

## Convention Committee Meeting Minutes

Saturday, June 24, 2006, 10:00 a.m.

Fort William Henry, Long Lake Room

Lake George, NY

**Present:** Joseph Navarra, RPh, Chairman, Jim Coppola, RPh, Ellen Williams, Pharm.D., and Christine Trimarchi

### 1. Summary of 2006 Entertainment Budget

- a. Budget set at \$8,500
- b. See numbers for moneys spent (2006\_orders.pdf)

### 2. Budget Goals for 2007

- a. Aiming for a \$10,000 budget PLUS sponsorships
- b. Increase budget by 25%

### 3. Summary of 2006 Conference Attendees

- a. Approx. 96 Pharmacists Registered
  - i. With spouses & children around 219 participants not including Exhibitors
- b. Approx. 120 Exhibitors (48 booths)
- c. Approx. 350 Total Convention Participants

### 4. Attendee Goals for 2007

- a. 120 Registered Pharmacists
  - i. With spouses & children around 300 participants (there were around 12 kids this year and the convention date is one week later for 2007, which will allow parents to bring their families as school will be over by that point)
- b. 50 Exhibitors space permitting; also, as per Jim Coppola look into Eastman/Kodak as possible exhibitor thus possibly incorporating Roundtable Issue ([f.](#))

### 5. Roundtable Issues

- a. Look into possible theme ideas that Total Events may have on hand – themes they will not have to order things for.
- b. Get final bill from Clifton Park Rental (company that set up exhibitor's area) to find out how much it was to actually set up exhibits (Note: the booth rental charged for 2006 was \$950; also Total Events can do this for us).
- c. Meals: start with lunch on the day of arrival and end with dinner on the day of departure.
- d. Create and disseminate sponsorship opportunities to go out with every mailing; as early as possible.
- e. Create more robust kids program. Possible larger number of children because the date is one week later next year (Note: 2007 Convention Dates: June 27-July 1). Possibilities: carnival-Myers Fun Services, face painting, balloons, etc. Roberta w/Fort William Henry has contacts we can use for this.
- f. Themed photo idea: possibly hire photographer or get Polaroid with printing on them 2007 PSSNY Annual Convention and take theme photos of attendees as keepsakes. Possible free 4 x 6 and then charge for more or larger sizes.
- g. Get distances from hotel of the window distances for ease of banner placement next year; order two grommets in the middle of banners along with the two on the sides.
- h. Possible Sponsorship by RDC: Wednesday evening Cocktail Cruise on the lake; must have count; Schedule Note: possible 5:30 Board Meeting with boat ride at 8:30.

i. Try to continue Saturday evening slide show of convention photos taken (Note: HUGE HIT in 06 thanks to Chairman Navarra!)

6. Adjourn at 11:00 a.m.