

Annual Conference Committee
Teleconference
Thursday, Feb. 4, 2010
3:00 PM Central

In Attendance:
Jacqui Bennoch
Molly Kuhl
Cheryl Sinclair
LaDonna Belcher

Marty Fish recorded notes.

Sponsorship Letters and Agreement forms will be emailed. A list of possible sponsors was sent to all committee members.

Committee members will divide the list and take contacts that they are familiar with. Marty will take all other contacts. Committee members will also seek Support Supplier contact information from within their own companies and Marty will ask for contacts from members outside the committee.

Talking Points for sponsorship calls were also developed to aid in the conversation with possible sponsors.

It was determined that a timeline for marketing the conference will be developed - Save the date fliers, newsletters, a registration brochure, and reminders will be produced as a part of this marketing timeline. The theme of the conference will remain "I'm Going to Disney" and a logo using this theme will need to be developed. As the burden to develop these items falls on the AC Committee, Jacqui suggested that she may be able to ask Steven Mayhew of Conwin to help with this. Marty and Jacqui will begin work on content for the Registration brochure and Marty will investigate Online Registration options which we determined may be beneficial given all the additional Disney park options that will be available to attendees.

Jacqui informed us of some venue changes at the Conference with regard to the location of the Wed night dinner and follow up fireworks/dessert. The changes will not diminish the overall experience and will reduce costs which will allow for some leeway in funding additional experiences.

Jacqui also was able to negotiate a significantly reduced deposit requirement to hold the space for Conference 2010. Instead of the initial \$9000 thought to be needed by today, IBA will be able to deposit a much more modest amount of \$2500 with no other fees due until August 23, 2010. Marty will sign the contract and submit deposit by end of business Friday, February 05, 2010.