

**Association for Education in Journalism and Mass Communication
Summer Convention Requirements**

The Association for Education in Journalism and Mass Communication, AEJMC, is nearly 3,400 college and university journalism and mass communication educators and administrators scattered across the United States, Canada and more than 20 other countries. Program planned by Association's 16 divisions, nine interest groups and a commission, and other related bodies. While timeslots are basically standardized, due to numerous entities involved, the number of activities (mainly committee meetings, meals, socials) does vary.

- Dates:** Preferred dates first Tuesday-Saturday in August. **Only patterns within first two weeks in August considered.**
- Location:** Single Tier One/Two downtown property preferred; other cities considered. If second property necessary, prefer within one-to-two blocks due to late-night activities. All or majority of meetings must be in headquarters hotel.
- Attendance:** 2,300 (includes family members, presenters and exhibitors)
- Bedrooms Needed:** 750-to-800 (57% singles, 22% doubles, 21% double/doubles; normally 5-10% slippage), 100 rooms of which is a graduate student block at a special price.
- Rates:** Members rate conscious. Quote singles/doubles separately; not combined.
- In-house Pattern:** 1st night — 20%, 2nd night — 68%, 3rd night — 94%, 4th night — 100%, 5th night — 82%, 6th night — 44% ('04 figures). (Nights in above are Monday through Saturday.)
- Suites:** Three suites required; include in proposal package at no cost to Association.
- Reservations:** Members make own reservations and pay for own sleeping rooms.
- Site Selection:** Search conducted by Convention Manager beginning in September five years out. Inquiries and proposals are not encouraged before that time.
- Site Decision:** August four years out upon recommendation of Convention Manager to Board of Directors, after popular vote of membership. Rotation is by geographic area (see enclosure).
- Previous Sites:** 2006 -- San Francisco Marriott, San Francisco CA
2007 -- Renaissance, Washington DC
2008 -- Chicago Marriott, Chicago IL
2009 -- Sheraton Boston, Boston MA
- Future Sites:** 2010 -- Sheraton Denver, Denver CO
2011 -- Renaissance Grand Suites & Hotel, St. Louis MO
2012 -- Chicago Marriott, Chicago IL
2013 -- Renaissance, Washington DC
- Planning Contact:** Fred L. Williams, Convention Manager
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11/09

**AEJMC Convention
Meeting Space Requirements
(Days based on Monday through Saturday dates)**

Convention Office
Storage Area
Registration area
Placement

Noon Saturday (prior week) thru Noon Sunday
Noon Saturday thru 5p Saturday (1000 sq ft)
9a Monday thru 5p Saturday (750 sq ft)
Noon Monday thru 5p Friday (2 6' tables, 12 schoolroom tables)
(800 sq ft)

Convention Central
Speaker Ready Room
Graduate Student Lounge
Exhibits
Posters (Scholar-to-Scholar)

Noon Monday thru 10p Saturday (15 6' tables adjacent to registration area)
8a Tuesday thru 5p Saturday (600 sq ft)
7a Tuesday thru 6p Saturday (1200 sq ft)
1p Tuesday thru 8p Friday (12000 sq ft)
1p Tuesday thru 9:30p Friday (7000 sq ft)

Monday

6:30-9:30p Reception/Dinner -- 6 rounds/9

Tuesday

8-4p Boardroom/10
8a-5p HS/1 @ 52, 2 @ 40, TS/50
9a-3p Boardrm/15 w/ 10 chairs on perimeter
Noon-2p Luncheon -- 6 rounds/9
1-5p TS/7 @ 50
5:30-7:30p TS/2 @ 50
5:30-10p CS/3 @ 15, TS/3 @ 50
8:30-9:30p Meeting -- 8 rounds/8

Wednesday

7-8a CS/5 @ 12, HS/30
7-10a Boardroom/15 w/ 10 chairs on perimeter
8:15-9:45a TS/7 @ 50, 6 @ 75, 2 @ 100
8a-Noon CS/15
10-11:30a TS/7 @ 50, 6 @ 75, 2 @ 100
11:45a-1:15p TS/7 @ 50, 6 @ 75, 2 @ 100, Luncheon -- 125
1:30-3p TS/7 @ 50, 6 @ 75, 2 @ 100
3:15-4:45p TS/7 @ 50, 6 @ 75, 2 @ 100
5-6:30p TS/7 @ 50, 6 @ 75, 2 @ 100, Reception -- 150 flow, Past President Social -- 25
6:45-8p TS/800 w/ stage (no exotic AV involved)
8-11p Reception -- 800-to-1,000 flow

Page 1 of 2 / November '09

Thursday

7-8a TS/5 @ 50, CS/3 @ 15, 5 @ 20, Continental/100
7-10a Boardroom/15
8:15-9:45a TS/7 @ 50, 6 @ 75, 2 @ 100
10a-10:30a Refreshment Break (in exhibit area)
10-11:30a TS/600 w/ stage (no exotic AV involved)
11:45a-1:15p Luncheon/100, HS/25, TS/7 @ 50, 6 @ 75, 2 @ 100
1:30-3p Scholar-to-Scholar Session (7,000 sq ft)
2:45-3:15p Refreshment Break (in exhibit area)
3:15-4:45p TS/7 @ 50, 6 @ 75, 2 @ 100

