



Conference Guidelines

August 2018

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1 Introduction

The major event of the Canadian Institute of Transportation Engineers (CITE) is its annual meeting and conference. In 1977, CITE held its inaugural conference in Ottawa and, in each year since, conferences have been held throughout the country providing an opportunity for as many members to attend as possible.

Hosting the annual CITE conference is a complex undertaking that can involve a planning time frame of 2 to 3 years, a group of 10 to 20 committee members, 150 to 350 registrants, and a budget that exceeds \$150,000.

The prime focus of the conference is the exchange of technical information through the presentation of papers and various discussion formats. The CITE Executive and Board also hold their formal District meetings including the Annual General meeting. Finally, the conference provides a venue for networking and social interaction among CITE members. For the Local Arrangements Committee (LAC), the group hosting the conference, organizing an annual conference can provide a rewarding experience that will reinforce the value and purpose of the host CITE Section/Chapter.

The following guide provides the requirements for hosting the annual conference. The key components of the conference are reviewed followed by the requirements for submitting a hosting proposal. The majority of this guide reviews the most important component of hosting a conference - the Local Arrangements Committee. Roles and responsibilities are outlined that provide details on what needs to be done to host a successful conference.

2 Conference Anatomy

There is considerable latitude given to the LAC to enhance the conference experience however the following components are expected. Details on how each of the components are undertaken are described in detail in the Organization section.

2.1 CITE Executive Committee Responsibilities

The LAC takes on considerable responsibility for hosting the annual conference, however, certain responsibilities still fall to the CITE Executive Committee in coordination with CITE resources. These include:

1. **National Marketing:** CITE website, Transportation Talk, and social media
2. **Registration and Finances:** Including the registration system platform, banking, financial transaction maintenance and the budget in consultation with the LAC
3. **National Sponsor/Exhibitor Promotion:** Coordination of billing and promotion of exhibitors and sponsors. The LAC Sponsorship Coordinator is responsible acquiring commitments

Considerable autonomy is granted to the LAC for organizing the conference subject to the **CITE Conference Policy** and guidelines outlined in this document. Innovation is encouraged, however, operations differing significantly from past practice must be brought before the Executive Committee for review and approval.

2.2 Conference Components

There are five main components of the conference that includes:

- **Technical Program**: Presentations, discussions and roundtables that make up the formal conference content
- **Technical Tours**: Technical tours of local transportation interest
- **Key Events**: Social events such as the banquet and CITE Traffic Bowl
- **Exhibition**: Trade exhibition for transportation related vendors
- **Meetings**: Formal meetings of the CITE Board, Executive Committee, Technical Liaison Committee and *excite*

2.2.1 Technical Program

The technical program is very important to delegate attendance decision-making. Although the majority of delegates enjoy the conference social programming and networking opportunities, employers who are considering registering multiple staff will use this to evaluate cost benefit.

Development of the Technical Program starts with a call for abstracts several months before the conference. Abstracts are then evaluated by the technical committee for inclusion in the final program. The conference theme will establish a focal point for technical papers and presentations with the majority of papers remaining focused on traditional transportation subjects.

The Technical Program is organized by the [Technical Committee](#)

2.2.2 Technical Tours

Technical tours are an important educational component of the conference. Tours will have local character, be demonstrative of local transportation initiatives, and appeal to a broad range of interests. Tours are normally offered free of charge however, under certain circumstances, an additional fee may be charged where costs are associated with the number of attendees for a tour (eg. bike rentals for a bike tour).

The [Technical Tours Committee](#) is responsible for organizing the tours.

2.2.3 Key Events

Several key events are held in conjunction with the conference outside of the technical program providing social and networking opportunities. These key events are organized by the [Social Committee](#) and include the following:

Welcoming Reception

The welcoming reception usually occurs Sunday evening with beverages, appetizers, and may include light background entertainment. The reception is normally held in the exhibitor hall and without any conflicts with other conference-related events such as workshops or tours.

Traffic Bowl

Started in 2010, the ITE Collegiate Traffic Bowl is a Jeopardy-style competition for ITE student chapters designed to test knowledge of transportation planning and engineering topics.

Each ITE District is encouraged to conduct a traffic bowl competition amongst the chapters who formulate teams to determine a District Champion. This District team will then travel to the ITE annual meeting to compete in the Grand Championship against other District teams.

For more information on the rules and instructions for district competitions, refer to the ITE website at <http://www.ite.org/trafficbowl/default.asp>

Street Hockey - Scholarship Fundraiser

The traditional East versus West street hockey game was an initiative of the Banff 2006 conference and is a delegate favourite. Other than the obvious fun and East/West rivalry, the purpose of the street hockey game is to fundraise for the CITE scholarships often through a 50/50 draw.

Student Mixer

The student mixer is a networking event to provide students the opportunity to mix with industry professionals. This event is coordinated through *excite* (emerging members in CITE) with oversight by the LAC.

Banquet & Social

The banquet is usually held on the Tuesday evening and is an opportunity to showcase the host city. Live entertainment is typically a part of the evening and occurs after the meal has concluded. There is considerable flexibility encouraged in hosting this event.

Past President's Breakfast

The Past President's Breakfast is hosted by the current CITE Past President. The main function of the LAC for this event is to arrange the room and meal according to the information provided from CITE. The CITE Past President is responsible for issuing the breakfast invitations, an agenda, and letting facilities organizer know numbers of confirmed attendees.

2.2.4 Exhibition/Trade Show

The trade show is featured to increase awareness of industry products or services. To facilitate exposure, often the trade show floor is used for refreshment breaks during the conference. A passport system has been used in the past to encourage attendees to visit the various vendor booths. The Exhibition and Trade Show along with sponsorships is the responsibility of the [Sponsorship and Exhibitors Committee](#).

2.2.5 Meetings

CITE Board, Executive, and *excite* use the conference as an opportunity to have face-to-face meetings. These meetings are usually held on the Friday and Saturday immediately preceding the start of the conference.

In addition to the Board and Executive meetings, CITE's annual general meeting is held during the conference and is scheduled at some point in the Technical Program. The AGM is very important as it allows attending members to vote on future District initiatives. The LAC does not have a requirement to organize these meetings other than providing adequate [facilities](#).

3 Submitting a Proposal

Submitting a proposal to host the conference begins with a discussion with the local Section/Chapter membership to determine the level of interest in hosting. With the support of the Section Executive, an Expression of Interest (EOI) is then sent to the District Executive, which will provide guidance on developing a formal proposal. The expression of interest should include:

1. Name of Section/Chapter and contact person
2. City where the conference is likely to be held
3. Year in which the conference is to take place
4. Acknowledgement that the Section Executive is in support of developing a proposal

The Expression of Interest can be sent to the CITE President at president@cite7.org.

3.1 Formal Proposal Preparation

The formal proposal is the key planning element for the entire event – a strong effort in this area will provide benefits during the planning and implementation stages. A proposal will require the following elements:

3.1.1 Tentative Meeting/Conference Dates

The annual conference generally occurs between the third week in May and early June to provide an optimal opportunity for student attendance. Summer meetings are generally avoided unless the location is a major summer vacation destination. Every effort should be made to avoid holiday weekends, including Mothers' and Fathers' Day, as it negatively impacts attendance. The conference typically starts on a Sunday afternoon with the Welcoming Reception and ends on Wednesday afternoon.

Of equal or greater importance is avoiding close proximity to dates for other transportation meetings such as the Transportation Association of Canada (TAC), Canadian Urban Transit Association (CUTA), Canadian Transportation Research Forum, Ontario Traffic Conference, Canadian Society for Civil Engineering, and Canadian Multidisciplinary Road Safety Conference to name a few. Check the websites of these organizations or contact their executives.

Hotel and meeting space availability for the tentative dates must be confirmed in writing from the prospective venue. See [Facilities Section](#) for more details.

3.1.2 Planning Scenarios

In preparing proposals, the LAC should plan on the basis of the following three paid attendance scenarios, which may be adjusted based on the site of the conference:

- Small – 125 to 150 delegates
- Medium – 150 to 200 delegates
- Large – 200+ delegates

While it is recognized that certain past conferences have garnered attendance far in excess of the high scenario, there have been events where the low scenario attendance level was not reached. In awarding the annual conference to a Section/Chapter, the District Board may consider alternative scenarios proposed if the variation is sufficiently justified on the basis of location, conference content, and/or special circumstances (for example, a joint event).

The following summarizes registrations categories and counts since 2011:

DELEGATES	Halifax 2011	Winnipeg 2012	Calgary 2013	Waterloo 2014	Regina 2015	Kelowna 2016	Edmonton 2018
Full – early bird rate	98	82	155			177	221
Full – regular	43	34	23			59	33
One day – early bird	1	4	18			2	23
One day – regular	0	3	20			6	11
Student (no discount)	21	30	14			0	0

Student (discounted)						47	45
Exhibitor (special rate)	0	3	26			0	0
Complimentary – full	22	18	26			19	17
Complimentary – student	4	6	6			0	0
	189	180	288			310	350

3.1.3 Space Reservation

The LAC assists CITE in determining the facilities that will host the conference. Local tourism bureaus will often provide a free service to obtain quotes. Once a facility has been chosen, CITE will take over the final negotiations. The following outlines considerations that will be undertaken:

- Consideration is given to complimentary sleeping rooms, executive suites, or meeting space depending on the number of sleeping rooms booked. Approximate room rates should be included in the proposal
- Meal cost and minimum thresholds, typically for room nights but sometimes based on number of meals served, will be considered
- Ideally, the hotel and conference space should be a combined facility

3.1.4 Budget Preparations

A budget of revenue and expenses will be prepared by CITE in consultation with the LAC. The following will be considered when preparing the budget and is provided here for information:

- applicable sales taxes as part of the budget
- 10% of total conferences expenses are added as a contingency
- 25% of any conference surplus is returned to the host Section
- The majority of full delegates will register prior to the early bird deadline (lower registration rate). Approximately 75% of delegates will register early approximately 10% of the delegates will be students who receive a subsidized registration rate. Student registration is a flat rate with no early bird discounts.
- Only a very small (2-3%) percentage to be one-day registrants
- Base registration and credit card fees on the following:

FEE PER REGISTRATION	TOTAL
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Online Registration System Fee	\$4.00
Online Registration Payment Processing Fee	1% of total
Payment Gateway Processing Fee (regardless of card used)	2.9%
Payment Gateway Transaction Fee	\$0.30

Registration Classification

The following registration classes will be offered to potential registrants:

- Full delegate (different price for early and regular registration)
- Student (same price regardless of when registration takes place)
- One-day (different price for early and regular registration)
- Exhibitor (special price for bundled event tickets)

Early Registration

A discount is generally offered for advance registration, often referred to as the Early Bird Discount. Approximately 75% of delegates will have registered by the end of the early registration period.

