

# Guidelines

For  
Hosting the



National Annual Conference

Approved by SMTSA Chair March 2010  
Last revised 4/5/10

# *THANK YOU*

*for your interest in motorcycle safety and our annual conference!*

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*This document has been created to provide guidelines to assist in determining if you are interested in and have the resources to host an SMSA National Conference and what you can expect if you are selected as a conference host.*

*Please keep in mind information contained in this document is negotiable. SMSA realizes rules and regulations vary from state to state and the organization is ready to be flexible to meet the needs of each applicant where possible.*

*If you are considering hosting a conference in the future, it is not too early to begin planning. It is not uncommon to have conference hosts identified several years in advance.*

*After reviewing the information provided, if you have additional questions or concerns, please contact the SMSA Chair or Conference Committee Chair. Click on the link below for the most current contact information:*

*[http://www.smsa.org/about\\_us/executive\\_committee/](http://www.smsa.org/about_us/executive_committee/)*

*If you experience any trouble with this link, visit the SMSA website @*

*[www.smsa.org](http://www.smsa.org) - Select - About Us/Executive Committee*

## Submitting an Application to Host an SMSA Conference

Information and application for hosting a conference can be found on the SMSA website. Click on the link below for the most current information:

[http://www.smsa.org/events/conferences\\_and\\_meetings/host\\_smsa\\_conference/](http://www.smsa.org/events/conferences_and_meetings/host_smsa_conference/)  
If you experience any trouble with this link, visit the SMSA website @ [www.smsa.org](http://www.smsa.org) - Select - Events/Conferences and Meetings/Host an SMSA Conference

Please provide all information requested on your application. Incomplete applications will not be considered.

**To complete the application you will need to be prepared to answer the following:**

- 
- Have you obtained approval from your Agency/State to host a SMSA conference?
  - What cities are you recommending for the conference location?
  - What is the distance from the airport to the proposed location?
  - What transportation is available from the airport to the proposed conference location and back again? i.e.,
    - Hotel shuttle service availability
    - Taxi services and costs
  - Why is the proposed conference location good for a SMSA conference?
  - Does your state have staff available to serve as volunteers to assist with the conference?
  - Will you be requesting a grant to assist in funding for the conference?
    - Historically grants are obtained by the host state for conference funding. Typical grant amounts requested are between \$30,000.00 and \$50,000.00. Grant funds are used to pay full or partial registration fees for the host state Administrators, Instructors and RiderCoaches as determined by the host state. Grant fees are also

used for many other conference expenses. Some states have applied for and used 402 grant funds.

- Does a hotel in the proposed city have accommodations of 250 sleeping rooms or more?
- Does the hotel or a nearby conference center have ample breakout rooms, ballrooms and vendor space?
- Is ample space for outside riding activities available without obstruction?
  - Approximate size preferred is 120' x 220'
  - Must be free of any obstructions i.e.:
    - Parking blocks, trees, fences, speed bumps, buildings etc.
    - Is hotel willing to block this area off for conference sessions use?
- What non-conference activities are readily available that might be of interest to conference participants and their guests?
  - Is transportation available for guests to participate in these activities?
- Can SMSA legally conduct a raffle in your state?

**Before you apply, please read on for additional information regarding:**

<b>Host State Responsibilities</b>	<b>Pages 6-14</b>
<b>Conference Facility Requirements</b>	<b>Pages 15-16</b>
<b>Conference Volunteer Responsibilities</b>	<b>Pages 17-21</b>
<b>Host State Conference Budget</b>	<b>Pages 22-23</b>
<b>SMSA Conference Committee Responsibilities</b>	<b>Pages 24-28</b>
<b>SMSA Chair and Executive Committee Responsibilities</b>	<b>Pages 29-30</b>
<b>SMA Conference Budget</b>	<b>Pages 31-32</b>
<b>SMSA One-Week Conference Schedule</b>	<b>Pages 33-38</b>

## Who will contact me in regard to selection?

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Once your application has been completed and submitted to SMSA it will be reviewed and considered by the SMSA Executive Committee. You will be contacted by the SMSA Chair with the committee's decision or to answer additional questions the committee may have.

## HOST STATE RESPONSIBILITIES

### As soon as possible following commitment to host SMSA conference

- Furnish letter of commitment to SMSA from the state government agency that controls the state motorcycle safety program, agreeing to host the conference. This letter should be signed by the government official that has oversight of the state motorcycle administrator.
- Planning starts as soon as the host state is selected. It is a good idea for the host state to hold 1-2 hour planning meetings at least once a month (once a week during the last month) leading up to the conference. During such meetings have a list of responsibilities and get progress reports on all assigned tasks.
- Select one person to serve as the key contact for the State and primary liaison with the SMSA Conference Chair. This individual is responsible for handling all host state responsibilities and shall ensure frequent communication with the SMSA Conference Chair. Provide SMSA Conference Chair with the appropriate contact information for the selected individual.
- Recommend a minimum of two sites (hotels) for the conference.
  - Conduct on-site tours of several hotels and the surrounding areas before making recommendations for the conference site.
    - See Conference Facility Requirements on pages 15-16 for additional information.
- Provide budget to SMSA Conference Chair reflecting funds dedicated for conference expenses (i.e., Highway Safety Grant).
  - See Host State Budget on pages 22-23 for additional information.
- Provide SMSA Conference Chair with electronic signature for the purpose of sending out sponsor request letters to local vendors.
- Provide information to SMSA Conference Chair to file for State Sales Tax Exemption.
  - The host state is responsible for researching the steps SMSA must take to ensure tax-exemption status for the conference.

