

Local Arrangements Committee

Final report on the 2009 Annual Meeting of the American Association for the History of Medicine, Cleveland, OH, April 23-26

Local Arrangements Committee:

James Edmonson, Chair. Chief Curator, Dittrick Medical History Center, Case Western Reserve University

Patsy Gerstner, Retired Chief Curator, Dittrick Medical History Center, Case Western Reserve University

Jennifer Nieves, Archivist and Registrar, Dittrick Medical History Center, Case Western Reserve University

Laura Travis, Assistant Curator for Multimedia and Communications, Dittrick Medical History Center, Case Western Reserve University

Mark Eddy, Social Sciences Librarian, Kelvin Smith Library, Case Western Reserve University

Jonathan Sadowsky, Program Committee and liaison. Chair, History Department, Case Western Reserve University.

James M. Edmonson (james.edmonson@case.edu). Final report of funding of the 2009 AAHM meeting, and general concluding remarks.

The Cleveland contingent was successful in seeking funds to defray the cost of meeting expenses, and thus keep down the cost of registration to individuals attending the 2009 AAHM meeting. Gifts and donations to the LAC amounted to \$41,500. Projected meeting expenses proved in excess of charges incurred and monies spent. As a result, after all expenses and obligations were met, we ended with a net surplus of \$23,979.68, which was returned to the AAHM. This sum represents the AAHM start-up fund of \$4,000, as well as the remaining account balance of \$19,979.68.

We felt exceptionally fortunate in light of recent financial woes to have significant support coming from the Cleveland Clinic Foundation, particularly resulting from strong endorsement of James Young, M.D., Dean of the Lerner College of Medicine of CCF/CWRU and his colleague Len Calabrese, M.D. An unexpected but welcome gift came from Kaiser Permanente, and their recently-established historical office headed by Tom Debly, Director of Heritage Resources, and Bryan Culp, Archivist and Research Librarian, for the Kaiser Foundation Health Plan, Inc.

It should be noted that the Dittrick Medical History Center and one of its parent organizations, the Cleveland Medical Library Association, provided significant institutional and financial support for the AAHM meeting as well. The CMLA funded and hosted the Garrison Lecture and reception, including ground transport, while the Dittrick provided conference bags and supplemental printing expenses and costs associated with the bag contents. These expenses were met with funds given to the Dittrick by the Mt. Sinai HealthCare Foundation and the American Society for Gastrointestinal Endoscopy. These gifts to the Dittrick helped support our sponsorship of the AAHM meeting, but did not pass through the LAC account. The overall support from the CMLA and the Dittrick amounted to \$21,543.01.

For the successful hosting of this meeting I benefited from an exceptional team on the LAC. Planning and logistics went back yet another year before that. The great success of the event, remarked upon by so many who attended the meeting, came about through super collaborative efforts by Dittrick staff and colleagues across the College of Arts and Sciences of Case Western Reserve University. Patsy Gerstner (Dittrick emerita) took point on hotel logistics and planning, while I conducted necessary fundraising. Jennifer Nieves (Dittrick registrar and archivist) handled registration, transportation, and many other aspects of local arrangements, while Laura Travis (Dittrick assistant curator) did program brochure layout and printing, and many other graphics. Mark Eddy (Kelvin Smith Library) did yeoman's work directing the always popular rare book dealers and university press display. Jonathan Sadowsky (History) became liaison to the program committee, and read abstracts and helped craft the final selection of papers. Volunteers and students who helped make the event successful included: Dianne O'Malia, Nora Blackman, Lynne Graziano, Richard Cartabuke, Jeannette DeGuire, Elizabeth Salem, Katherine Schaub, Kathryn Goldberg, and Gretchen Hallerberg.

The Board of the CMLA graciously hosted the Garrison Lecture in our Ford Auditorium, and Dzwinka Holian (Allen Memorial Medical Library) made sure the catering went well, as always. Some 350 persons crowded into the second floor reading rooms for the reception, and it was a pretty amazing sight. We found ourselves in close quarters indeed, but the food and drink were just great and a spirit of conviviality ruled the day. Perhaps the greatest source of relief is the notion that we've paid our dues with the Association, and won't have to host the meeting again for at least another twenty years – and then it will be on someone else's watch!

Patsy Gerstner (P.Gerstner@att.net). Final report on hotel; audiovisual; affiliated societies; student registration; advertisements; setting fees

HOTEL

The Intercontinental Hotel and Conference Center was chosen for the meeting. The initial arrangements for a conference hotel rate and projected meeting rooms were made by Helms Briscoe. A block of rooms was reserved at the Intercontinental Hotel and Conference Center at \$149 per night plus a tax of 15%. Another block of rooms was reserved at a second property, the Intercontinental Suites Hotel, at \$129 per night. A third property operated by the Intercontinental and called The Guesthouse had a block of 50 rooms set aside for student registration at \$89 per night. The rooms at the three properties went toward the AAHM contractual commitment to sell a certain number of room nights. Students failed to utilize The Guesthouse, endangering the fulfillment of our contractual commitment, but fortunately the rooms used at the other properties exceeded the original blocks and made up for The Guesthouse shortage.

In this first class hotel, we were amazed to learn that wireless access was available only in guest rooms. Several stations in the book exhibit and at the registration desk had to be hardwired for internet access at a cost of \$100 per day, per station.