3.1.5 Local Support

You are encouraged to solicit local promotional support from municipal and provincial governments, conference centres, and tourist associations during the proposal development phase. As planning proceeds, there will be a need to obtain staff resources, promotional materials, and contributions from these organizations.

3.1.6 Timing

The approval of a District conference is normally two years in advance at the Annual Board Meeting. This may be extended if required, particularly in cases of a joint meeting with the international ITE annual meeting.

3.1.7 Joint Meetings

There have been a number of meetings that have been hosted jointly with neighbouring Districts (e.g., District 1, District 4 and District 6) or with other associations (e.g., the Western Canada Traffic Association). The planning effort is greater but the rewards of an expanded meeting can also be greater. Longer lead times are needed since committees become larger and more approvals are required. Any proposed joint arrangement requires approval by the CITE Board.

3.1.8 Meeting Theme and Logo

The theme becomes the tagline for the conference and aids in marketing the content for the conference. Themes should be short and typically transportation related. CITE will provide the conference logo with input from the LAC on the colour pallet.

4 Organization

A Local Arrangements Committee (LAC) is struck that shares in the roles and responsibilities of hosting the conference. The LAC Executive Committee is formed as part of the formal proposal submission and consists of chairs of the following sub-committees:

- [LAC Chair](#) (and Vice-Chair)
- [Finance Liaison](#)
- [Facilities](#)
- [Technical](#)
- [Technical Tours](#)
- [Sponsorship and Exhibitors](#)
- [Communications](#)
- [Volunteer](#)
- Social

Members of the LAC Executive should be chosen carefully as there is a significant commitment to hosting a conference. Ideally, a LAC Executive member should have:

- Time available to commit to the demands of the committee
- Organizational and managerial skills
- Creativity
- The ability to coordinate with outside agencies
- The ability to obtain resources from organizations within the Section/Chapter
- Industry connections to help foster sponsorships and exhibitors

The following outlines the roles and responsibilities of the respective individuals and committees that form the LAC. Responsibilities are described for each role as a guide. These responsibilities can be delegated to different roles where appropriate.

4.1 Executive Liaison

Once a formal proposal has been approved, an Executive Liaison is appointed to guide and assist the LAC during the conference organization. The Liaison participates in the LAC meetings and reports status to the CITE Executive Committee.

4.2 Chair

The chair's role is to coordinate the overall committee structure, prepare agendas for regular meetings, consult with the CITE Executive Liaison and provide leadership. The LAC chair also selects a chair for each sub-committee from the primary LAC volunteers.

4.3 Finance Liaison

Revenue and expenses associated with the conference are the responsibility of CITE with the LAC Finance Liaison providing input especially with respect to tour and social event costs. . It is the responsibility of the CITE Treasurer along with the Finance Liaison to ensure that the conference budget remains on track.

4.3.4 Seed Money

Seed money is not provided for organizing the conference. If the LAC requires a small operating line for local expenses then this can be arranged via the Executive Liaison however all major expenses will be paid by the District Secretary/Treasurer.

4.4 Technical

The Technical Program Committee is responsible for the technical content of the conference. The LAC will need to have several volunteers prepared to assist with the review of both the abstracts and final paper submissions. This is a significant task and requires a very detail-oriented review of submissions during each phase.

Presenters are the lifeblood of the technical program and the technical committee needs to be prepared to communicate effectively and frequently. Many deadline reminders will be needed and not all presenters will submit papers for publication. The Technical Committee must be prepared to hold a hard line regarding respecting deadlines and quality submissions. All this effort does pay off as it ensures high quality paper submissions and equal or higher quality presentations.

4.4.1 Call for Abstracts

The timing of the call for abstracts must include sufficient time for meeting the deadlines involved in organizing the technical program. Normally, this means issuing the Call for Abstracts **at least nine months** in advance. Abstracts are submitted and evaluated online. CITE will provide instructions on how to manage the abstract submissions and will handle the email and promotion of the call for abstracts.

The following is a sample timeframe from launch of the Call for Abstracts campaign until the conference begins:

- Call for Abstracts

- Launch – nine (9) months advance
- Submissions close – seven (7) months advance
- Tentative approval notification – six (6) months advance
- Full Paper Submission
 - Conditional Acceptance – three (3) months advance
- Final Paper Submission (if required) – six (6) weeks advance
- Proof of Registration – six (6) weeks advance, usually corresponds with early bird deadline
- Notification of Presentation requirements from Author(s) – three (3) weeks advance

Early acceptance is required to provide accurate information for the preliminary program and to allow for posting of the abstracts to the website in advance of the conference. For the preliminary program, a brief overview of the session will be used in place of abstracts. Here are some other points about abstracts:

- Submission of abstracts tends to trickle in until the final deadline approaches. Most abstracts are received after a final email reminder to the membership advising them of the approaching deadline
- Expect 10% of abstracts to be rejected due to poor content or company self-promotion
- The quantity of abstract submissions generally predicts the potential for delegates. The more abstracts received, the more interest there is in attending
- There are times when an author submits an abstract but cannot secure travel arrangements until the abstract has been approved. The majority of authors are able to attend as presenters but expect some late changes to accommodate those who cannot travel
- There have been cases when entire papers have had to be withdrawn at the last moment for a variety of reasons. It is advised to have a couple of local backup presenters available

Partner-led Sessions and Exhibitor Participation

In addition to issuing the Call for Abstracts, the Technical Committee is also encouraged to invite:

- other organizations, particularly partner organizations of CITE (e.g., TAC and CUTA), to sponsor a technical session and invite their own speakers to enhance the overall technical program.
- police, urban designers, and landscape architects (sustainable development/transportation) to participate.
- distinguished speakers for plenary and other key technical sessions.
- CITE committees such as the Technical Liaison Committee (TLC) or *excite* the opportunity to generate their own session.

If accepted, these groups will be responsible for filling that session time with their own speakers.

Some exhibitors have expressed interest in participating with presentations in technical sessions. Consider extending an offer to potential exhibitors as this could provide both exhibitors and delegates an excellent opportunity to interact in a method that trade shows do not offer. However, the presentation must be of technical nature without promoting the exhibitor's products.

4.4.2 Scheduling Technical Sessions

Technical sessions should provide a flexible system to meet a variety of other program requirements. Following are some key scheduling considerations:

- The opening plenary session typically involves a welcome from the District President and LAC Chair, as well as a presentation by ITE International officers. Most importantly, a keynote speaker on a topic of interest and relevant to the conference theme is included
- For the technical sessions, parallel sessions are preferable. For each half day, up to six (6) sessions can usually be completed via up to three (3) concurrent tracks
- Competing events, such as technical tours, are discouraged to maximize attendance. More importantly, do not compete with topic-related sessions. For example, do not schedule a bicycle tour while technical sessions regarding cycling are concurrent
- Each session requires a strong moderator to chair the session. The expert panel should be knowledgeable in the technical area being discussed. The moderator is responsible for introducing the expert panel and to keep the proceedings on schedule. A room monitor (see [Volunteer Coordinator](#)) is also required to help with visual aids, distribute material, and generally assist the speakers. Typically, a speaker would have a 20-minute slot for presentation and questions
- The Student Paper and Student Presentation competition winners must be incorporated into the session streams, ideally, in a topically related session

It is important that the technical program not conflict with the CITE Annual General Meeting or the CITE Past Presidents' Breakfast

A program schedule, either preliminary or final, must be ready for the "Conference Preview" edition of Transportation Talk typically 2 months before the conference

4.4.3 Plenary Session

The plenary session always occurs as the first official session on Monday to launch the meeting and should not conflict with any other conference events or activities. The time allotment for the keynote speakers is typically between 30-40 minutes.

During the plenary session, the LAC chair will act as emcee and the schedule will accommodate speeches from the District President as well as any attending ITE International Vice-President candidates (usually two).

The highlight of the plenary session is always the keynote speaker – someone whose presentation will be both interesting and educational for delegates. The topic does not necessarily have to relate to transportation engineering. Ideas for keynote speakers can be drawn from speaking bureaus such as www.speakers.ca. The speaker should *not* be a government official, although there have been cases where these officials were well-received if already highly respected and charismatic speakers.

All delegates are expected to attend this session and, since there are no refreshment costs involved, exhibitors and delegate companions may also attend. In planning the room set-up (theatre seating), allow for a few additional seating spaces.

Consider inviting local media to attend the plenary session as this increases the profile of CITE and transportation engineering as a profession. For further information, please contact your Executive Liaison.

Budget between \$3-5K for the keynote speaker fee until negotiations are finalized. Sponsorships and/or personal relationships with noteworthy speakers can help offset these costs.

Any formal presentations should not begin until the meal is concluded or in the last course (dessert). Alcoholic beverages are not advised for any of the luncheons

4.4.4 Speakers' Breakfast

The speakers' breakfast each day of the conference is greatly appreciated by the moderators. It not only provides a benefit to speakers but an opportunity to review technical details of the upcoming sessions. The breakfast menu is at the discretion of the LAC. The Technical Program Coordinator is responsible for the speakers' breakfast, assuring the moderators and presenters are connected, and the presentations are installed on presentation devices and are working properly.

4.4.5 Technical Seminar or Short Course

Technical seminars or workshops can be held in conjunction with the conference to provide an opportunity for professional development. This should be considered for inclusion immediately before or after the conference to maximize attendance (e.g., on Sunday ahead of the Welcoming Reception or Wednesday following the AGM).

