

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

The Association for Education in Journalism and Mass Communication, AEJMC, is nearly 3,800 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 18 divisions, 10 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. **Association does not use Convention Centers.**
- Attendance:** 2,000 (includes family members, presenters and exhibitors)
- Bedrooms Required:** 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 — 30%, 2nd night — 75%, 3rd night — 99%, 4th night — 100%, 5th night — 81%, 6th night — 37%. (% from Mon. through Sat. pattern) (2015: 3,787 rooms pkdup; 3,026 headquarters, 761 overflow)
- 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 Conference Manager beginning in October five years out. Inquiries and proposals are not encouraged before that time.
- Site Decision:** August four years out upon recommendation of Conference Manager to Board of Directors, after popular vote of membership. Rotation is by geographic area (see enclosure).
- Previous Sites:** 2013 -- Renaissance Downtown, Washington DC
2014 -- Sheraton Montreal, Montreal Canada
2015 -- Marriott Marquis, San Francisco CA
- Future Sites:** 2016 -- Hilton, Minneapolis MN
2017 -- Chicago Marriott MagMile, Chicago IL
2018 -- Renaissance Downtown, Washington DC
2019 -- Sheraton Toronto, Toronto Canada
- Planning Contact:** Fred L. Williams, Conference Manager
AEJMC / 234 Outlet Pointe Blvd., Suite A / Columbia SC 29210-5667
Telephone: 803-798-0274; FAX: 803-772-3509
E-mail: aejmcmeets@aol.com & fredaejmc@aol.com
Web: www.aejmc.org

December '15

AEJMC Conference

Meeting Space Requirements

(Days based on Monday through Saturday dates)

Conference Registration Area	Noon Saturday (prior week) thru Noon Sunday (1,000 sq ft)
Office	Noon Saturday (prior week) thru Noon Sunday
Registration area	9a Monday thru 5p Saturday (750 sq ft)
Conference Central	Noon Monday thru 10p Saturday (15 6' tables adjacent to registration area)
Speaker Ready Room	8a Tuesday thru 6p Saturday (600 sq ft)
Graduate Student Lounge	7a Tuesday thru 6p Saturday (1,200 sq ft)
Exhibits	1p Tuesday thru 8p Friday (12,000 sq ft)
Scholar-to-Scholar (Posters)	1p Tuesday thru 9:30p Friday (7,000 sq ft)

Tuesday

8a-8p	HS/1 @ 52, 2 @ 40; TS/5 @ 50, 2 @ 75
9a-10p	Boardroom/15 w/ 10 chairs on perimeter
1-9p	TS/2 @ 50, 3 @ 75, 2 @ 100
8-10p	Reception -- 150 flow

Wednesday

7-8a	CS/5 @ 12; HS/30
7-10a	Boardroom/15 w/ 10 chairs on perimeter
8:15-9:45a	TS/7 @ 60, 6 @ 75, 2 @ 125
8a-Noon	CS/15
10-11:30a	TS/7 @ 60, 6 @ 75, 2 @ 125
11:45a-1:15p	TS/7 @ 60, 6 @ 75, 2 @ 125
1:30-3p	TS/7 @ 60, 6 @ 75, 2 @ 125
3:15-4:45p	TS/7 @ 60, 6 @ 75, 2 @ 125
5-6:30p	TS/7 @ 60, 6 @ 75, 2 @ 125, Past President Social -- 25
6:45-8p	TS/800 w/ 18'x8'x24" stage (no exotic AV involved)
8-11p	Reception -- 800-to-1,000 flow

Thursday

7-8a	TS/5 @ 50; CS/3 @ 15, 5 @ 20; Breakfast/100
7-10a	Boardroom/15
8:15-9:45a	TS/7 @ 60, 6 @ 75, 2 @ 125
10a-10:30a	Refreshment Break (in exhibit area)
10-11:30a	TS/600 w/ 18'x8'x24" stage (no exotic AV involved)
11:45a-1:15p	Luncheon/100; HS/25; TS/7 @ 60, 6 @ 75, 2 @ 125
1:30-3p	TS/7 @ 60, 6 @ 75, 2 @ 125
2:45-3:15p	Refreshment Break (in exhibit area)
3:15-4:45p	TS/7 @ 60, 6 @ 75, 2 @ 125
5-6:30p	TS/7 @ 60, 6 @ 75, 2 @ 125; Reception 100 flow
6:45-8:15p	Receptions -- 80, 100, 150 flow; TS/7 @ 60, 6 @ 75, 2 @ 125
8:30-10p	Receptions -- 75, 2 @ 150 flow; TS/7 @ 60, 6 @ 75, 2 @ 125
10:15-11:45p	Receptions -- 150, 250 flow; TS/4 @ 75

