



CAIR Board of Directors Meeting Minutes
Thursday, March 8, 2013
Teleconference

Present: Alice van Ommeren (President), Bryce Mason (Vice President), Tongshan Chang (Treasurer), Mallory Newell (Secretary), Chris Cullander (Immediate Past President and Advisor), Jeanette Baez (Director), Waddell Herron (Director), Jaqueline Honda (Director), Berkeley Miller (Advisor)

Not Present: Bob Daly (Director)

The meeting was called to order at 9:00 am.

1. Alice provided an overview of the sponsorship process at the conference the last two years.
2. Bryce provided an overview about the key changes in the process, the market research that he did, and the document he put together. Instead of one flat rate for all sponsors, we now have three levels, Gold, Silver and Bronze. The sponsorship last year was \$1,300, now the Gold is \$1,800, Silver is \$900 and Bronze is \$450. Last year we had 9 sponsors at the \$1,300 rate. Bryce also discussed lightning talks, preferred table location, separation of attendance fees from sponsorship fees, and promotional brochure in program (and digital program).
 - a. There was some concern about the sponsors also having to pay for their registration in addition to sponsorship. However, when you consider the costs from last year to this year, it is about the same.
 - b. There was additional discussion on allowing sponsor presentations, it was decided that if the sponsor presentations are clearly labeled as such, then the Board supports it. The Board did not think it was important to have a distinction between for-profit and non-profit sponsors at the conference, therefore there will only be one track for "sponsors". The sponsor presentations should not compete with a member presentation; therefore we would need a sponsor track in the program. The final version of the CAIR Conference Sponsorship PDF would include a Gold sponsorship that would include the opportunity to make a presentation.
 - c. Bryce will follow-up on the electricity, internet and tables for the sponsors.
 - d. The Board agreed on the number of levels and their associated benefits for sponsors, as well as the price (either registration included or separated is to be determined). The Board will follow-up on the concerns of the members related to

some of the details directly related to the levels (benefits) and cost (fees) issues, for example “to include the registration, or not.” All the other comments (# of tables, session format, placement, procedures, etc) are suggestions that were accepted by the group. Bryce will send out a second draft of the PDF Conference Sponsorship by the end of next week.

- e. Alice moved to accept the proposed Sponsor Packet as presented by Bryce today pending the changes that were suggested by the Board today. The Board approved the motion pending the changes via email.
3. We may need to have another discussion on the separation of fees for sponsors and registrants so the sponsors can register through EventBrite. Alice and Bryce will meet to discuss this issue.
4. The next CAIR meeting is scheduled for Friday, May 10th (10am-3:30pm) at our conference site, the Napa Valley Marriot Hotel and Spa.

The meeting adjourned at 10:15 am.