5-6:30p TS/7 @ 50, 6 @ 75, 2 @ 100, Reception 100 flow
6:45-8:15p Receptions -- 80, 100, 150 flow, TS/7 @ 50, 6 @ 75, 2 @ 100
6:30-9p Dinner -- 100
8:30-10p Receptions -- 75, 2 @ 150 flow, TS/4 @ 50, 6 @ 75, 2 @ 100
10:15-11:45p Receptions -- 150, 250 flow, TS/4 @ 75

Friday

7-8:a CS/9 @ 15, 3 @ 20, TS/5 @ 50, Boardroom/15
8:15-9:45a TS/7 @ 50, 6 @ 75, 2 @ 100
10a-10:30a Refreshment Break (in exhibit area)
10-11:30a TS/300 w/ stage (no exotic AV involved)
11:45a-1:15p Luncheon -- 15, 2 @ 100, Scholar-to-Scholar Session (7,000 sq ft)
1:30-3p TS/7 @ 50, 6 @ 75, 2 @ 100
2:45-3:15p Refreshment Break (in exhibit area)
3:15-4:45p TS/7 @ 50, 6 @ 75, 2 @ 100
5-6:30p TS/7 @ 50, 6 @ 75, 2 @ 100
6:45-8:15p Reception -- 50, 2 @ 100, 250 flow, TS/7 @ 50, 6 @ 75, 2 @ 100

Saturday

7-8a CS/8 @ 15, TS/2 @ 50, Continental/8 rounds 8
7-10a Boardroom/15 w/ 10 chairs on perimeter
8:15-9:45a TS/7 @ 50, 6 @ 75, 2 @ 100
10-11:30a TS/7 @ 50, 6 @ 75, 2 @ 100
11:45a-1:15p TS/7 @ 50, 6 @ 75, 2 @ 100
1:30-3p TS/7 @ 50, 6 @ 75, 2 @ 100
1-5p Boardroom/15 w/ 10 chairs on perimeter
3:15-4:45p TS/7 @ 50, 6 @ 75, 2 @ 100
4:30-6p TS/7 @ 50, 6 @ 75, 2 @ 100

Association for Education in Journalism and Mass Communication Annual Convention

Rate History

Regular Rooms		Single	Double	Graduate Students
1988	Portland OR	47	57	
1989	Washington DC	73	84	
1990	Minneapolis	77	87	
1991	Boston	95	105	
1992	Montreal	124	139 (CDN)	
1993	Kansas City	84	92	
1994	Atlanta	90	110	63/77
1995	Washington DC	89	109	69/79
1996	Anaheim	95	115	56/66
1997	Chicago	95	120	59/79
1998	Baltimore	108	128	None (99 nearby)
1999	New Orleans	99	129	75/95
2000	Phoenix	114	134	None (79 nearby)
2001	Washington DC	132	162	90/106
2002	Miami	119	139	99/99
2003	Kansas City	124	134	89/99
2004	Toronto	188	214 (CDN)	147/167 (CDN)
2005	San Antonio	144	167	95/110
2006	San Francisco	168	198	132/132
2007	Washington DC	138	158	99/119
2008	Chicago	159	159	103/103
2009	Boston	168	194	133/154
2010	Denver	152	152	109/109
2011	St. Louis	170	190	110/120
2012	Chicago (projected rates)	199	199	130/130
2013	Wash DC (projected rates)	181	206	145/165

Key parameters for Decision --

August is low part of the low season in many parts of the U.S.

Hot Buttons

- + Cost to delegate — regular, graduate student
- + Cost to Association —
 - 1/50 comps, 1/40, 1/35?
 - 3 suites over and above needed
- + Minimum 10 upgrades to concierge level or, if not available, minimum 10 free continental breakfasts daily — quite often this also includes the two presidents and the executive director who go in the suites and the convention manager
- + Catering -- discounted or f&b credit for each 500 rooms actualized
- + Audio Visual -- discounted using in-house AV company
- + Registration -- convenient, permanent storage, well-lit
- + Exhibits — minimum 12,000 sq ft — good lighting
- + Placement — minimum 800 sq ft — good lighting
- + Scholar-to-Scholar -- minimum 7,000 sq ft -- good lighting
- + Airport pickups
- + Amenities to VIPs

Flow of space
Flexibility of space

Cost of travel

Cost of airport to hotel

Cost of parking

Easy access to “street” amenities

Concentration of educational institutions offering journalism/mass comm. programs

Selection Process --

E-mail has really changed the way a city is selected as a convention site. The Association has moved to a transparent process where in May of each year I post on the website an analysis of cities that could host the convention four years out. The members comment as they wish regarding this posting. In August during the first meeting of the Board of Directors during the pre-convention day, I again report the cities that can host the convention, summarize the results of membership input and make a recommendation. This information is taken to the Membership Meetings of the 28 groups under the Association's umbrella where they decide whether or not they agree with my recommendation. Their comments are brought back to the second meeting of the Board of Directors on the final day of the convention. The Board of Directors decides whether or not to accept my recommendation integrating the feelings of the membership as well as the recommendations of the 28 individual groups. (Usually, a top-three list is created.) It is after their decision is made – regarding the city – that contracts are then negotiated with the hotel(s). However, it is necessary to have tentative agreements with hotels as I take my recommendation to the Board.