For past conferences that included seminars or training courses, opinions of those on the LAC were mixed as to whether value-added was realized in relation to the added workload. The following suggestions were made based on those mixed reviews:

- Seminars/training courses require a separate promotional stream

- Registration should be separated from the meeting (meeting attendance not mandatory), making the seminars/training exclusive of the meeting itself
- Should be scheduled outside of the conference program, either before or after

For more information, please contact the CITE Executive Liaison.

4.4.6 Host/Mentorship Program

The Host or Mentorship program is to provide an introduction service to first-time delegates. Hosts would be either LAC members or regular conference attendees who are well-known within the organization and can spend a few minutes getting to know the delegate. Hosts make sure that the delegate is introduced to a few people in order to get them started with their networking. The mentor-mentee relationship can continue beyond the conference, if mutually agreed upon.

The Host/Mentorship program is coordinated through *excite* (emerging members in CITE).

4.4.7 Compendium

The conference compendium is assembled in a download package on the CITE website and made available following the conference. The compendium includes all technical papers presented during the conference where copyright permission has been granted. In some cases, the Abstract or presentation may be used in place of a technical paper.

A signed "Grant of Copyright" form is required before material can be included in the compendium.

4.5 Technical Tours

This committee has the responsibility of organizing the event and any related transportation requirements.

Tours should be scheduled to not conflict with technical sessions so that delegates are not torn between attending a session or tour. In addition, tours should avoid conflicting with the:

- Plenary Session
- Past President's Breakfast (usually set for early morning to reduce scheduling conflicts)
- Awards Luncheon / Annual General Meeting
- Collegiate Traffic Bowl

Tour registration, whether free or with a fee, can be accommodated within the online registration system. Registration limits can be set for each tour and a waitlist created should a tour become

over-subscribed. Details of the tour limits and how they should be handled in the registration system are coordinated through CITE.

Make sure there is at least one tour guide per ten tour registrants

Consider a scenic tour (more tourist than technical) on the Sunday afternoon for any delegates who have arrived early enough. These types of tours have been in high demand in the past.

4.6 Facilities

The Facilities Committee is responsible for coordinating all of the space requirements for meetings, exhibits, and sleeping accommodation, as well as any food functions. All audio/visual requirements for the technical sessions should also be arranged by this committee. The Facilities Committee will work closely with the Executive Liaison with regard to requirements of the hotel and conference facility contract.

4.6.1 Conference and Meeting Space

ITE Headquarters must review the draft hotel contract prior to contract signing for any LAC affiliated with ITE. Please note that this is a free service provided by ITE Headquarters. For more information, please contact the CITE Executive Liaison.

See Hotel Negotiations Checklist for some great tips.

A commitment of space is required prior to making a proposal to host the conference. Since the CITE annual meeting and conference is considered a small conference by the convention industry, the entire event can (and ideally, should) be hosted in one hotel.

The basic space requirements are as follows:

Conference, Banquet and Meeting Rooms

- Function room for welcoming reception/exhibitor hall that can accommodate all registered delegates plus some guests.
- Meeting rooms of sufficient size to accommodate 60% of anticipated registration for the number of planned (typically 2-3) concurrent technical sessions
- Committee rooms for groups of 15 and 30
- Lunch facilities for each of the meeting days, typically all three days, plus for use during the opening session on the Monday and AGM

- A location for a prime social function (banquet) with some unique characteristics of the area. This function need not be constrained to the convention hotel and usually involves a separate venue within the area
- A meeting room with coffee is often supplied for the companion program, if applicable
- Trade show facilities sufficient to house up to twenty 8' x 10' or 10' x 10' exhibit booths
- A volunteer room should be provided as a volunteer refuge / office with sufficient space to accommodate a large boardroom style layout with fax machine and printers, refreshments for volunteers, etc. Ideally, this should be located close to the on-site registration desk for easy access to materials

Hotels usually supply complimentary facilities in relation to the number of sleeping rooms. The ratio is about one sleeping room per 30 reservations or this complimentary arrangement can be applied to meeting rooms.

Fall District Meeting

The District Executive and TLC Committee meet each fall at a bi-annual meeting to discuss District business. In addition, it provides an opportunity for updates on how the LAC is proceeding with plans for the next conference including present work-to-date, budgets, as well as the proposed registration rates and any planning concerns that the District Executive should be made aware. These meetings are held in the fall prior to the conference in the upcoming host city and the LAC is responsible for booking the space. Some key points the LAC needs to consider for this meeting are:

- Meetings are typically held in October/November over two days
- Two (2) meeting rooms in the conference venue
 - TLC – needs their room for one (1) day only. Check with TLC Chair as to which day this will be.
 - Executive – need their meeting room for both days.
- Room nights will be needed, accordingly, for all participants. Budget approximately 20 room nights total but note that the number of room nights will vary each year depending on needs. Your Executive Liaison can assist with this.
- Plan for meeting room catering. This is typically the same menu format as the weekend conference meetings of the Executive and Board.

4.6.2 Accommodations & Room Nights

The Facilities Committee is responsible for arranging delegate accommodations for the conference with these considerations:

- Sleeping rooms for 100 to 200 delegates, depending on the expected conference size.
- Negotiate a clause in the hotel contract that if the hotel's posted (room night) rate is lower than the CITE room night block rate, CITE gets the lowest rate.
- Often, delegates will register at the conference hotel but not through the special hotel system. There are a variety of reasons for this, such as getting better room night rates on their own, using points, etc. Just make sure to periodically cross-reference the registration list against the room reservations to catch those delegates not identified by the hotel. These numbers could be critical to your reaching room night targets.
- Plan for a backup or overflow hotel ready to provision additional room nights, if necessary, as this has been required at more than one meeting in the past. The overflow hotel should be within walking distance of the meeting venue.

Some other key notes to consider about rooms:

- Due to the schedule of weekend Executive, Board, and TLC meetings, ensure that there are room nights reserved for arrivals as early as Friday. Discuss room requirements with your CITE Executive Liaison for further details.
- The majority of delegates will arrive on Sunday and depart on Wednesday.
- Reserve room nights based on a percentage of expected delegates as follows:
 - Friday night – enough for Exec and TLC members (12-20 people)
 - Saturday night – add Board members (35-45 people)
 - Sunday to Tuesday nights – approximately 80% of total registered delegates and exhibitors (out-of-town)
 - Wednesday night – approximately 20% of total registered delegates
 - Thursday night – approximately 5% of total registered delegates (as a courtesy) or seminar registrants if a course is held on the Thursday
 - Depending on the conference hotel rate, LAC should consider the potential of delegates staying at non-conference hotels or with resident family / friends

Complimentary Rooms

At each CITE Conference, the following dignitaries shall receive a complimentary room:

- H.R. Burton Award recipient – Sunday thru Tuesday nights (Wednesday check-out).
Note: District covers travel expense reimbursement
- ITE International Vice President candidates – two room nights per candidate (either the Sunday-Monday combination, or a Saturday-Sunday combination)

The above complimentary rooms are to be provided by the LAC and incorporated into the overall budget. If there are additional complimentary rooms available, they are to be dispensed at the discretion of the LAC.

If there is a cut-off date for room reservations at the hotel, that date is typically used as the early bird deadline for registration.

4.6.3 Food Requirements

Events that include a food component have variable costs that can significantly impact the budget. Each event requires a separate estimate of attendance to properly predict the number of meals or the amount of food required. Although the cost of food is included in each registration, historically 100% attendance is not experienced. If meals are booked but not served, they must still be paid for. Hotels usually allow for a variance of approximately 5% over and therefore, as a maximum, book meals at the 95% level. Use room reservations to help estimate attendance. For example, the need for food at the Sunday reception can be reduced by those who do not arrive until Monday or by checking the history of Sunday versus Monday registration experience.

The chairperson will have to decide on food function numbers and, therefore, close coordination with conference and hotel registration is required. There will be events with less than a full complement of delegates attending and caterers will usually accept minor changes to the number of sittings, up to 24 hours prior to the event.

The following are the traditionally well-attended events:

- Welcoming Reception
- Monday Lunch
- Student Mixer
- Banquet

Preliminary menu selections are usually determined well in advance to allow for promotion to potential delegates. When choosing menus, try to accommodate preferences such as a vegetarian diet or common allergies such as peanuts. Most hotels/restaurants have menu options that can accommodate these concerns.

During facility negotiations, pay close attention to final menu selection deadlines (usually 14 days prior) and when final meal numbers for each function are required (usually 3 days prior). Keep in mind that meals served have major budgetary implications.

The following indicates past experiences with regard to lunch meals ordered versus served as a guide:

CONFERENCE	Banquet Ordered / Used	Welcome Ordered/ Used	Ordered / Served (Mon)	Ordered / Served (Tues)	Ordered / Served (Weds)
Halifax 2011	220 / 225	150 / N/A	200 / 179	200 / 158	200 / 147
Winnipeg 2012	162 / 123	158 / N/A	159 / 160	154 / 161	156 / 105
Calgary 2013	270 / 175	263 / N/A	260 / 220	260 / 225	240 / 185
Waterloo 2014					

The above numbers also include volunteer meals served. Use these to help determine how meal numbers are adjusted in the future.

Additional service charges and gratuities may appear on the food service invoice but were not specified in the contract. Check to make sure there are no surprises when you receive the final invoice.

4.6.4 Exhibit Area / Trade Show

This facility has proved popular in previous meetings with suppliers paying a fee to secure exhibition space, along with the opportunity to purchase a registration at a reduced rate (40-50% off).

The inclusion of coffee breaks and morning continental breakfasts in the exhibit area have been successful in numerous meetings. Any coffee materials should be interspersed throughout the trade show area to encourage delegate movement. Tall cocktail tables can be interspersed for the convenience of delegates.

Trade Show Security

Security is highly recommended for each evening that the trade show exhibits are in place to ensure that no exhibitor equipment goes missing and damage is not inadvertently done to any of the displays. The necessity for trade show security is entirely dependent upon whether the space can be secured with locked doors (securable room) versus hiring personnel (if trade show is located in publicly accessible area such as a mezzanine).