Friday

7-8a	CS/9 @ 15, 3 @ 20; TS/5 @ 60; Boardroom/15
8:15-9:45a	TS/7 @ 60, 6 @ 75, 2 @ 125

10a-10:30a	Refreshment Break (in exhibit area)
10-Noon	TS/300 w/ 18'x8'x24" stage (no exotic AV involved)
12:15a-1:30p	Luncheon -- 15, 2 @ 80; TS/7 @ 60, 6 @ 75, 2 @ 125
1:45-3:15p	TS/7 @ 60, 6 @ 75, 2 @ 125
3:30-5p	TS/7 @ 60, 6 @ 75, 2 @ 125
5:15-6:45p	TS/7 @ 60, 6 @ 75, 2 @ 125
7-8:30p	Receptions -- 100, 250 flow; TS/7 @ 60, 6 @ 75, 2 @ 125

Saturday

7-8a	CS/8 @ 15; TS/2 @ 60; Continental/8 rounds 8
7-10a	Boardroom/15 w/ 10 chairs on perimeter
9:15-10:45a	TS/7 @ 60, 6 @ 75, 2 @ 125
11a-12:30p	TS/7 @ 60, 6 @ 75, 2 @ 125
12:45-2:15p	TS/7 @ 60, 6 @ 75, 2 @ 125
1-5p	Boardroom/15 w/ 10 chairs on perimeter
2:30-4p	TS/7 @ 60, 6 @ 75, 2 @ 125

Selection Process --

In August during the first meeting of the Board of Directors during the pre-conference day, I report the cities that can host the conference, summarize the results of membership input and make a recommendation if requested. This information is taken to the Membership Meetings of the 34 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 conference. 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 34 individual groups. It is after their decision is made – ranking three cities – that contracts are negotiated with the hotel(s).

However, it is necessary to have tentative agreements with hotels as I take my recommendation to the Board.

Association for Education in Journalism and Mass Communication Annual Conference

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 (CA)	147/167 (CA)
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	175	175	114/114
2013	Washington DC	185	185	148/148
2014	Montreal	169	209 (CA)	139/179 (CA)
2015	San Francisco	194	219	150/170
2016	Minneapolis	179	179	125/125
2017	Chicago	199	199	129/129
2018	Washington DC	199	199	159/159
2019	Toronto	199	199 (CA)	149/149 CA ('15 rates)

Food and Beverage

\$80,000-to-\$100,000 normal spend which includes ICW groups. Association 2014 spend was \$85,165 before service charge and taxes and does not include ICW groups.

Key parameters for Decision --

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

Cost to delegate — regular, graduate student

Cost to Association —

1/50, 1/40?

3 over and above suites
 minimum 10 upgrades to concierge level or, if not available, minimum 10 free continental breakfasts daily -- quite often this includes the two presidents and the executive director who go in the suites and the conference manager

Catering
 Audio Visual

Registration -- convenient, permanent storage, well-lit
 Exhibits — minimum 12,000 sq ft — good lighting
 Scholar-to-Scholar (Posters) -- minimum 7,000 sq ft -- good lighting

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

Recent Special Concession Package

One Complimentary One-Bedroom Presidential Suite with Club Lounge Access
 One Complimentary One-Bedroom Hospitality Suite with Club Lounge Access
 One Complimentary One-Bedroom Governors Suite with Club Lounge Access
 15 Upgrades to Club Level Access; 15 breakfast coupons if Club Lounge is closed
 100 guestrooms on peak night provided for Graduate Students
 5 bottles of chardonnay and 5 bottles of cabernet sauvignon for President’s Reception
 Complimentary meeting and exhibit space
 25% discount on AV provided in-house service used
 15% discount on year-of-conference menu prices
 8 complimentary round-trip airport transfers
 Celebration cake (not to exceed \$1,500)
 2 complimentary rooms for 2 nights each for site and planning meetings
 2 Housemen for up to 1 hour each to assist group with boxes during Load-In and Load-Out
 Complimentary guestroom internet
 Complimentary wireless internet access in meeting space not to exceed 50 Mbps
 Daily complimentary Chef’s Choice of lunch for staff members

2015 Pickup:

	8.1	8.2	8.3	8.4	8.5	8.6	8.7	8.8	8.9
Marriott Marquis	1	3	38	160	497	700	726	553	110
Overflow			12	78	165	201	182	111	12

+238 additional pkup at the Marquis at above negotiated rate; hotel was not able to provide the stay pattern for these additional rooms

3,878 total pickup