## August - One Year Prior to Hosting SMSA Conference

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- Exhibit at SMSA Annual Conference to promote the upcoming conference in your state.
  - Provide materials about the host state, conference site and surrounding areas.
  - If the host state has a newsletter, an article about the conference should appear in that newsletter.

## Fall - Winter Prior to Conference

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- Attend portions of the Fall SMSA Executive Committee meeting (usually in October) as requested by the SMSA Chair.
- Obtain commitments from volunteers to assist with conference planning and working during actual conference.
  - See Conference Volunteer Responsibilities on pages 17-21 for additional information.
- Provide list of possible local exhibitors/vendors including email addresses to SMSA Conference Chair.
  - SMSA Conference Chair will send out Exhibitor/Vendor requests to SMSA members and local vendors. Host state is must provide a list of local vendors to be contacted.
- Obtain local special permits as needed i.e.:
  - Fire permits, alcohol permits, raffle permits.
    - Permits will vary based on conference location, state laws and requirements.
- Provide list of local organizations mailing addresses to SMSA Conference Chair for the purpose of mailing sponsor solicitation letters.
  - Provide electronic signature for above letter.
- Send request for door prizes letters.
  - It is the responsibility of the host state to solicit door prizes from local and national dealerships and accessory shops.
    - Use Sample Form #2 - Door Prize Solicitation Letter - page 40.

- All door prizes should be sent to the host state and stored until the conference.
  - Supply complete mailing address for door prizes to SMSA Conference Chair for use on the SMSA website.
- The host state is in charge of dividing the door prizes into sessions and distributing them during sessions.
- It is helpful to keep a log of door prizes to let you know which door prizes go to which sessions.
- It is recommended you have no more than 4-5 groupings per session.
- When door prizes begin arriving, tag all prizes to identify who donated them.
- Physically organize door prizes into groupings/sessions on-site before the conference starts.
- When door prizes are distributed, it is mandatory an announcement is made stating who donated the prize.
- Make arrangements with local visitors and convention bureau to supply brochures of local attractions etc.
  - Order 500 of each free publication available and of interest to conference attendees and/or their guests.

## **Spring - Summer Prior to Conference**

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- Attend portions of the Spring SMSA Executive Committee meeting (usually in March) as requested by SMSA Chair. Be prepared to report on the following:
  - Site recommendations for Friday evening Instructor Appreciation
    - Site recommendations are only required if requested. Historically the Instructor Appreciation event is held at the conference site. The SMSA Conference Committee will be responsible for arrangements for this event. You may be asked to assist with local information as needed.

- Site recommendations for Saturday evening event sponsored by Harley-Davidson.
  - Include recommendations for location, catering, entertainment and transportation, if necessary.
  - SMSA Chair will present recommendations to Harley-Davidson for final approval.
- Provide recommendations for host state dignitary to give welcoming address.
- Provide samples of recommended conference shirts, if needed.
  - Purchase after obtaining SMSA approval.
- Provide recommendations for host state gifts.
  - It is recommended the host state give a small gift to conference attendees at registration. The gift is usually something that is fairly inexpensive and symbolizes the state. The host state may want to seek contributions from local companies.
  - Purchase after obtaining SMSA approval.
- Provide recommendations for speaker gifts.
  - It is a nice gesture to give each speaker a gift upon completion of his or her presentation. The gift is usually something fairly inexpensive and symbolizes the state. The host state may want to seek contributions from local companies. This gift should be something different than the gift provided for conference attendees (above).
    - The session moderators will give out these gifts to speakers after they have made their presentation(s).
- Arrange for presentation of colors during the opening session.
- Arrange exhibitor/vendor hall security, if needed.
  - Arrange 24 hour security for the two-days the exhibits are open. State or local police or a private security firm can be used. Security can sometimes be arranged through the hotel. It is best to check with the hotel first to see what is provided and allowed.

- Work with SMSA Communications Chair to arrange conference photographer and media coverage.
  - Provide SMSA Communications Chair with list of media contacts for press releases, including fax numbers.
- Print session and event signs.
  - Session signs should be poster sized and include the SMSA logo in the upper left corner and the complete name of the session being advertised. Printing should be large enough to read from a distance.
  - Sponsorship (event) signs should be done in the same manner as the session signs using the logo of the sponsor company if available vs. the SMSA logo.
    - Content for signs will be provided by the SMSA Conference Chair.
- Print name tents.
  - Name tents should be printed for every speaker and should be large enough to be legible from the back of a meeting room. Use speaker first and last names only.
    - Organize name tents on-site and give to the appropriate session moderators.
      - SMSA Conference Chair will provide a complete list of speakers.
- Print evaluation forms.
  - Forms will be provided by SMSA Conference Chair.
- Print event and meal tickets.
  - There should be a ticket for each meal function, including lunches, Friday Instructor Appreciation event and Saturday evening event sponsored by Harley-Davidson. Include transportation tickets if needed.
    - Tickets should clearly state the name, date and time of the event. These can be copied on heavy card stock rather than printed. They should be sized to fit inside the name badge holders. Print tickets on a different color for each function.