Designate one exhibitor booth for the following year's LAC to promote their upcoming event.

Provide a graphic layout of the conference venue as part of the Exhibitor prospectus and for the conference website

Ensure that it is clearly defined what is included in the exhibitor booth and what special packages are available to exhibitors and their staff.

4.6.5 ITE Collegiate Traffic Bowl

The District Vice-President is ultimately responsible for the delivery of the traffic bowl with assistance from the LAC. The LAC is generally responsible for:

- Organizing the facility for the CITE Bowl and all equipment inside. This includes projectors, sound system, equipment testing, and set up
- Appointing personnel, including timekeeper, board operator, and any other person needed to make the event run smoothly
- Find and appoint judges and backups (usually international VP candidates assist but, if unavailable, the LAC finds other options)
- Obtaining the Question Reader/Emcee and backup

The District Vice President is responsible for:

- Organizing teams and advertising to all student chapters
- Ensuring rules at CITE Bowl follow those of ITE International
- Distributing an information package to all Student Chapters competing in the Traffic Bowl indicating to them what the rules of the event are and the material to use to prepare for the competition. There is a list of publications that has been approved by ITE which all participants use to study and prepare for the Traffic Bowl. This package needs to be sent out to the teams by CITE well in advance of the conference, preferably by end of January at the latest
- Developing the list of questions and ensuring that all answers are accurate
- Delivering a sample list of questions to the LAC for the mock traffic bowl competition, at least three (3) weeks in advance of the conference so that the LAC can test everything and make sure everything works well

Space & Schedule Requirements

The room should have sufficient space to accommodate 100% attendance as this is a very popular event when combined with the conference. This event is non-ticketed and open to everyone.

Allow at least 1-1/2 hours for this event, dependent upon the number of teams registered to compete. This is a very popular event it should not be scheduled to compete with any of the technical sessions or tours (if possible) to allow for maximum delegate attendance.

4.6.6 Audio/Visual Equipment

Information regarding A/V requirements must be gathered from the Technical Committee and arrangements made to accommodate the sessions being organized. It is critical to meeting success that this be well planned so that the technical sessions can run smoothly.

The use of laptop computers with projections equipment is the most popular medium for technical presentations and it is the LAC's responsibility to have this equipment available for each session room. It is important to work closely with the A/V supplier for last minute changes and to minimize any breakdowns. A daily itinerary outlining each event, the room set-up, and the A/V requirements is useful.

For insurance purposes, it is critical that the LAC ensure that there is an insurance policy in place for A/V equipment in case of damaged or stolen equipment. Typically, this is provided by the A/V supplier as part of their service. However, if the A/V equipment is on loan from local agencies or firms, then issues such as security and insurance must be addressed prior to the start of the meeting.

A detailed listing of standard equipment requirements is provided in [Appendix C](#).

Watch for additional service charges for A/V equipment in the contract as they can significantly impact your budget.

4.6.7 Insurance

CITE will provide event insurance coverage for each conference in coordination with the needs outlined by the LAC Chair and in communication with the Executive Liaison.

4.7 Sponsorship & Exhibitors

The purpose of the Sponsor & Exhibitor Committee is to generate sufficient sponsorship and exhibitor commitments to subsidize the registration fees to make the cost more reasonable for delegates. Many past CITE meetings have successfully solicited financial support from outside public agencies, institutions, consulting firms, and suppliers.

The LAC as a whole must determine the value for each level of sponsorship offered and, based on space availability, how many exhibitors can be comfortably accommodated within the designated facility space. Active promotion of sponsorship opportunities and exhibitor booth availability should begin nine months in advance to allow potential sponsors to budget the expenditure.

ITE Commercial Endorsement Policy

ITE does not endorse or imply endorsement of any commercial organization or of its products, plans, and/or programs. This policy applies to ITE officials, staff, and all units of ITE, including its councils,

districts, sections and chapters. ITE will not publish an advertisement that states or clearly implies endorsement of a commercial product or of its manufacturer on the part of a named ITE member, educational or research institution, professional group/organization or government agency, without the express approval of the indicated endorser.

4.7.1 Sponsorship

Often provincial or municipal governments become an Executive sponsor through both financial and in-kind contributions. Each conference will only have one Executive sponsor. After the Executive (highest level), follows:

- Platinum
- Gold
- Silver
- Bronze

The value to purchase each of the above sponsorship levels is an LAC decision and any in-kind sponsor would be recognized according to the corresponding value. Past LACs have established a special in-kind sponsor level that has its own value and recognition set.

Each LAC can establish their own in-kind sponsorships but the standard has been set that a special recognized in-kind sponsor needs to meet a certain demand. For example, a new sponsor category could be established to supply registration kit items such as:

- Lanyards
- Thumb Drives
- Gift Bags ([see Section 3.8.2 for further information](#))

With respect to collection of sponsorship money, the following guidelines apply and are included in the sponsorship prospectus:

- All sponsor fees are in Canadian dollars, with cheques made payable to “Canadian Institute of Transportation Engineers”. Online payments are encouraged and coordinated through CITE
- [GST/HST is NOT applicable on sponsorships](#)
- The commitment deadline should be at least three (3) months prior, with the payment deadline being set within 2-3 weeks of commitment. This deadline will likely be surpassed before all sponsor opportunities are filled. However, the Sponsorship Coordinator must be diligent and persistent with exhausting all opportunities

4.7.2 Trade Show & Exhibitors

The most important aspect that determines whether a potential exhibitor will participate in the conference is the opportunity for quality versus quantity time with delegates. Some ideas to assist in this goal are to host:

- Welcome reception in exhibitor area
- Sandwich lunch in exhibitor area during one of the meeting days
- Coffee breaks in exhibitor area
- Some form of contest that involves delegates having proof of visiting each exhibitor, such as a passport program

There are additional costs beyond rental of the exhibitor hall that are associated with each exhibitor that need to be factored into the budget. This generally includes, at a minimum:

- 8' deep x 10' wide space with 8' high back wall and 3' high sidewalls (pipe and drape)
- 6' table, topped and skirted
- Two (2) padded folding chairs
- 15 amp, 1500 watt, double receptacle

The exhibitors themselves are responsible for any and all promotional elements involved in their booth such as display systems, laptops, brochures, and other material.

The following are some additional notes regarding the exhibitors and this information is usually noted in the original exhibitor prospectus:

- All exhibitor fees are in Canadian dollars, with cheques made payable to "Canadian Institute of Transportation Engineers". Online payments are encouraged and arranged through CITE.
- GST/HST as applicable in the host province must be charged on all exhibitor fees.
- Booth space is allotted on a first come, first served basis and the prospectus should include a floor plan of the exhibitor hall indicating the numbered booth spaces available.
- Security for the trade show area is required and is expected by the exhibitors. Sunday and Monday evening/overnight are the necessary time periods.

Exhibitor Cancellation Policy

Cancellation requests must be submitted in writing. The refund rates, depending on advance notice, are as follows:

- Full refund if written request received at least six (6) weeks prior to meeting

- A 50% refund is provided if the request is received between six (6) to four (4) weeks prior to meeting
- No refund is provided for cancellations received within the four (4) week timeframe leading up to the meeting

4.7.3 Logo Collection

In order to recognize the contributing sponsors and exhibitors in various media (such as the website and *Transportation Talk*), the Committee is required to collect corporate logos in the following manner:

- Vector artwork is required for all corporate logos – sponsor and exhibitor alike. Preferably Encapsulated Postscript (EPS), Illustrator (AI), or CorelDraw (CDR) file formats.
- All fonts must be converted to curves/outlines, and colours should be CMYK

4.7.4 Recognition Signage

The Sponsor & Exhibitor Committee is responsible for preparing notice boards outside technical session rooms, general signing, and posters.

The committee is also responsible for sourcing a local supplier to produce the signage. The following is a typical list of signage requirements for all commitments, along with sizes:

- Technical Session Listing: 22" x 34", one (1) per session
- Session Sponsor: 17" x 22", one (1) per session
- Event Sponsor: 22" x 34", one (1) per event (Student Mixer, Street Hockey, etc.)
- Coffee Break Sponsor: 17" x 22", one (1) per coffee break
- Volunteer Sponsor (if applicable): 17" x 22", one (1)
- Technical Tour Sponsor (if applicable): 11" x 8.5", one (1) per tour
- Sponsor Banner (for sponsor table): 48"x 48", one (1)
- Exhibitor Hall booth locator & recognition: 22" x 34", one (1)

With the exception of the sponsor banner, all above signs need to be dry-mounted onto foam core (or similar stiff material) to allow for placement on easel stands. Enquiries to Municipal/Provincial sign shops should be pursued as they might yield significantly discounted production of these signs.

4.8 Communications

4.8.1 Conference Website

A dedicated sub-section for the conference is made available on the CITE website. A primary conference meeting page is created along with child pages that reference details about the conference including how to register, conference program, tours, abstract submissions, advertising, and organizer contact details. CITE handles the creation and management of these pages while the LAC is responsible for providing content.

4.8.2 Campaign Initiative

To assist in promoting the conference, a campaign initiative can be undertaken. This might include, for example, touring a conference mascot and providing a journal of its travels or a Trivial Pursuit campaign referencing the host city/province. The effort is worthwhile as it helps keep the upcoming conference in people's minds.

4.8.3 Email Communications

An email distribution list is used to communicate key information to CITE members about the conference. Emails sent in conjunction with the conference include:

- Call for Papers
- Early Bird Registration Open
- Early Bird Registration Closing
- Special Workshop Registration

In addition to emails to members as a whole, those who have already registered for the conference can be emailed through the conference registration system.

Use of email distribution lists is coordinated through CITE. The LAC is responsible for providing content for the emails.

4.8.4 Transportation Talk and Advertising

Each edition of *Transportation Talk* will include meeting information, with the edition immediately preceding the meeting containing details about the technical program, special events, and technical tours, as well as registration and hotel information. (See example [here](#).) CITE handles the design and distribution of these publications while the LAC is responsible for providing the content and reviewing drafts. The LAC will be contacted by CITE approximately two to three months in advance of the conference to provide this content.

