The following lists the three levels of event planning services/fees offered by the Office of Conferences and Short Courses, Penn State College of Agricultural Sciences:

Level 1 Services:

- **E Marketing**- Market the event via e-mails, develop text for the e-mail marketing piece(s) to send to identified target list(s) consisting of the contacts' first names, last names, and e-mail addresses. **This level of service does not include market research and all lists must be supplied by the group or organization holding the program.**

- **Online Registration**-Develop a customized registration system and event Web Site in Cvent that includes all event information and will process online registrations and credit card payments.

- **Non-electronic Registration Processing**- Process registrations via mail, fax, and phone which will include all data entry and collection of associated registration fees.

- **Reporting**- Creation of standardized reports that can be sent and pulled to collect registration and payment information to help clients manage their events.

- **Income Processing**- At this level, we will process all payments and invoice unpaid registrants to collect outstanding revenue. We will reconcile income collected, deduct any administrative fees that are due, and return the balance of income to the program coordinator.

  Please Note: This level of service provides no logistical event planning or management support or budget management.

Fees

- **Optional Service:** Due to compliance costs, a $250 fee is required to obtain unrestricted access to the CVENT registration site and all the reporting and event detail.

- **Optional Service**: Manual/Binder or CD Production- If desired, OCSC can manage the production of manuals and binders. All presentation must be provided to the conference coordinator by a predetermined and agreed upon date. Once presentations are received the OCSC will develop manual/binder spine and cover and manage the production including multiple stages of proofing. **Please note: OCSC will not be responsible for collecting presentations from speakers, or have any contact with speakers at this service level. Fee:** $5 per manual coordination

- **Optional Service**: Certificates- Coordination, printing, and assembly of certificates. Includes certificate paper, certificate holder, 8 1/2" x 11" envelope, and label. **Fee:** $2 per certificate.

- **Fee** Per Registrant Fee $10

- **If credit cards are used as a payment method, 2.6% of credit card sales will also be charged against income that has been collected. This is a fee that the Credit Card Processors charge for using credit cards and is not a charge created by the Office of Conferences and Short Courses**

Level Two Services:

- **Online Registration**-Develop a customized registration system and event Web Site in Cvent that includes all event information and will process online registrations and credit card payments.

- **Non-electronic Registration Processing**- Process registrations via mail, fax, and phone which will include all data entry and collection of associated registration fees.

- **Contract Negotiation** - Negotiate and manage contracts with facilities and service providers, such as food vendors, Audio Visual, Transportation, etc.

- **Limited Pre-Conference Planning**- provide logistical and planning support for limited aspects of the program including:

  Housing/Lodging Management
  Facility Management
  Food Service Management
  Audio Visual Management

  Please note: At this level of service, there is no on-site logistical support provided for the program. Information on all arrangements will be provided to manage the conference 1 week prior to delivery.

- **Registration Materials**- Produce standard registration materials to client specification including, agenda, conference information sheet, registration list, evaluation, and nametags. Other information can be included if copies of the materials are provided. OCSC will also coordinate the selection, design, purchase, and production of one registrant gifts, such as tote bags, portfolios, mugs, clothing or other products if chosen by the client. **Please note that speaker gifts are not included in this level of service since speaker management is not included.**

- **On-site Registration Support**- Provide **3 hours** of registration check-in and distribution of registration materials for attendees and speakers or exhibitors**. Please note: OCSC will close registration after 3 hours and will not manage any of the logistical arrangements at this level of service.**

- **Limited Budget Management**- Manage facility and food service expenses and collected registration income and provide detailed budget statements to clients. **Please note: Budget development is not included at this level of service. OCSC will not be responsible for determining registration fees or balancing the budget.** Any residual program income will be returned to the client at the close of the program budget, usually final within 1-2 months. A negative conference balance will be billed against the client's department budget.

Fees

- **Optional Service:** Due to compliance costs, a $250 fee is required to obtain unrestricted access to the CVENT registration site and all the reporting and event detail.

- **Optional Service**: Manual/Binder or CD Production- If desired, OCSC can manage the production of manuals and binders. All presentation must be provided to the conference coordinator by a predetermined and agreed upon date. Once presentations are received the OCSC will develop manual/binder spine and cover and manage the production including multiple stages of proofing. **Please note: OCSC will not be responsible for collecting presentations from speakers, or have any contact with speakers at this service level. Fee:** $5 per manual coordination

- **Optional Service**: Certificates- Coordination, printing, and assembly of certificates. Includes certificate paper, certificate holder, 8 1/2" x 11" envelope, and label. **Fee:** $2 per certificate.