- Print name badges for conference attendees, speakers and exhibitors/vendors.
  - Registration information containing attendees, speakers and exhibitors will be provided by the *SMSA Conference Chair*.

## **One Week Prior to Conference**

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- Assemble vendor kits to include;
  - Name badges, conference program, meal and event tickets, area information, note pad and pen.
- Assemble speaker kits to include;
  - Name badge
  - Conference program
  - Map of conference facility
  - Session times and location(s)
  - AV equipment that will be provided
    - Packet is to be distributed to the speakers at the conference registration table.
- Assemble session moderator kits to include;
  - Copy of the speakers biography
  - Table tent for breakout session(s)
  - Session times and location(s)
  - AV equipment that will be provided
- Assemble conference registration bags to include;
 

(SMSA will approve and make recommendations in regard to contents of the conference registration bags.)

  - Conference program agenda
    - List of program changes/additions, if any
  - Welcoming letter from Host State Governor or Mayor (optional).
  - Conference evaluation form
  - Map of conference facility
  - Map of vicinity around hotel

- Information about host state and it's program
- Brochures of local area attractions
  
- Assemble speaker gifts.
- Purchase supplies for conference business office, as needed.
  - See list of recommendations for supplies under conference week (below).
- Finalize on-site staffing/volunteer assignments.

## **Conference Week**

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- Host SMSA Executive Committee meeting on-site.
  - Be prepared to attend any portions of the meeting as requested by the SMSA Chair.
- Set-up conference business office on-site to be used by host state staff/volunteers. Recommended supplies include:
  - One computer with Microsoft software
  - One laser printer (prefer color) and ink cartridges
  - Copy paper
  - Note pads
  - Scissors
  - Box cutter
  - First aid kit
  - Tape
  - Pencils
  - Packing Tape
  - Markers
  - Rolls of tickets for door prizes and raffles (if applicable)
  - Other office supplies as deemed necessary.

## **During Conference**

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- Ensure someone will be present in the conference business office at all times while the conference is in session. This office will be used as the “hub” where door prizes, speaker gifts and other items of value will be stored.
- Ensure volunteers know their assignments and report on time and ready to work.
- For opening ceremony:
  - Coordinate honor guard (including the Pledge of Allegiance or National Anthem).
  - Coordinate/Introduce host state's speaker (Governor, Lieutenant Governor, Secretary of Transportation or Public Safety).
  - Ensure U.S. and State flags are displayed properly.
- Check AV and room set up in each room, prior to each session, including general sessions, breakout sessions and closing session.
- Place session signs at each breakout session.
- Place sponsor signs at each event or meal function as required based on sponsorship.
- Oversee catering arrangements, entertainment and transportation (if needed) etc. for all events and meal functions as scheduled.
- Collect meal and function tickets at each event during the conference. Give all tickets collected to SMSA Conference Chair.
- Provide volunteers to work SMSA tables. SMSA Conference Chair will provide guidelines for tables to be worked as follows:
  - Membership Table
  - Sales and Raffle Table

## **After the Conference**

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- Provide SMSA Conference Chair with a complete list of conference volunteers including mailing addresses.
  - SMSA will send thank you letters.
- Prepare and mail thank you letters to the following:
  - All who supplied door prizes for the conference
  - Welcoming speaker

- Keynote speaker
- Honor Guard
- Prepare final report on the conference. Final report should include:
  - Report of state expenditures
  - Recommendations for improvements in future years

## Conference Facility Requirements

- Accommodations for 350-400 people.
- Free meeting space.
- Reasonable room rates.
  - \$99 - \$120/night
- Complimentary shuttle service from hotel to airport and back again.
- Secure parking facilities for motorcycles and cars at no additional cost.
- On-site or nearby unobstructed parking lot for range sessions.
- Reasonable AV equipment rental rates.
- Variety of catering options.
- Room set-up and turn-around at no additional charge.
- Banner hanging and removal at no additional charge.
- Contract with property to hold all space on a 24-hour basis through the conclusion of the event unless otherwise released by agreement with SMSA.
- Bike wash area and supplies.
- Free meeting space and sleeping rooms at the agreed upon conference rate for SMSA executive committee meetings conducted before the actual conference dates as follows;
  - Fall - typically October
  - Spring - typically March
  - Summer - during the week prior to the August conference
    - Need meeting/board room for 9-12 people
    - Meetings typically last two-days
    - SMSA will be purchasing refreshment breaks from the property for these meetings
- Ballroom that will hold 400 people - theatre style.
- Minimum - 5 breakout rooms that will hold 100 people - theatre style with room for podium, screen and projection table.
- Three parlors or meeting rooms to be used for storage, SMSA business office and on-site preparations by host state. Rooms will be used starting on Monday the week of the conference through Monday following the conference.

