter's or presenters' qualifications related to the proposed topic/content**.
10. Include a **Vita (a summary, not to exceed 2 pages) or resume** for each presenter that includes:
 - Educational history
 - Work history
 - A summary of presentations made during the last three years*The vita is required in order for SECA to award CEU credit for the conference and must be submitted if the proposal is to be reviewed.*

Please submit your proposal by e-mail as a *Word* document in *PDF* format to presenters@southernearlychildhood.org with the following attachments: proposal (as formatted above) and presenter vita(s) or resume(s). Subject line should read: **SECA 2016 Conference Proposal/Your Name**. Proposals must be received electronically by **June 15, 2015** with notification of acceptance by September 1, 2015.

SECA 2016 Proposal Review

Proposals for SECA 2016 will be scored by reviewers to ensure that proposed presentations:

- Align with best practice including,
 - Sound theories for professional development and appropriate presentation techniques
 - Developmentally appropriate practices for children according to age group
 - Quality standards for early childhood programs
- Reflect the conference theme
- Clearly articulate appropriate goals and objectives for participants

Additionally, proposals will be reviewed for:

- Presenters with the background and experience to present on the proposed topic
- Clear and concise grammatical construction

SECA is committed to ensuring that presentations approved for SECA 2016 will reflect updated research and practice that is consistent with widely recognized early childhood professional standards and criteria. The proposal review process follows:

1. The SECA Office will conduct an initial review for the following components of the proposal.
 - a. **Name, address, telephone number, e-mail address** and professional title for each presenter, including designation of the lead presenter.
 - b. Inclusion of **vitas** or **resumes** for all presenters.

If these items are not included in the proposal, the proposal will not be reviewed.

2. Upon completion of the initial review, all provisionally accepted proposals will be subjected to a thorough review by a review committee. The SECA office will provide a scoring form for each proposal that contains the following information (as included in the proposal) :
 - Verification that the lead presenter is designated
 - Title of the presentation and tracking number (The SECA office numbers each proposal as it is received.)
 - Proposed language of the presentation
 - Proposed target audience
 - Proposed level of training
 - Proposed session length
 - Notification if session (including title and content) has been presented at SECA within the last 3 years
3. Following is a chart that reflects how each segment of the proposal will be reviewed. (Items will be listed according to the numerical order on the proposal format.)

Item	Exemplary	Acceptable	Unacceptable
Title of Presentation (#2)	Clearly and concisely reflects content described 2) limited to 10 words or less	Reflects content described; wording vague or lengthy	Title does not accurately reflect content: participant could not determine content from title
Learning Objectives (#3)	3-5 objectives 1) are clearly written to describe content and activities 2) include clearly articulated outcomes for participants 3) are realistic and measurable and 4) stated in logical and sequential order	1-3 objectives are 1) well written 2) fully describe content and activities 3) stated in logical and sequential order 4) realistic and measurable	Objectives are not well written 2) do not fully describe content activities 3) are out of order in relationship to the presentation order 4) measurement may be questionable
Presentation Outline (#5)	Outline reflects proposed content that is 1) consistent with sound theories of child development 2) consistent with sound theories of adult learning 3) aligns with conference theme 4) sufficient content to justify length of session requested	Outline reflects proposed content that is 1) consistent with sound theories of child development 2) consistent with sound theories of adult learning 3) somewhat aligns with conference theme 4) does not clearly have sufficient content to justify length of session requested	Does not meet the criteria as set out in the exemplary or acceptable categories
Presentation Methods (#6)	Varied presentation methods are utilized (e.g. lecture, Power Point, small & large group discussions) 2) methods selected clearly reflect adult learning best practice 3) support the goals and objectives listed for the session	Methods address adult learning best practice 2) mostly support the goals and objectives listed for the session	Methods are not addressed or 2) are not best practice for adult learners or 3) session is designed with only one method of presentation
Target Audience (#7)	Session clearly defines content appropriate for target audience 2) content aligns with conference theme 3) benefits to participants articulated	Content appropriate for early childhood professionals, not as clearly defined for target audience 2) aligns with conference theme	Target audience and proposed content not aligned
Abstract (#8)	25 words or less, clearly defines content of session, no grammatical errors	Exceeds word limit, abstract content not clearly aligned with presentation content	Abstract misleads potential participant, content and abstract not aligned, conference participant could not determine content of session
Presenter Qualifications (#9)	Presenter/s has strong background and qualifications to present topic 2) has not presented the same presentation within the last 3 SECA conferences	Presenter/s have suitable qualifications to present topic 2) has not presented the same presentation within the last 3 SECA conferences	Presenters do not submit suitable qualifications to present on proposed topic and/or have provided the same (title and/or content) session within the last 3 years

Overall Proposal Quality	Proposal is well-written and concise, 2) free of grammatical errors, 3) contains all required information 4) follows the required format	Proposal contains all required information 2) contains minor grammatical errors 3) follows the required format	Proposal contains consistent grammatical errors, 2) is not formatted as required 3) does not contain all required information
Vitas	Each presenter vita is a summary that 1) includes educational and work history, 2) a list of presentations on proposed topic for the last 3 years 3) does not exceed 2 pages		Presenter/s vita exceeds 2 pages or is missing required information
Contact Information	All contact information on all presenters is provided.		Contact information on all presenters is not provided.