Notices are also sent by CITE to the following transportation-related organizations/agencies requesting reciprocal web notices of the annual conference:

- Transportation Association of Canada (TAC)
- Canadian Urban Transit Association (CUTA)
- Intelligent Transportation Systems (ITS) Society of Canada
- Canadian Parking Association
- Association of Pedestrian & Bicycle Professionals
- Transportation Research Board (TRB)
- International Municipal Signals Association (IMSA)

4.8.5 Registration Package

The LAC is responsible for gathering all necessary information required by CITE for use in the promotion of the meeting. This includes tourist-related information that can be included in the website, notable travel information such as cab fares from the airport, car rental companies, and others.

4.8.6 Conference Program

The conference program is published both on the CITE website and in the conference smartphone app . The only printed guide used is the “program-at-a-glance,” which can be included either in the registration package or printed as an insert to the conference name badges.

4.9 Social

It is highly recommended that the Social Committee Chair should stay on-site (room nights) for each night of the conference starting with Sunday. It will save on stress and confusion for all involved if this person does not have to commute each day.

4.9.1 Welcoming Reception

The Welcoming Reception is a ticketed event with one event ticket included with each registration package. Companions or guests are allowed to attend this event with the purchase of an additional ticket. The determination of ticket price/value must be provided to CITE for incorporation into the online registration site and any related communications materials. These tickets should also be made available for individual purchase onsite at the Registration Booth as there will be last minute sales.

Ensure volunteers are at the event door to collect tickets. These are tallied and ticket counts provided to CITE for ongoing tracking purposes and noting in the Conference Guide.

The maximum number of complimentary alcoholic beverages at a CITE sponsored event is two (2) and it has become a standard to provide the two (2) complimentary drink tickets for this event as part of the event ticket price

4.9.2 Lunches

A lunch each day of the meeting (Monday/Tuesday/Wednesday) is provided as part of the registration package. The formality of each meal will entirely depend on whether a guest speaker is in attendance. In the event of a guest speaker, it is usually advised to have a served meal to minimize the distractions. If no speaker is planned, the LAC may choose a self-serve style light lunch of salads, soup, and sandwiches. Luncheon speakers are usually locally based and provide a presentation on their area of expertise, whether transportation related or of geographic interest.

This is a ticketed event and one (1) event ticket per lunch is included with each registration package. Additional tickets are available for delegate purchase during the registration process, typically purchased for a work/business associate. The determination of ticket price/value must be provided to the CITE for incorporation into the online registration site and any related communications materials. These tickets should also be made available for individual purchase onsite at the Registration Booth as there will be last minute sales.

Ensure volunteers are at the event door to collect tickets. These are tallied and ticket counts provided to CITE for ongoing tracking purposes and noting in the Conference Guide.

CITE Awards Lunch

One of the lunch days must be dedicated to the awards lunch. The CITE President is responsible for emceeding the event. It is crucial that there are no competing events or activities during the awards portion of the lunch.

The Past President is responsible for the production of the actual awards (including certificates for each of the core LAC members) and establishing the program schedule.

4.9.3 Street Hockey - Scholarship Fundraiser

The Street Hockey tournament is a non-ticketed event that everyone, delegates and companions alike, can attend. Other than bottled water for players, there are no refreshments provided. Basic requirements for hosting this event includes:

- a secured area for the game to occur, preferably within walking distance from the meeting venue
- Ensure any required permits (street closures and/or public access restrictions) have been obtained
- Area can be a street, closed for this purpose, or a parking lot, etc. Ideally the surface should be concrete or at least hard packed.
- The boundaries between East and West are malleable and should reflect the makeup of the attendees
- NHL or other hockey sweaters may be worn
- Fun and festivity should be the order of the day.
- Street Hockey equipment requirements are as follows:
 - Wooden hockey sticks, 14-16 with an equal number of right and left-hand sticks (\$12 each)
 - Hockey balls, 6-8 total (\$10 each)
 - Two (2) goal nets, approximately 4.5' wide x 3.5' high (\$30)
 - Referee Whistle

- o Goalie gear, two (2) sets (pads, mask, catcher, blocker, stick) – borrow if possible
- o Fencing, 4' high with enough to secure a playing area of 50' x 100' – Rent, if you have to, or have a local company donate the rental for promotional consideration such as on-site signage.
- o 50/50 tickets and draw drum (Doesn't have to be an official draw drum, just something to hold the tickets that's easy to carry around during selling period.)
- o Seventy-five (75) bottles of water

If equipment is purchased for this event, the District recommends that it be donated to a local charity after the conference.

Other Sports Events

Even though the street hockey game has become a popular tradition, the host LAC has the option to change the activity. These events might include a golf tournament or other event for participants. With any outdoor event, one should note that there is the potential of cancellation due to inclement weather.

4.9.4 Student Mixer

The types of refreshments typically available for the Student Mixer are finger food appetizers and non-alcoholic beverages. This may be a ticketed event. Depending on whether beverage refreshments (alcohol) are complimentary, you may want to have this as a fully ticketed event to control attendee numbers.

4.9.5 Banquet & Social

Based on past experience, it is best to plan the banquet within walking distance of the meeting hotel or provide transportation. If the delegates are left to negotiate transportation, the percentage of attendees versus tickets sold will drop which will result in paying for meals not served.

This is the showcase event – have fun with it!

This is a ticketed event, and one (1) event ticket is included with each registration package. Additional tickets are available for delegate purchase during the registration process as companions are allowed at this event (with a ticket). The determination of ticket price/value must be provided to CITE for incorporation into the online registration site and any related communications materials. These tickets should also be made available for individual purchase onsite at the Registration Booth as there will be last minute sales.

Ensure volunteers are at the event door to collect tickets. These are tallied and ticket counts provided to CITE for ongoing tracking purposes and noting in the Conference Guide.

4.9.6 Past President's Breakfast

Attendees of the Past President's Breakfast have made it clear that a hot breakfast is preferred over a continental breakfast. The Past President is responsible for taking notes and issuing minutes after the meeting to all attendees and Executive. This meeting is by invitation only but is open to all past presidents at the national and section level.

4.9.7 Annual General Meeting

Past meeting organizers have suggested combining the AGM with a meal to encourage greater member attendance. If the meal is served, the official agenda will not begin until the final course (dessert) has been served. This is not a ticketed event and companions are allowed to attend (although not generally encouraged to do so).

4.9.8 Companion Program

A companion program is optional although having some form of program is suggested. Past meetings have tried the following with mixed results:

- Full program: provides tours and activities during the day in which companions may opt to participate. Since these require increased volunteer resources and organization comparative to a low ratio of participating companions it is not a solution that CITE encourages.
- Concierge program: the LAC dedicates a minimum of one volunteer to be exclusively available to companions. The purpose of this person is to assist companions with choosing activities, and providing them the resource information on the local attractions, restaurants, etc. This person could also arrange transportation (calling cabs, etc.) as an added consideration.
- Meet 'n greet room/area: the purpose is to provide a place where companions can gather and decide whether to share their day, as well as receive information on local events. This room could be volunteer-staffed for a specified period of time each day, and also act as the volunteer rest/break room for the remainder of the day.

4.10 Volunteers

The Volunteer Coordinator is crucial to finding people willing to contribute their time in a variety of roles to keep the conference running smoothly. In addition to the positions listed below, it is advised to have a supply of extra volunteers to cover emergencies. You can often coordinate with local academic institutions to obtain student volunteers and thus encourage students to participate in the meeting and ITE.

Although none of the volunteers are given complimentary registrations, those working the meeting days are provided with a lunch ticket for the day worked. A supply of beverages and snacks is also always available in the volunteer break room.

Expect to require approximately 15-20 volunteers or roughly 4-6 people per day

4.10.1 Registration/Information Desk

Several tasks are involved in working the registration and information desk including:

- Distribute registration name badges and gifts
- Final check name badge content to ensure all necessary/required event tickets are included
- Register new delegates on laptop computer via form
- Manage event and meal tickets on computer via order form
- Provide information about meeting
- Print name badges as needed (for new registrants or to correct misspellings)
- Keep registration area tidy, secure (computer, cash box etc.) and supervised at all times
- Ensure copies of delegate lists are available
- Have a 'Comments' box set-up and preformatted comment sheets. This has come from past delegate surveys stating that on-site is the best place and time to provide feedback.

Sunday Staffing

This is your busiest day for the registration desk. Additional staffing and space (additional tables) are advised to process delegates as quickly as possible while trying to keep bottlenecks to a minimum.

Allow for 10-15 minutes per new delegate (roughly 2% of total delegates will register day-of) for the registration process and approximately 3-5 minutes for pre-registered delegates to pick up their name badge and kits.

Printing Name Badges and Event Tickets

Name badges and event tickets are produced through the event registration system. Consult CITE for instructions. Registration Table volunteers should be familiar with the system and training can be provided in advance or on the morning of registration opening. See [Appendix E](#) for list of name badge categories

Although the individual name badge sets are prepared in advance, they're not attached to a registration kit. When delegates arrive for on-site registration, they are given their name badge set, then their registration kit

Student Registrations

Student delegates are required to present proof of their student status at registration check-in. Delegates who are unable to provide the appropriate proof can have their registration updated to the standard conference rate and pay the cost difference. Alternatively, the LAC Chair and District President may allow the student registration to stand at their discretion.

Refund Policy

The following refund policy applies to the conference registration and any additional workshops:

- 100% REFUND: if request is received via email 15 days or more out prior to the start of the meeting.
- 50% REFUND: if request is received via email 7 to 14 days prior to the start of the meeting.
- 0% REFUND: if request is received via email less than 7 days prior to the start of the meeting.

Refunds are issued by the District Administrator through the registration system with confirmation from the LAC Chair or District President.

4.10.2 Registration Kits/Booth

Although the Volunteer Coordinator is not responsible for purchasing the promotional elements involved with the registration kit, they are responsible for gathering the volunteers who will be involved in preparing the registration kits. This should be done in advance to help offset the registration rush on the Sunday.