- Space for 15-20 exhibitors/vendors with booth spaces minimum 8' x 8' at no additional cost. Ideal space will hold minimum of 20 exhibitors/vendors with 10' x 10' booth spaces and include enough room to serve refreshment breaks.
- Request contract stating food and beverage prices will be negotiated 12-18 months in advance. This is recommended because many properties are reluctant to quote food prices more than six months out.
- Find out how the property charges for food and beverage services i.e.,
  - Based on consumption?
  - What percentage over do they prepare?
  - What is their policy on preparing vegetarian meals?
    - Will we need tickets or do they prepare a percentage for anyone who may request a vegetarian meal?
  - What percentage does the property charge for gratuities and service charges?
- Agree to final cut-off date for food and beverage guarantees.
  - 48 hours is typical.
- Agree to bartender costs.
  - Attendees pay for any alcohol consumed.
- Property should have U.S. and State flags available for Honor Guard use at no additional charge.

# Conference Volunteer Responsibilities

## Conference Registration

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- Registration staff should participate in a briefing and assist with on-site registration.
- Registration tables should be manned by at least four people during registration hours listed on the program agenda. Volunteers should be prepared to arrive 30 minutes prior to the time scheduled on the agenda to give them time to get organized and set up.
- Tables can be marked;
  - A-L
  - M-Z
  - On-Site Registration
  - Exhibitors and Speakers
    - Breaking registration up into categories allows those standing in line to get through a little faster.
    - When the bulk of the participants have registered, the number of volunteers working the registration table can be adjusted as deemed necessary.

## SMSA Tables

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- **Membership Table**
  - Volunteers will work this table both days of the conference.
  - Volunteers will be activating and renewing SMSA memberships.
    - Written or verbal instructions will be provided by the SMSA Conference Chair on-site.
- **Sales Table**
  - Volunteers will work this table both days of the conference.
  - Volunteers will be selling merchandise and raffle tickets, if applicable.

- Written or verbal instructions will be provided by the SMSA Conference Chair on-site.

## **SMSA Business Meeting**

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- Display session sign.
- Check AV and room set-up.

## **Opening/General Session**

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- Coordinate Honor Guard.
- Coordinate host state's speaker.
- Coordinate keynote speaker.
- Place session sign.
- Ensure U.S. and State flags are available for Honor Guard.
- Check AV and room set up.

## **Breakout Sessions**

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- Place session signs.
- Check AV and room set up.
- Assign one moderator to each breakout session.
- Hand out door prize tickets.
- Hand out door prizes.
- Hand out speaker gifts.

## **Continental Breakfasts and Refreshment Breaks**

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- Place sponsorship sign.
- Oversee arrangements.

## **Luncheons**

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- Place sponsorship sign.
- Check room set up.
- Oversee arrangements.
- Collect lunch tickets.

## **Receptions and Other Activities**

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- Place sponsorship sign.
- Check room set up.
- Oversee catering arrangements.
- Oversee entertainment.
- Oversee travel (if any).
- Hand out door prize tickets.
- Hand out door prizes.
- Collect function tickets.

## **Closing Session**

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- Place sign.
- Check room set up.
- Hand out door prize tickets.
- Hand out door prizes.

## **Exhibitors/Vendors**

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- Oversee exhibit hall security.
- Check with each exhibitor/vendor to make sure they have the appropriate equipment (i.e., electricity, phone line etc.).

## Conference Guests

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- Ensure state staff and/or convention staff can provide spouses and guests information about tourist activities in the area.

## Conference Office

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- The conference office is the central "hub". It is where door prizes will be kept and monitored as well as speaker gifts. Assign volunteers to be in the conference office at all times.

## Recommendations for Volunteer/Staff Assignments

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- Volunteers can be assigned more than one responsibility, depending on scheduling. Following are some recommendations:
  - One lead staff to work with SMSA Conference Chair.
  - Staff for VIP transportation (if needed).
  - At least 4 staff at registration tables.
  - One or two staff per breakout session to ensure:
    - The speaker has what they need.
    - The room is set up correctly.
    - The proper AV equipment is available and working properly.
    - Session signage has been placed.
    - Name tents are in place as appropriate.
    - Speaker gifts are available.
    - Door Prizes are available.
    - Hand out door prize tickets.
    - Hand out door prizes.
    - Count number of attendees.
  - Two staff to take tickets at meal functions/receptions and transportation, if applicable.
  - Door prize committee to organize and distribute door prizes.

## Meetings

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- Volunteers and staff should be available for planning meetings prior to the conference as well as the day before the conference.
  - **During the planning phase:**
    - Create poster boards with each responsibility listed and how many staff is needed for each one. Ask Volunteers and staff to sign-up and assign those responsibilities that have openings.
  - **During the meeting the day before the conference:**
    - Discuss and understand responsibilities.
    - Get acquainted with the conference property.
    - Finish any last minute tasks to be ready for the start up of the conference.
    - Provide volunteer and staff shirts. These shirts should be worn at all times so attendees can easily identify conference volunteers and staff.
    - Answer any questions and address and concerns.