- **Fee** Administrative Fee $1,500
  Per Registrant Fee $20

- **If travel is required to support the program, staff travel will be billed as a direct cost of the program delivery and is not covered by the administrative fees.**

<u>Level Three Services:</u>

- **Marketing Pieces**- Prepare and coordinate content for marketing pieces, including photos, copy, and target distribution lists. Coordinate print production of marketing pieces. Proof marketing pieces to ensure accurate information regarding the event's cvent registration website and registration process.

- **List Development**-Work with client to develop targeted invitation lists through college, extension, and OCSC mailing lists, as well as industry and association/organization contacts. The OCSC will also use purchased lists as necessary to assist with target list identification.

- **E Marketing**- Market the event via e-mails and identified internet sites that would be appropriate for on line marketing, develop text for the e-mail marketing piece(s) to send to target list(s) consisting of the contacts' first names, last names, and e-mail addresses. **This level of service does not include market research.**

- **Online Registration**-Develop a customized registration system and event Web Site in Cvent that includes all event information and will process online registrations and credit card payments.

- **Non-electronic Registration Processing**- Process registrations via mail, fax, and phone which will include all data entry and collection of associated registration fees.

- **Contract Negotiation** - Negotiate and manage contracts with facilities and service providers, such as food vendors, Audio Visual, Transportation, etc.

- **Pre-Conference Planning**- provide logistical and planning support for all aspects of the program including:

  Housing/Lodging Management
  Contract Management
  Facility Management
  Food Service Management
  Audio Visual Management
  Budget Management
  Transportation Arrangements
  Entertainment Arrangements
  Parking Facilitation
  Rental Agreements

- **Registration Materials**- produce standard registration materials to client specification including but not limited to, agenda, conference information sheet, registration list, exhibitor list, speaker bios, sponsor recognition, evaluation, and nametags. OCSC will also coordinate the selection, design, purchase, and production of registrant gifts, such as tote bags, portfolios, mugs, clothing or other products if chosen by the client. **Please note that speaker gifts are not included in this level of service since speaker management is not included.**

- **On-site support**- Provide registration check-in and distribution of registration materials for attendees and speakers or exhibitors, facilitate event set up, assume responsibility for the event during the length of the program, provide staff support to check the facility set-up, break services, DJ, bus arrival, etc. and be available at all times to make sure the event is running smoothly and that service providers are meeting their contractual obligations satisfactorily. **3 full days of on-site support is included at this level of service. For programs lasting longer than 3 days, an additional fee of $350 per day or $175 for a half day will be charged. Level 3 does not require that conference staff remain on site for the duration of the program.**

- **Budget Development, Management, and Reconciliation**- Develop the planning budget based on the program requirements, manage all of the expenses and income throughout the planning process, reconcile program expenses and collected registration income and provide detailed budget statements to clients. Any residual program income will be returned to the client at the close of the program budget, usually final within 1-2 months. A negative conference balance will be billed against the client's department budget.

Fees

- **Optional Service:** Due to compliance costs, a $250 fee is required to obtain unrestricted access to the CVENT registration site and all the reporting and event detail.

- **Optional Service**: Manual/Binder or CD Production- If desired, OCSC can manage the production of manuals and binders. All presentation must be provided to the conference coordinator by a predetermined and agreed upon date. Once presentations are received the OCSC will develop manual/binder spine and cover and manage the production including multiple stages of proofing. **Please note: OCSC will not be responsible for collecting presentations from speakers, or have any contact with speakers at this service level. Fee:** $5 per manual coordination

- **Optional Service**: Certificates- Coordination, printing, and assembly of certificates. Includes certificate paper, certificate holder, 8 1/2" x 11" envelope, and label. **Fee:** $2 per certificate.

- **Fee** Administrative Fee $3,500
  Per Registrant Fee $30

- **If travel is required to support the program, staff travel will be billed as a direct cost of the program delivery and is not covered by the administrative fees.**

Level Four Services:

- **Marketing Pieces**- Prepare and coordinate content for marketing pieces, including photos, copy, and target distribution lists. Coordinate print production of marketing pieces. Proof marketing pieces to ensure accurate information regarding the event's cvent registration website and registration process.

- **List Development**-Work with client to develop targeted invitation lists through college, extension, and OCSC mailing lists, as well as industry and association/organization contacts. The OCSC will also use purchased lists as necessary to assist with target list identification.

- **E Marketing**- Market the event via e-mails and key internet sites that would be appropriate for on line marketing, develop text for the e-mail marketing piece(s) to send to target list(s) consisting of the contacts' first names, last names, and e-mail addresses.