Past registration kits have included:

- Some form of carry-all such as a bag imprinted with the conference logo
- Conference hand guide (printed)
- Tourist information on local attractions, etc.
- City map (optional)
- Any other giveaways the LAC may have procured as promotion of the meeting or host city

Future registration kit considerations:

- No speciality item carry-alls such as backpacks, etc. Based on post-conference surveys, delegates no longer find the specialty items associated with the registration kit to be worth the cost. Since many travel to a variety of conferences every year, they have more than enough backpacks, etc., to last a lifetime.
- Only the At-A-Glance conference program will be printed. The detailed conference schedule is provided to delegates in the digital Conference app.
- Digital compendium will be supplied online (CITE website) only
- Make tourist information and city maps available at registration booth only rather than in each conference kit to reduce waste
- Wi-Fi login information (for security, provide in name badge with event tickets)
- Order form for additional event tickets (registration booth only)

Regardless of delegate fatigue with backpacks and the like, it is still advisable to have some form of gift included with the registration package that represents the host region and thanks the delegate for attending.

4.10.3 Room Captain (Specific Sessions)

A Room Captain is needed in each technical session room and has the following responsibilities:

- Count attendees at the start of each presentation, these counts should be recorded in a central registry as they will need to be submitted to CITE as part of the wrap-up report
- Bring Sponsor easel sign into the room once session starts and place at front of the room
- Ensure there is water for the speaker and on the back table for the delegates
- Tidy room before/after session
- Ensure speakers are in the room on time
- Provide wireless microphone to audience during question period
- Assist with the visual aids as required
- Distribute any speaker-provisioned materials relating to the session
- Deliver speaker/moderator gifts to the session moderator for appropriate distribution

4.10.4 Technical Tour Guides

Each Technical Tour must have at least one guide and one (1) guide per ten (10) registrants is advised. Their responsibilities are as follows:

- Collect event ticket from each participant and check name against tour registry
- Head count to ensure all who are supposed to be on tour are there
- Provide some tourist information about the area in transit to the tour site
- Be available for questions regarding the tour / presentation
- Ensure all people are back on the bus for the return trip from the tour
- Try to keep the tour on schedule, within reason

4.10.5 Floaters

Floaters are a catch-all position called upon for the unexpected or during especially busy periods. Some of the following duties can be managed by those listed above but, as they are often busy with their dedicated activities, having additional volunteers available can make the day less stressful for all involved.

- Collect tickets at the entranceways to all ticketed events (with the exception of the technical tours). Note: it is best to have two volunteers assigned to every event access point.
- Keep accurate attendance counts based on those tickets plus a room head count (for comparison), then record these counts in a central registry for provision in the wrap-up report

- Managing the placement and changing of daily schedule boards, sponsor recognition signs at coffee breaks, session signage outside allotted rooms, etc.
- The Trade Show coordinator will need assistance with the unexpected on Sunday afternoon while the exhibitors are arriving and setting up

4.10.6 Speaker and Moderator Gifts

Traditional speaker and moderator gifts have been replaced with a donation made on behalf of the participants. The LAC will choose a local charity where a donation of \$2,500 will be made formally as part of the Awards luncheon. A representative of the local charity is encouraged to attend the luncheon to receive the donation. Speakers and moderators will be given a certificate indicating the donation on their behalf.

5 Wrap-Up

A report on conference activities is required to provide important feedback on the performance of the event. The more information that can be provided in this report, the better prepared future LACs will be for their conferences.

This report must be completed by the LAC once all the meeting affairs (in particular, financial activities) are completed. For a digital copy of the report, please contact the Executive Liaison.

5.1 LAC Wrap-up Function

The people involved in the LAC will have committed tremendous time and effort in putting together a successful conference. A social function will bring people together one more time to discuss various events that happened during the meeting and will show them that their effort was appreciated.

5.2 Financial Close-out

All expenses should be dealt with soon after meeting completion so that transmittal of a report in the same format can be sent to the Executive Liaison. Any surplus revenues are to be dispensed in accordance with the signed agreement with CITE, or shortfalls are to be reported to CITE for appropriate action.

The Report on Activities must be submitted within three (3) months from the end of the annual conference.

6 Resources

[6.1 Budget Information](#) - Appendix A

[6.2 Organizational Timelines](#) - Appendix B

[6.3 Audio/Visual Equipment Requirements](#) - Appendix C

[6.4 Traffic Bowl Equipment Requirements](#) - Appendix D

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[6.9 Hotel Negotiation Checklist](#) - Appendix I

Budgetary Information

REVENUE STREAMS

Your original proposed budget should include targets for gross revenue resulting from:

- Sponsorships (paid only)
- In-Kind sponsorships (only if offsetting actually budgeted costs, for example simultaneous translation)
- Exhibitors (paid only)
- Registrations (noted for each classification)

EXPENSES

The following are general guidelines of standard meeting expenses:

- Facility
- Meals (this will be your most significant expense as long as you meet your room night targets)
- Entertainment/speakers
- A/V equipment (another significant expense if not negotiated)
- Printing (signage, various other small items)
- Technical tours (transportation, any applicable rentals)
- Registration packages (swag bag items, conference program, name badges, flash drive for compendium, etc.)
- Complimentary registrations
- Advertising and promotion (booth at previous year meeting)
- Trade show expenses (rental-related expense)
- Speaker/moderator gifts
- 10% of expenses as contingency

COMPLIMENTARY REGISTRATIONS

The following complimentary registration recipient list is standard for each conference, and the applicable hard costs should be budgeted at the outset. For each registrant, a unique code will be generated and distributed by the District Administrator allowing the recipient to utilize the online registration service without charge.

Keep in mind that two levels of sponsorship also include complimentary registrations

Complimentary registration recipients are responsible for arranging their own travel and accommodation, with the exception of the ITE International Vice-President candidates as they are allotted two complimentary room nights each.

- CITE (District) Representatives
 - President
 - Vice-President
 - Secretary/Treasurer
 - Past President
 - Director
 - Administrator

- Communications Coordinator (at discretion of District President or LAC Chair depending on need)
- LAC Chair
- Dignitaries
 - ITE International President
 - ITE International Vice-President Candidates (two)
 - Honorary Members (three)
 - CUTA (one)
 - TAC (one)
 - Student Chapter Advisors (Professors)
- Award Recipients
 - H.R. Burton (also receives the value of one awards' luncheon ticket for guest)
 - Dr Michel van Aerde Scholarship (student)
 - John Vardon Scholarship (student)
 - CITE/HDR Undergraduate Scholarship (student)
 - Boulevard Transportation Group Award (student)
 - Student Paper Winner (student)
 - Student Presentation Winner (student)
 - CCG Competition Winner (student)

REGISTRATION PRIZES

There are a variety of incentives the LAC can use to draw potential delegates to not only register, but to also stay at the meeting hotel. Some past initiatives include:

- Complimentary Registration Option 1: have a draw during your booth exhibit at the previous year's meeting. Terms and Conditions regarding transferability and/or cash option need to be decided before promotion and clearly noted on the draw information.
- Complimentary Registration Option 2: have all early bird registrants automatically entered to win their registration. In this case the credit card transaction would be reversed crediting the winner for the amount spent. Again, Terms and Conditions would need to be considered in advance. For example, draw prize is granted as a credit only for actual registration, additional companion event tickets (if applicable) are not credited.
- Prize draw for hotel registration: A higher value prize, such as a tablet or smartphone, can be offered as a draw for those who book their accommodations at the conference hotel. The hotel will be able to generate a list of all delegates registered as hotel guests to facilitate the draw.

Organizational Timelines

Action Item	18 mo prior	12 mo prior	6 mo prior	4 mo prior	2 mo prior	1 mo prior
Confirm Facilities	X					
Research technical program and activities	X					
Technical program outline	X					
Activities outline	X					
Detailed facilities plan		X				
Call for Papers, preliminary program development		X				
Finalize technical program			X			
Initiate web site		X				
Mailing			X			
Registration Commences				X		
Early registration ends					X	
Deadline for papers: prepare program and compendium					X	
Finalize facilities plan					X	
Finalize activities						X
Prepare registration packages						X

TYPICAL MEETING SCHEDULE

This is a guide only to illustrate what has been used in previous meetings and is not intended to limit the LAC.

- HB=Hot Breakfast
- CB=Continental Breakfast
- HL=Hot Lunch (served meal)
- LL=Light Lunch (for example... soup & sandwiches, salad bar)
- HD=Hot Dinner (served meal)
- LD=Light Dinner (for example... soup & sandwiches, salad bar)

All meeting should have refreshments available throughout the scheduled meeting time. Coffee/Tea/Juices with light snacks in the mornings, add Soda to the list for the afternoons.