## Host State Conference Budget

- Printing
  - Name badges
  - Table tents for breakout sessions
  - Session signage
  - Function/event tickets
  - Final program agenda
    - Program agenda is developed and printed by SMSA. Printing and shipping costs are billed to the host state.
  - Speaker information, forms and handouts
  - On-Site registration forms
    - Form will be provided by SMSA Conference Chair
  - Conference evaluation forms
    - Form will be provided by SMSA Conference Chair
- Postage
  - Solicitation letters (door prizes, sponsors etc.)
  - Thank you letters
  - Postage for letters sent from SMSA Business Office in regard to the conference will be billed to the host state.
- Exhibit hall security (if needed).
- Conference Supplies and equipment;
  - One computer
  - 1 laser printer (prefer color) and ink cartridges
  - Copy paper (2 reams)
  - Other supplies as needed including; note pads, scissors, box cutter, first aid kit, scotch tape, packing tape, pens, pencils, markers, aspirin, rolls of tickets for door prizes and raffles (if applicable) etc.
- Badge holders
  - Purchased by SMSA and billed to host state.
- Host state gift - given to all conference attendees (optional).
- Speaker Kits - Envelope or folder to include;
  - Name badge(s)

- Conference registration materials (if registered)
- Conference registration bags
  - Purchased by SMSA and billed to host state.
- Volunteer shirts
- AV equipment rentals for the duration of the conference.
- Conference registration fees for Instructors/RiderCoaches from your state.
- Travel and hotel costs for coaches from your state.

## **SMSA Conference Committee Responsibilities**

### **Site Visit**

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Once the Executive Committee has selected a state to host an upcoming National Conference, they may elect to conduct a site visit. Site visits will generally be attended by the SMSA Conference Chair along with one conference committee member. During the site visit recommended properties (hotels or convention centers) and their surrounding locations will be visited. Facility staff should be available during the site visit to provide a tour of the facility and answer any questions the SMSA conference committee may have. It is recommended one of the properties bidding to host an SMSA conference provide complimentary sleeping rooms for the SMSA Conference Chair and one committee member for a maximum of two evenings. One or more of the properties will typically provide complimentary meals so food from the property can be sampled. If two properties are selected for a site visit, one property typically provides a free breakfast and the other property provides a free lunch.

### **Selection of Conference Property**

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Following the site visit, the Conference Committee will submit recommendations to the Executive Committee who will in turn make the final decision. SMSA prefers to have facilities selected and contracts signed two years prior to the conference but no less than 18 months prior.

### **Establish Conference Budget**

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The SMSA portion of the conference budget is set at the same time as the annual budget. See SMSA Conference Budget on pages 31-32 for additional information.

### **August of previous year or before**

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- Apply for State Tax Exemption for conference state. Host state will provide information needed to apply. This needs to be done in time to conduct the first committee meeting on-site in October the year before the conference.

## **On-Going**

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- Collect and process conference registrations and fees.
- Collect and process exhibitor/vendor applications and payments.
- Collect and process host contributions and send thank you letters to contributors.

## **January - February**

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- Update SMSA website to reflect current years SMSA is seeking conference hosts, with instructions to submit an interest in hosting future conferences.
- Update SMSA exhibitor/vendor information on website.
  - Send link for exhibitor/vendor information to:
    - SMSA membership
    - List serv
    - List provided by host state
- Update all conference information on website including tentative program.
- Post updated conference registration forms on website.
- Contact Hurtdidit to make on-line conference registration form live.
- Email the following to advise conference registration forms are available on the SMSA website:
  - SMSA list serv
  - Voting Members
  - Corporate Members
  - Professional Members
  - Supporting Associate Members
  - Supporting Members
  - Emeritus Associate Members

- Master Mailing list
- Email all on vendors and prospects spreadsheet and those identified by host state to advise exhibitor/vendor information is available on SMSA website.
- Send sponsor emails to SMSA Corporate, Professional and Supporting Associate members. Email to be signed using current SMSA Chair's electronic signature. Use Sample Form #4 - SMSA Sponsor Solicitation Email - page 42.
- Send sponsor solicitation letters on SMSA letterhead to local area prospects.
  - Use electronic signature provided by host state.
  - Use list of local prospects provided by host state.
  - Use Sample Form #3 - Host State Sponsor Solicitation Letter - page 41.
- Contact voting members to see if they are interested in manning a table during the conference to showcase their states and programs.

## March - April

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- Make recommendations for breakfasts, breaks and lunch selections. Forward to SMSA Chair for final approval.
- Make recommendations for Instructor Appreciation event food and beverage selections. Forward to SMSA Chair for final approval.
- Make recommendations for Saturday evening event food and beverage selections. Forward to SMSA Chair for final approval.
  - Some things to consider when making food selections are:
    - Provide a small percentage of vegetarian meals
    - Stay away from pork
    - Stay away from buffets
    - Seated meals with pre-set salads and desserts are more efficient and eliminates long lines
- Send out speaker acceptance or rejection letters based on selections made during the spring executive committee meeting.

## May - June

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- Design conference evaluation form.
- Provide content for all session/event signs to host state.
- Provide host state with complete list of speakers for printing name tents for breakout sessions.