- **Print Advertising**- Develop Ads that can be placed in trade journals or other publication that target prospective attendees. (0nly Level 4)

- **Online Registration**-Develop a customized registration system and event Web Site in Cvent that includes all event information and will process online registrations and credit card payments.

- **Non-electronic Registration Processing**- Process registrations via mail, fax, and phone which will include all data entry and collection of associated registration fees.

- **Contract Negotiation** - Negotiate and manage contracts with facilities and service providers, such as food vendors, Audio Visual, Transportation, etc.

- **Pre-Conference Planning**- provide logistical and planning support for all aspects of the program including:

  Housing/Lodging Management
  Contract Management
  Facility Management
  Food Service Management
  Audio Visual Management
  Travel Arrangements for Speakers
  Budget Management
  Transportation Arrangements
  Entertainment Arrangements
  Parking Facilitation
  Rental Agreements
  Abstract and Presentation Management

- **Registration Materials**- produce standard registration materials to client specification including but not limited to, agenda, conference information sheet, registration list, exhibitor list, speaker bios, sponsor recognition, evaluation, and nametags. OCSC will also coordinate the selection, design, purchase, and production of registrant and speaker gifts, such as tote bags, portfolios, mugs, clothing or other products if chosen by the client.

- **On-site support**- Provide registration check-in and distribution of registration materials for attendees and speakers or exhibitors, facilitate event set up, assume responsibility for the event during the length of the program, provide staff support to check the facility set-up, break services, DJ, bus arrival, etc. and be available at all times to make sure the event is running smoothly and that service providers are meeting their contractual obligations satisfactorily. **3 full days of on-site support is included at this level of service. For programs lasting longer than 3 days, an additional fee of $500 per day or $250 for a half day will be charged. Level 4 requires that conference staff remain on site for the duration of the program.**

- **Speaker Management**- Invite and confirm prospective speakers; notify speakers of expenses covered; inquire about travel arrangements, AV needs, etc.; make travel arrangements; collect AV needs, biographies, and presentations; process honorariums and speaker expenses. Please note: The management of twelve invited speakers per event day is included in the service level fee. **Any additional speakers will be charged at the rate of $50 per speaker.**

- **Budget Development, Management, and Reconciliation**- Develop the planning budget based on the program requirements, manage all of the expenses and income throughout the planning process, reconcile program expenses and collected registration income and provide detailed budget statements to clients. Any residual program income will be returned to the client at the close of the program budget, usually final in 1-2 months. A negative conference balance will be billed against the client's department budget.

- **Exhibitor Management**-Coordinate exhibit space, develop exhibit layout, assign booth sizes and locations, notify exhibitors of location, collect information regarding exhibitor requirements, collect exhibitor fees, and assist with exhibitor set up.

- **Sponsor Management**- recognize sponsors on web, and at the conference in registration materials, signage, or power point, solicit and collect sponsorship payments, assist with sponsor travel arrangements, lodging, and needs while at the conference.

- **Abstract/Poster Management**- Collect and upload abstracts; notify those who submitted abstracts whether or not they have been selected to develop a poster or presentation; provide instructions for poster production to those who will be presenting posters including dimensions; coordinate and set up posters display area; and provide direction to poster presenters for the display of posters at the event. Please note: The management of 100 posters is included in this service level fee. **Any additional posters will be charged at a rate of $10 per poster presenter.**

Fees

- **Optional Service:** Due to compliance costs, a $250 fee is required to obtain unrestricted access to the cvent registration site and all the reporting and event detail.

- **Optional Service**: Abstract Booklet Production- Compile, design, and print a booklet from the abstracts submitted. Work with designer to prepare abstracts for publication. Submit updates to abstracts and late submissions to meet production deadlines. Coordinate printing of final designed booklet. **Fee**: $5 assembly fee per booklet

- **Optional Service**: Manual/Binder Production- Collect and compile presentations, develop manual/binder spine and cover; manage the production including multiple stages of proofing. **Fee:** $5 per manual coordination

- **Optional Service**: CD Production- Collect and compile presentations and coordinate production of a CD. **Fee:** $5 per CD.

- **Optional Service**: Certificates- Coordination, printing, and assembly of certificates. Includes certificate paper, certificate holder, 8 1/2" x 11" envelope, and label. **Fee:** $2 per certificate.

- **Fee** Administrative Fee $5,000
  Per Registrant Fee $40

- **If travel is required to support the program, staff travel will be billed as a direct cost of the program delivery and is not covered by the administrative fees.**