Saturday	CITE Executive Meeting	- Full Day (CB & LL)
	TLC Meeting	- afternoon, option instead of Sunday
Sunday	CITE Board Meeting	- morning till mid-afternoon (CB & LL)
	TLC Meeting	- afternoon, option instead of Saturday
	Registration	- afternoon
Monday	Welcome Reception	- evening
	Registration	- morning and afternoon
	Plenary Session	- morning
	Keynote Luncheon	- noon
	Technical Sessions	- morning (optional)
	- afternoon	
Tuesday	Social event (street hockey and student mixer)	- evening
	Past President's Breakfast	- morning (HB)
	Registration	- morning
	Technical Sessions	- full day
	Luncheon (optional)	- noon
	CITE Annual Business Meeting	- afternoon (or Wed 11 a.m.)
	Banquet	- evening
Wednesday	Registration	- morning
	Technical Sessions	- morning
	Awards Luncheon	- noon
	Tours or Sports Events	- afternoon

Audio-Visual Equipment Requirements

REGISTRATION BOOTH

- 2x... laptop computers
- 1x... Label printer with clear labelling material (for imprinting names on generic badges – volunteer)
- 1x... Drop box for tickets/lanyards/lost & found

EXECUTIVE MEETING (SATURDAY)

- 2x... Extension cord and power bar
- 1x... 6' tripod screen with skirt
- 1x... Easel stand white-board with dry eraser and markers
- 1x... Data projector

BOARD MEETING (SUNDAY)

- 4x... Extension cord and power bar
- 1x... 6' tripod screen with skirt
- 1x... VGA Cable
- 1x... Data projector

TLC MEETING (EITHER SATURDAY OR SUNDAY)

- 3x... Extension cord and power bar
- 1x... 6' tripod screen with skirt
- 1x... VGA Cable (x1)
- 1x... Data projector

KEYNOTE/GUEST SPEAKER LUNCHESES

- 1x... Laptop with latest software (Win7 – also preloaded with the latest PowerPoint software version)
- 1x... LCD Projector (3500 Lumen LCD)
- 1x... Four (4) channel audio mixer
- 1x... Slide advance
- 1x... Direct Interface (DI) Box (laptop sound) & speakers
- 1x... 7.5' x 10' screen with skirt
- 1x... Wireless handheld microphone
- 2x... Wired table microphone for head table (1) and podium (1)
- 1x... Easel stand for meeting-related signage
- 1x... Black velour pipe & drape for head table background (black or dark blue best for photography background)

TECHNICAL SESSIONS (EQUIPMENT LIST FOR EACH SESSION ROOM)

- 1x/per... Laptop with latest software (Win7 – also preloaded with the latest PowerPoint software version)
- 1x/per... LCD Projector (3500 Lumen LCD)
- 1x/per... Four (4) channel audio mixer
- 1x/per... Slide advance
- 1x/per... Direct Interface (DI) Box (laptop sound) & speakers

- 1x/per... 8' tripod screen with skirt
- 2x/per... Wireless handheld microphone
- 1x/per... Easel stand for meeting-related signage

Traffic Bowl Equipment

EQUIPMENT REQUIREMENTS (RENTAL)

- 2x... Large "Confidence" monitors (50" approximately)
- 1x... twelve (12) channel audio mixer
- 1x... VGA Distribution
- 3x... 8' screen with skirt
- 2x... Wireless handheld microphone
- 4x... Wired table microphone for stage (3) and judges (1) table
- 1x... Wired podium microphone
- Easel stand for meeting-related signage
- Black velour pipe & drape for head table background (black or dark blue best for photography background)

EQUIPMENT REQUIREMENTS (CITE-OWNED)

For Halifax 2011, Tacel generously built our CITE traffic bowl equipment, which will now be shipped between meeting sites for use each year. The following is the listing of CITE-owned equipment, along with the equipment list from ITE:

CITE-specific equipment (donated by Tacel):

- Three (3) pedestrian heads
- Nine (9) pedestrian actuation buttons mounted on wooden pads (cutting boards actually)
- One (1) control box
- Associated cabling
- Lockout button and cable
- Specially designed shipping cases

The ITE-specified equipment for the traffic bowl will consist of the following:

- Signalling push buttons and lights. The control box for the lights shall have the capability to determine which team pressed their button(s) first and lock out the other team button(s) until the system is reset. It shall also have a feature to lock out the buttons from registering a response until the Emcee has completely read a clue. It should also have the capability to determine the order that the teams pressed their buttons. If this last capability is not available, an alternate rule should be used to determine which team can respond in the event of an incorrect answer.
- Two countdown timers should be used to show the teams the time remaining to press their button(s) after the Emcee has read a clue, and the time remaining to give their response after being recognized by the Emcee.
- At least one projector and screen should be used to display the clues to the teams. It should be placed facing the teams. A second projector and screen should also be used to display the clues to the audience.

Other equipment that should be provided includes the following:

- Two desk bells to signal correct answers and announce a daily double.
- Horns or buzzers to signal an incorrect answer or when time has expired
- Horns or other signalling devices as a back-up to the light system.
- Laptop computer to present clues and answers.

- Score keeping material or equipment
- Audio equipment.

Traffic Bowl – rules

At the annual meeting of the Institute of Transportation Engineers (ITE), a competition between ITE student member teams is conducted, and known as the ITE Collegiate Traffic Bowl Grand Championship. In the months preceding the ITE annual meeting each district will be encouraged to conduct a similar event to select its representative to the Grand Championship. The rules and instructions are available on the ITE website... <http://www.ite.org/trafficbowl/default.asp>

[Room Layout](#)

Name Badge Categories

FULL ACCESS:

- Award Recipient
- CITE Executive
- ITE International
- Board of Directors
- LAC
- Honorary Member
- Moderator
- Presenter
- Delegate

LIMITED ACCESS (TRADE SHOW):

- Exhibitor

NON-DELEGATE:

- Volunteer

Special Notes:

- All badge sets are to be double-sided.
- For exhibitors who purchase a registration package, their double-sided badge will have 'EXHIBITOR' on one side, and 'DELEGATE' on the other
- All other special identifier badges will have the same (IE: 'AWARD RECIPIENT') identifier on both sides
- Some delegates will request that their name badge identifier be regenerated with a different status, this can be done on-site at the discretion of the LAC.
- Sponsors are not given identifying name badges to alleviate introducing another whole series of colours & name badge

Wrap-up Report

PLEASE NOTE that this form must be completed and submitted within three (3) months post-meeting. To assist with accomplishing this task the LAC chair should distribute this report template to the committee in advance of the conference to ensure the availability of data for completeness post-conference.

Meeting Title:

LAC OFFICIALS

Chair/Co-Chair

Finance Chair

Technical Program Chair

Facilities Chair

Sponsorship & Exhibitor Chair

Tours & Special Events Chair

Volunteer Coordinator

Communications Coordinator

MEETING LOCATION

Hotel (name/city)

Meeting Facilities

Dates

ATTENDANCE

Please summarize the attendance as follows:

Province	Total	Full: Member	One-day: Member	Student	Training
British Columbia					
Alberta					
Saskatchewan					

Manitoba					
Ontario					
Québec					
New Brunswick					
NFLD & Labrador					
Nova Scotia					
PEI					
US					
Other					
TOTAL					

REGISTRATION FEES:

Type (1)	Type (2)	Early Bird \$ Value	Regular \$ Value
Full	Member		
One-Day	Member		
Full	Student		
Exhibitor			
Other (describe)			

MEALS/EVENTS:

EVENTS	TICKETS SOLD	MEALS ORDERED	TICKETS REDEEMED
Welcoming Reception			
Banquet			
Monday Lunch			
Tuesday Lunch			
Wednesday Lunch			

GUEST/COMPANION PROGRAM

Brief Description

Attendance (if applicable)

TECHNICAL PROGRAM

Theme _____

Session	Title	# Speakers	# of Attendees
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

TECHNICAL TOURS

Tour	Topic/Title	# of Attendees
1		

2		
3		
4		
5		
6		
7		
8		
9		
10		

SOCIAL/EVENTS PROGRAM

Event	# Expected	# Attended
Welcome Reception		
Plenary/Keynote Session		
Banquet Social Evening		
Awards Luncheon		
Annual General Meeting		
Student Mixer		
Street Hockey Game (or alternate fundraising event)		
Collegiate Traffic Bowl		
Past President's Breakfast		
Other (describe):		
Other (describe):		
Other (describe):		

SCHOLARSHIP FUNDS RAISED

Event	Funds (\$)
Street Hockey Game (or alternate fundraising event)	
Other (describe):	
Other (describe):	

FINANCIAL SUMMARY

Please provide the total values (excluding GST/HST) for each line item, indicating only those items that involved actual revenue/expense versus in-kind. A detailed financial report must be attached to this document.

BUDGET ITEM	Budgeted	Actual	GST/HST
REVENUE			
Sponsorship			
Exhibitors			
Registration			
Other (describe)			
TOTAL Revenue			
EXPENSES			
Facility (all, including off-site)			
Meals (all, including banquet)			
Entertainment/Speakers			
A/V Equipment (all)			
Technical Tours			
Registrations Packages (swag bags, etc)			
Complimentary Registrations (hard cost)			
Complimentary room nights			
Printing (signage, hand guide, etc)			
Advertising & Promotion (including consultant fees)			

Trade Show (non-equipment expenses)			
Speaker/Moderator Gifts			
Other (describe)			
Other (describe)			
Other (describe)			
Other (describe)			
Other (describe)			
TOTAL Expenses			
NET Profit/Loss			

MEETING WRAP-UP

Please provide brief summary of the efforts of each committee.

1) *Overall what were the best elements of the meeting, what worked well?*

2) *How could the meeting be improved?*

3) *Comments from the Facilities Chair:*

4) *Comments from Technical Program Chair:*

5) *Sponsorship and Exhibitor Chair:*

6) *Comments from Tours and Social Events Chair:*

7) *Comments from Finance Chair:*

8) *Comments from Communications Coordinator:*

9) *Comments from Volunteer Coordinator:*

FINANCIAL STATEMENTS

Please attach final statements and ALSO UPDATED contact lists for sponsors and exhibitors.