## July - August

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- Make Voting membership name tents for SMSA Business Meeting.
  - Name tents contain state name only.

## During Conference

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- Ensure SMSA Membership banners are displayed.
- Place signs on vendor tables so they can find their spots.
  - Leave SMSA Conference Chair business card on the table with the sign; write cell phone number on the back of the card so they can call during the conference if they need anything.
- Welcome each exhibitor/vendor to ensure they are in the right place and have everything they need.
- Attend SMSA Business Meeting and all general sessions.
- Ensure conference registration is set up and answer questions.
- Ensure SMSA tables are being manned and answer questions.
- Provide change for conference cash boxes.
- Provide conference cash boxes.
- Secure lock box from property for conference cash.
- Collect cash at the end of each conference day and store in lock box.
- Work with host state to find a bank in the area that will exchange conference cash for a cashier's check.

## August - September Following Conference

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- Mail volunteer thank you cards/letters.
- Mail host staff thank you cards/letters.
- Tally results of conference evaluations.
  - Email each presenter a copy of the results for their sessions only.
- Process all memberships renewed or activated during the conference.
- Send supporting and emeritus associate membership invoices to all who did not renew during the conference.

## SMSA Chair and Executive Committee Responsibilities

### Two-Year Prior to Conference

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- Send solicitation letter (Use Sample Form #1 - Conference Solicitation Letter - page 39) to states. States interested in hosting a conference should be asked to submit a letter of interest to the SMSA Chair.

### Following Selection of Conference Property

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- Sign selected property contract. Make sure the contract is read and understood thoroughly before signing.
- Personally contact the Motorcycle Safety Foundation (MSF) to solicit sponsorship. This needs to be done early enough so it can be calculated into respective budgets.
  - During this call the Chair should also find out what plans MSF has for training sessions prior to or following the SMSA conference.
- Chair to provide Leading Edge article or Chair Chat article announcing conference locations and other aspects of the conference.
- During the spring committee meeting - review and make final decision on speakers for the conference based on call for papers received.
  - Speakers who wish to seek reimbursement must have prior approval from the executive committee.
- Present recommendations for Saturday evening event to Harley-Davidson for approval.
- Advise host state times and dates to be available for committee planning meetings in the fall, spring and summer months.
- Oversee all aspects of conference planning and progress.
- Work closely with conference committee and host state to provide information and direction to allow them to continually move forward in the planning process.
- Make final decisions.

## During the Conference

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- Be available to assist volunteers with any questions they may have.
- Attend SMSA Business Meeting and all general sessions.
- Welcome and introduce keynote speaker.
- Welcome vendors and speakers.
- Promote SMSA.

# SMSA Conference Budget

## Expenditures

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- Printing conference banners
- Administrative
  - Office expenses
  - Staff
  - Telephone
  - Fax
  - Shipping
  - Vendor space fees (if applicable)
  - Conference food and beverages to include:
    - Continental breakfasts
    - Morning breaks
    - Lunches
    - Afternoon breaks
    - Dinners
    - Receptions
  - Conference registration supplies
  - Thank you notes
  - Postage
  - Speakers expenses including:
    - Transportation
    - Lodging
    - Meals
    - Registration fees
  - Honor Guard
  - Entertainment
    - Keynote speaker for opening session
    - Friday Instructor Appreciation
    - Saturday Evening event sponsored by Harley-Davidson

## Income

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- Registration fees
- Vendor fees
- Host Contributions
- Merchandise Sales (when applicable)
- Raffle Ticket Sales (when applicable)

## **SMSA One-Week Conference Schedule**

### **Monday - SMSA Conference Chair arrives on-site**

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- Office space available from 7:00 am - 7:00 pm for SMSA Business Manager
  - Three skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Office space available from 7:00 am - 7:00 pm for host state
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Storage/work room available from 7:00 am - 7:00 pm for host state
  - Four skirted tables, 6 chairs and two wastebaskets

### **Tuesday - SMSA Executive Committee begins arriving on-site**

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- Office space available from 7:00 am - 7:00 pm for SMSA Business Manager (set up Monday)
  - Three skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Office space available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Storage/work room available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
- Meeting with conference volunteers to review responsibilities and answer questions
  - Conduct meeting in SMSA Business Manager's Office space

## **Wednesday – SMSA Executive Committee Board Meeting**

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- Office space available from 7:00 am - 7:00 pm for SMSA Business Manager (set up Monday)
  - Three skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Office space available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Storage/work room available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
- Meeting space for executive committee meeting 8:00 am - 5:00 pm
  - Breakfast - hotel restaurant at 7:00 am
  - Coffee/beverages to be available starting at 8:00 am
  - 10:00 am refreshment break
  - Lunch off site or hotel restaurant
  - 3:00 pm refreshment break

## **Thursday – SMSA Executive Committee Board Meeting**

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- Office space available from 7:00 am - 7:00 pm for SMSA Business Manager (set up Monday)
  - Three skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Office space available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Storage/work room available from 7:00 am - 7:00 pm for host state (set up Monday)