SUBMITTAL

Email meeting report and all associated attachments to the following:

- CITE Executive Liaison

- CITE President
- CITE District Administrator
- CITE Communications Coordinator

Locations of Canadian District Annual Meeting

YEAR	CITY	JOINT MEETING?	CHAIRPERSON
1976	Ottawa, ON		Chris Wilson
1977	Winnipeg, MB		Mel Hurt
1978	Calgary, AB		
1979	Toronto, ON	With ITE International	
1980	Halifax, NS		
1981	Victoria, BC		Derek Wild
1982	Toronto, ON		
1983	Edmonton, AB		
1984	Ottawa, ON		
1985	Calgary, AB		
1986	Vancouver, BC	With ITE District 6	Ross Walker
1987	Hamilton, ON		Bob Gilchrist
1988	Vancouver, BC	With ITE International	Bill Curtis
1989	Charlottetown, PEI		Jake Bartlett Mike Bailey
1990	Toronto, ON		John McGill
1991	Victoria, BC	With Quad Section	Clive Timms
1992	Ottawa, ON	With ITE District 1	Michel Gravel
1993	Edmonton, AB	No	Rick Millican
1994	Windsor, ON	No	Mike Palanacki
1995	Regina, SK	With WCTA	Allan Duff
1996	St. John's, NF	No	Gordon Tufts
1997	Vancouver, BC	With Western Canada Traffic Association (WCTA) & Quad Section Meeting	Mavis Johnson Peeter Liivamagi
1998	Toronto, ON	With ITE International	Paul Hill
1999	Montreal, QC	With AQTR	Michael DeSantis
2000	Niagara Falls, ON	With ITE District 1	Nick Palomba
2001	Calgary, AB	No	Al Swanson Nancy Scott
2002	Ottawa, ON	No	Carl Vervoort
2003	Winnipeg, MB	With ITE District 4	Glen Cuthbertson
2004	Moncton, NB	No	Rob McLure
2005	Saskatoon, SK	No	Don Cook

CITE Annual Conference Guide

2006	Banff, AB	Joint Northern & Southern Alberta Section hosts	Eric MacNaughton
2007	Toronto, ON	No	Doug Allingham
2008	Victoria, BC	No	Nadine King
2009	Montréal, QC	No	Jean-Philippe Desmarais
2010	Vancouver	With ITE International	Don Henderson Jan Voss
2011	Halifax, NS	No	Dwayne Cross
2012	Winnipeg, MB	No	Kerra Mruss
2013	Calgary, AB	No	David Thatcher
2014	Waterloo Region, ON	With Ontario Traffic Council (OTC)	Paula Sawicki
2015	Regina, SK	No	Allan Duff Max Zasada
2016	Kelowna, BC	No	Jan Voss James Donnelly
2017	Toronto, ON	With ITE International	Gene Chartier
2018	Edmonton, AB	No	Erin Toop/Daniel Vriend
2019	Ottawa, ON	No	Bassam Hamwi/Andrew Harte
2020	Vancouver, BC	No	Jan Voss
2021			
2022			
2023			
2024			
2025			

Meeting Rotation Guidelines

Policy

The country has been divided into three regions encompassing the 12 sections and 1 chapter of CITE as outlined below:

Region 1

- Atlantic Provinces Section
- Quebec Section
- National Capital Section

Region 2

- Toronto Section
- Hamilton Section
- Southwestern Ontario Section
- Manitoba Section
- Saskatchewan Section

Region 3

- Northern Alberta Section
- Southern Alberta Section
- Lethbridge Chapter
- Greater Vancouver Section
- BC Interior Chapter
- Vancouver Island Section

The meeting rotation is a five-year cycle as follows:

- Year 1 - Region 1
- Year 2 - Region 2
- Year 3 - Region 3
- Year 4 - Region 2
- Year 5 - Back to Region 1

Therefore, Region 2 will host the national meeting once every two (2) years while Regions 1 and 3 would host it once every four (4) years. Sections and chapters from each region would then be invited to bid on hosting the national meeting three years prior to the event. In the event that there is no interest from a region to host the meeting, then the other two regions will then be given the opportunity to bid on the event. As well, the schedule is meant to be flexible enough that international events can also be worked in where possible.

The rotation is as follows:

- Year 2017 Region 2
- Year 2018 Region 3
- Year 2019 Region 2
- Year 2020 Region 1

Hotel Negotiation Checklist

Based upon past meetings, there are several items that hotels will include in their contracts that can have significant financial implications to the District and should be subject to competition between hotels when selecting a venue for the meeting. By requiring the hotels to disclose the presence or lack of these items can help assure no surprises at the end. The list below provides an annotated checklist to help you with negotiations.

WHAT WILL YOU GUARANTEE AS A HOTEL ROOM RATE FOR OUR MEETING?

It is important to get the hotel to guarantee as low a room rate for attendees as you can negotiate. You should ask for “lowest rate availability”. This is an industry term for the lowest rate available (note that “rack rate” is the highest rate). You should also ask what the government rates and how many rooms per night can be provided. We also want the negotiated rate to apply to our ITE guests for three days before and three days after our meeting to accommodate people’s vacation plans. Do homework on the hotel by checking what the AAA and advertised web rates are. To get the best rate, you may need to have more than one hotel under consideration to have them compete on this basis.

WHAT IS YOUR ROOM NIGHT GUARANTEE (ATTRITION)?

Some hotels require that you guarantee a block of hotel room nights will be utilized. These blocks of rooms are good for the District to assure room availability to meeting attendees at the guaranteed rate. On the other hand the hotels use the room night blocks as a means to protect themselves ensuring they fill their hotels. Hotels will commonly require an attrition clause in their agreement that can be very expensive if you do not set the attrition rates as low as you can. Historically, the Western District has seen attrition rates between 500 to 1000 room nights (it’s called attrition since the penalties go down as the room nights go up). The hotel will set an attrition schedule whereby they will penalize set dollar amounts if the required number of room nights (penalties can be very significant - \$10,000 to \$25,000 or more) are not achieved. Your objective should be to not have attrition penalties, but since that is unrealistic for many hotels, the true objective would be to set the attrition rates (both in room nights and penalties if not met) as low as possible. The Western District has commonly been able to achieve 300 to 500 room nights.

One recent “trick” of the trade with hotels is setting attrition and room rates – then offering lower room rates via the web or travel agents. Meeting attendees find these rates and utilize them and the hotel does not count the room nights against your guaranteed block – they fill their hotel AND get the attrition penalty. Be sure to include in your agreement a statement that should the hotel or its affiliated brands offer a lower rate through any publication, web, travel agents or other means that the room rate will be lowered to that room rate AND/OR such activity will void the attrition clause. Some hotels with various properties in the same city will do the same thing with other hotels. The Hilton and Marriott have many different hotel brand names – so you need to be careful to state that this applies to both the hotel and their affiliated brands.

HOW MANY “COMP” ROOMS ARE PROVIDED AND AT WHAT RATE?

Some hotels will provide complimentary room nights (free) for every 50 room nights that are utilized by annual meeting attendees. Ask for one per every 40 room nights as part of our negotiations. These “comp” room nights are typically utilized to offset the room costs for Western District officers and the student paper award winner. These rates can vary and the Western District is looking to get as many comp rooms as possible to reduce meeting costs. A detail of the number of room nights required by the Western District is in the LAC Handbook.

DO YOU PROVIDE A “COMP” SUITE ROOM?

In addition to complimentary room nights, hotels commonly will include suite nights. As you negotiate for “comp” rooms, you always want to get as many suite nights as you can possibly get. The Western District needs at least one suite for four nights for the President to be utilized for their President’s reception (preferably the Presidential suite). Since suites rarely sell out, it never hurts to be aggressive in requesting suites. Possible negotiations would be to ask for upgrade to suites if advanced registration meets or exceeds certain attrition levels (for example if you negotiate for 1 complimentary room night for every 40 room nights, have the comp rooms upgraded to suite level or concierge level should our minimum room night block be met two weeks prior to the meeting).

WHAT CHARGES DOES THE HOTEL HAVE FOR SETTING UP TECHNICAL SESSION OR OTHER ROOMS?

Some hotels charge separately for setting up rooms (risers, head tables, podiums, microphones, AV equipment). As you negotiate with the hotel, your preference should be to have as many of these set up charges eliminated as possible – particularly if you have higher room night attrition rates. Room set up is an important thing to try to negotiate into the agreement at either a fixed low rate or free. You will need to have them write in the agreement that rooms will be provided with adequate seating, presenters head tables, podium, microphones, screens, lighting, projection units (multi-media projectors) and wiring. Many meetings bring in projectors for use – but the hotels many times have significant room set up charges handled by another company within the hotel – so you need to ask what are the full and total costs to set up rooms – and that there are no additional charges than the ones you negotiate. When we are required to agree to attrition rates, these room set up charges should be negotiated out of the contract.

One trick of the trade is when additional seating has to be brought in that you are charged for that service. You need to make sure you size the rooms appropriately initially and then negotiate that additional seating will be provided if necessary (hopefully at no cost). Technical session rooms can be sized by historic meeting attendance data.

WHAT COSTS ARE INCLUDED IN THE VENDOR EXHIBITION SPACE SET UP?

Exhibition space set up can be expensive and many hotels have outside services provide the draping and layout. Any charges that the hotel has need to be defined and separate what other charges are necessary to have an exhibition hall set up complete and ready to use. Power, telephones and storage/security are good things to ask about. Vendors

prefer loading/unloading their own equipment/displays. If the hotel has union rules that require the vendors use union hotel staff to load/unload equipment, it should be clearly understood so the vendors are aware of these conditions. Rates or charges associated with exhibition space set up, security, storage or services should be part of the contract negotiation and written in the agreement.

WHAT ARE THE MEAL COSTS?

You will need to agree to meal rates for the luncheons, banquet, breaks, leadership breakfast and board meeting lunch. Same rates from recent meetings are available for comparisons. Most hotels make money on food by our inability to guess the number of meals correctly. Historic data about the number of meals in relation to overall registration numbers is also available from the Western District to guide your decisions. You should work with the hotel to provide meal numbers as late as you can (24 hours in advance rather than 72 to 96 hours). This gives you better flexibility to guess accurately. It is important to ask what are the costs if we have additional people at a luncheon than our guess and what happens if numbers are high. You should also ask how they determine the number of people for breaks. Ask what service charges are for meals. Some hotels will also request food attrition penalties (i.e. guarantee to use \$50,000 of meals/food service at the hotel). We have rarely had to sign agreements with food attrition. The way the attrition works is a use it or lose it in many contracts. The Western District has commonly done \$40,000 to \$50,000 in food historically. You need to basically have all food events at the hotel to exceed these numbers.

WHAT CANCELLATION PENALTIES ARE THERE?

Hotels will commonly require a fee if we cancel our meeting for the lost potential revenue. There are two parts to this clause of importance – the amount of advanced notice required where no penalty would apply (typically 6 to 12 months) and the conditions under which no penalty would apply should other events occur (natural disaster, war....). It is important to define terrorism as war in these clauses in the post 9/11 world.

WHO IS AUTHORIZED TO SIGN HOTEL AGREEMENTS?

The Western District Board signs the hotel agreement. Prior to signing the agreement, the document must first be reviewed by ITE HQ and key Western District board members. This may take several months of time, so plan accordingly in discussion with the hotel.