- Four skirted tables, 6 chairs and two wastebaskets
- Meeting space for executive committee meeting 8:00 am - 5:00 pm
  - Breakfast - hotel restaurant at 7:00 am
  - Coffee/beverages to be available starting at 8:00 am
  - 10:00 am refreshment break
  - Lunch off site or hotel restaurant
  - 3:00 pm refreshment break

## **Friday - Annual SMSA Business Meeting and Professional Development Workshops**

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- Office space available from 7:00 am - 7:00 pm for SMSA Business Manager (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Office space available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Storage/work room available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
- Bike Wash Area
  - Stocked with rags for washing and drying bikes, bucket and hose
- Continental Breakfast served at 7:00 am for Business Meeting attendees
  - Serve inside meeting room if space is available
- Meeting space for Annual Business Meeting
  - Set up by 7:00 am - meeting concludes at noon
  - Hold 75 attendees - Theatre Style
  - Head Table on Riser with Podium and seating for 8 with ample elbow room and electrical hookups for computers and recorder.
  - Two tables at room entrance for state table tents and hand-outs to include:

- Agenda
  - State of the Association
  - Minutes from previous year's Business Meeting
- Refreshment break at 10:30 am
- Vendor Space - Vendors begin set up at Noon
  - Space for 17-20 Vendors and 4 state displays - Noon - 6:00 pm
  - Prefer vendor spaces no smaller than 8 x 8, to include 8 x 6 skirted table, two chairs, and one wastebasket. Negotiate no set up charge for these spaces.
- Two meeting rooms for Professional Development Workshops
  - Set up by 1:00 pm - meeting concludes at 6:00 pm
  - Hold 75 attendees - Theatre Style
  - Refreshment break at 3:30 pm
- Space for Conference Registration
  - Three tables skirted with 6 chairs and two wastebaskets (negotiate no set up charges)
- Space for Friday Evening Instructor Appreciation Reception/Social
  - Up to 400 people - rounds
  - Finger foods and non-alcoholic beverages
  - Cash bar with bartender
  - Light background music

## **Saturday - First day of Annual SMSA Conference**

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- Office space available from 7:00 am - 7:00 pm for SMSA Business Manager (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Office space available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day

- Storage/work room available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
- Bike Wash Area
  - Stocked with rags for washing and drying bikes, bucket and hose
- Space for 17-20 Vendors and 4 state displays - 7:00 am - 6:00 pm (set up Friday)
- Space for Conference Registration
  - Three tables skirted with 6 chairs and two wastebaskets (set up Friday)
- Space for Opening Session
  - Up to 400 people - theatre
  - Head table with seating for four with podium and microphone
- Space for five breakout sessions - available 7:00 am - 6:00 pm
  - 75 to 100 people per session - theatre
  - Each breakout session room set with
    - Laptop
    - LCD Projector, Table and electrical
    - Screen
    - Podium and Microphone
- Off Site location for Harley-Davidson sponsored Saturday Evening Event
  - Up to 400 people
  - Dinner
  - Cash bar with bartender
  - Entertainment
  - Transportation if required

## **Sunday - Second and Final day of Annual SMSA Conference**

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- Office space available from 7:00 am - 7:00 pm for SMSA Business Manager (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day

- Office space available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
  - Ice water and glasses all day
- Storage/work room available from 7:00 am - 7:00 pm for host state (set up Monday)
  - Four skirted tables, 6 chairs and two wastebaskets
- Bike Wash Area
  - Stocked with rags for washing and drying bikes, bucket and hose
- Space for 17-20 Vendors and 4 state displays - 7:00 am - 6:00 pm (set up Friday)
- Space for five breakout sessions - available 7:00 am - 6:00 pm
  - 75 to 100 people per session - theatre
  - Each breakout session room set with
    - Laptop
    - LCD Projector, Table and electrical
    - Screen
    - Podium and Microphone
- Space for closing session
  - Up to 400 people - theatre
  - Podium and microphone at front of room

**Monday - Pack up and vacate facilities by Noon** (if not done on Sunday)

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- Office space available from 7:00 am - Noon for SMSA Business Manager (set up Monday previous week)
- Office space available from 7:00 am - Noon for host state (set up Monday previous week)
- Storage/work room available from 7:00 am - Noon for host state (set up Monday previous week)

## Sample Form #1 - Conference Solicitation Letter

(Date)

(Name)

(Title)

(Address)

(City, State, Zip)

Dear (Name):

I want to thank you for submitting a letter indicating (State) interest in hosting the (Year) SMSA National Conference. I invite you to prepare a more detailed presentation of your state's proposal for the Executive Committee's consideration at its (Month) meeting in (City, State). If you choose, you may bring convention staff that will serve in a resource capacity; however, you (or other state staff that you deem appropriate) are expected to be the primary presenter. Your remarks should be about twenty minutes in length and should, at a minimum, include the following:

1. Available conference dates (is space available in mid-late August that year?)
2. Available hotels (Can one hotel hold the meetings and accommodate all the sleeping rooms as well? Is there more than one hotel to choose from? How convenient are the hotels to the airport, shopping and other attractions?)
3. Number of sleeping rooms in hotels (Can the hotel block at least 200 sleeping rooms on the peak night?)
4. Size of exhibit space (Can 15-20 - 10' x 10' booths be accommodated in the exhibit space? Are there are least two ballrooms so the general sessions and exhibits can be in separate rooms but in close proximity?)
5. Number of breakout rooms (Does the hotel have at least two or three medium-sized breakouts for large concurrent sessions?)
6. Size of banquet facilities (Can the ballroom accommodate rounds for 300-350?)
7. Estimated cost of meal functions, exhibit space rental charges and hotel sleeping room rate
8. Potential social activities for the opening reception and Instructor Appreciation events
9. Airline connections to host city
10. Estimated state contributions to Nation Conference (in-kind cash, staff resources)

The Executive Committee will consider and vote on any (Year) National Conference bids at (Time) on (Date) (see attached agenda).

After the board selects a site, two members of the Conference Committee and a representative from the host state will conduct a site visit and examine at least two properties. The site visit team will make a recommendation to the SMSA Chair and, following the Chair's decision, the final contract will be negotiated.

I want to again thank you for your interest in hosting the (Year) National Conference. Please feel free to give me a call if you have questions about previous National Conferences or about the presentation to the Executive Committee.

Sincerely,

(Chair's Name)

Chair, National Association of State Motorcycle Safety Administrators

## Sample Form #2 - Door Prize Solicitation Letter

(Date)

(Name)

(Title)

(Address)

(City, State, Zip)

Dear Motorcycle Safety Enthusiasts:

This summer, the nation's leading motorcycle safety representatives from across the country will gather in (City, State) for the National Association of State Motorcycle Safety Administrators (SMSA) Annual National Conference. The conference will bring together state motorcycle safety education professionals with national and local motorcycle safety education experts to discuss "hot" topics in the field of motorcycle safety and education. This conference will focus on (list possible topics), and much more! Exposure to new products at these meetings helps to improve the effectiveness of traffic safety programs.

We are asking for your support of this conference by donating door prizes, etc. If you can provide support, your company/organization will be announced at the appropriate function. This will expose your name to a national gathering of fellow motorcycle safety enthusiasts. All donations should be mailed to the following address to arrive no later than (Date):

(Insert mailing address)

Please be sure to identify your company/organization so we can properly recognize you during the conference, convey our appreciation for your donation more formally at a later date, and ensure recipients acknowledge your contribution to the conference.

The members of SMSA sincerely appreciate your interest and commitment to traffic safety. We thank you for any support you can provide, and we look forward to a most successful conference!

Sincerely,

(host state)

Cc: SMSA Conference Chair

## Sample Form #3 - Host State Sponsor Solicitation Letter

(Date)

(Name)

(Title)

(Address)

(City, State, Zip)

Dear (Name):

This summer, SMSA and (host state) will be hosting the Annual National Motorcycle Safety Conference in (location). This conference brings together state motorcycle safety and education personnel with national motorcycle safety experts to discuss and share topics in the field of motorcycle safety and education.

(Host state) invites you to become a conference sponsor. By showing your support through conference sponsorship, you gain added visibility for your company as well as declaring your dedication and commitment to motorcycle safety. Your participation can enhance opportunities to network with SMSA members and conference attendees to develop and strengthen partnerships.

I encourage you to join other prominent safety-related organizations leading the nation in motorcycle safety education programs, products and services by becoming a sponsor of the SMSA (year) Annual National Conference.

Please visit the SMSA website at [www.smsa.org](http://www.smsa.org) for:

- Sponsorship application
- Agenda
- Location
- Conference registration forms
- Exhibitor/Vendor information and application

A sponsorship application has been enclosed for your convenience. (Host state will print from website and enclose with letter)

If you have any questions or need additional information, please feel free to contact me at (insert contact information).

Sincerely,

(host state)

Cc: SMSA Conference Chair

## Sample Form #4 - SMSA Sponsor Solicitation Email

SMSA \_\_\_\_\_ Member:

This summer, SMSA and Motorcycle Ohio will be hosting the Annual National Motorcycle Safety Conference in Columbus, Ohio. This conference brings together state motorcycle safety and education personnel with national motorcycle safety experts to discuss and share topics in the field of motorcycle safety and education.

SMSA invites you to become a conference sponsor. By showing your support for the Association through conference sponsorship, you gain added visibility for your company as well as declaring your dedication and commitment to motorcycle safety. Your participation can enhance opportunities to network with SMSA members and conference attendees to develop and strengthen partnerships.

I encourage you to join other prominent safety-related organizations leading the nation in motorcycle safety education programs, products and services by clicking on the link below and becoming a sponsor of the SMSA 2010 Annual National Conference.

INSERT LINK HERE

For additional conference information, please click on the links below for access to:

- *Agenda, Professional Development Workshops, Hotel, Airport, Ground Transportation*
- *Printable Conference Registration Form*
- *On-Line Conference Registration Form*
- *Exhibitor/Vendor Information and Application*

If you have any questions or need additional information, please feel free to contact Ruth Wilson at the SMSA Business Office, 303/797-2318.

Sincerely,

(Insert Carol's electronic signature)

Carol Thurn, SMSA Chair