Working with the hotel staff was difficult at the outset. The necessity of setting registration fees several months in advance made it necessary to gather good estimates on cost quite far in advance. We made contact with the hotel to get prices for food and beverage events about a year in advance of the meeting. Whether this was farther in advance than they were accustomed to or not, they did not seem eager to help us.

During the following six months, we were assigned to four different conference managers which led to a loss of continuity. A set of menus for continental breakfasts/breaks, other breakfasts, opening reception, workshop lunches, and annual awards dinner was given by an early manager. While there was a choice of two continental breakfasts/break packages, only one menu was given for each of the others. When we made an attempt to discuss possible changes or ask for different menus that would reduce the price on some food, the third manager basically refused to negotiate further than to reduce the cost of box lunches by 50 cents! In October, they assured us that if we did not approve the menus quickly, we would be subject to cost increases already in effect at the hotel. This

made it necessary to approve the menus, which after much struggle and the assistance of Jill Slater of Helms Briscoe included a further reduction in workshop lunch by about \$4.00.

Suggestions on menus: Ask for at least two different menus with different prices for every event. Do not hesitate to tell the hotel what you think is a reasonable price range and do not forget that a typical 21% service charge will be added to the basic price of the menu selection.

Separate the Continental breakfasts from the breaks (as the Bluebook advises) because they are likely to be attended by different numbers of people, thus saving some money. The breakfast/breaks represented a large part of the food expenses at the meeting. We took a reasonably minimalist approach to these, but the cost was still around \$25,000.

Our problems with conference managers ended with number four who was helpful, interested in meeting our needs, and quick to respond to requested changes.

There are always people who register for the meeting when they arrive (26 of them in Cleveland) and/or decide after they arrive that they want to attend the dinner, one of the special breakfasts, or a workshop lunch for which food has to be ordered in advance. The hotel was accommodating in answering our requests for more food, but after a certain point in time we were charged extra for each meal so ordered.

Suggestion: Find out in advance how long the hotel can take extra orders and if they charge. Either charge an additional fee to late registrants or establish a cut-off date for late registration to avoid any additional charge and tell those who try to register after that date that they can only be accommodated if there is a cancellation.

Except for continental breakfasts and breaks it is necessary to register in advance for food and beverage events (i.e. special breakfasts, workshop lunches, awards dinner, and opening reception). People forget what they have registered for and sometimes attend things for which they have not registered or in some cases paid for. We decided not to issue tickets because past experience has shown that tickets are often lost. For those attending the awards dinner we decided to mark the back of their i.d badges with the chosen entrée. Thus the i.d. served as a ticket and a reminder of what entrée was ordered.

We made an attempt to limit the workshop lunches to those paying for a lunch (a choice of the LAC according to the Blue Book). We intended to have this clearly noted on the online registration form, but unfortunately the information was omitted. An attempt to actually check off those registered as they came to the lunch failed. Consequently, several people took lunches for which they had not paid, probably because they thought they had registered. Several people who had registered found themselves without lunch. The hotel was able to provide last minute lunches for all but one or two and their money was refunded.

Suggestion: At the Post Mortem breakfast it was strongly suggested that the idea of putting information on the back of the i.d. badge should be expanded to include all events for which a person is registered. The i.d. badge will, therefore, serve as a ticket to the events. With particular regard to the workshop lunches, it was suggested that both the program, the online registration form, and a sign at the door of each luncheon area clearly state that participants who pay for lunch will be admitted to the room first. Someone will need to be at the door to check the back of the badges. When they are all seated with lunch, others will be admitted.

Although Helms Briscoe reserved meeting rooms, it was necessary to make a number of changes. For example, the Women Historians breakfast was projected at about 35 but had an attendance of 76, the Sigerist Circle required a configuration of three meeting spaces instead of two as projected, and so forth. To avoid problems, we checked with chairpersons of the special breakfast groups and affiliated societies and kept a close eye on online registration totals in order to be sure we had the right rooms for each meeting.

AUDIO VISUAL

We worked with an independent AV firm called PSAV with offices in the hotel. It does most, if not all, of the hotel's work, and their bill was made part of the master hotel bill. It worked out well, as they were very cooperative and provided all the assistance we needed. Their early estimate of cost (\$16,000) was very close to the final cost.

We arranged for the following to be present in each of the main meeting rooms: LCD projector, screen, podium, and microphone. A free microphone and podium in each meeting room was part of our hotel contract. The LCD projector and laptop package was \$430 for regular meeting rooms and \$600 for the ballrooms where workshop lunches were held. The cost for meetings in the large amphitheater depended on what equipment was used. We provided AV for the special breakfasts and workshop lunches only if requested. All of the lunches needed the equipment as did the Clinician/Historians breakfast.

The Program Committee did not include any AV information in their communication with speakers so in February we sent an e-mail to each speaker explaining what was available in each room. We also noted that the provided laptops were loaded with Power Point 2003, and that, if anyone used Power Point 2007, he or she should save their presentation in 2003.

Suggestion: It will simplify matters if a notice of what equipment will be available to each speaker is provided to speakers by the Program Committee. If there are special needs, the speaker can be referred to the LAC.

Technical assistance was available at all times to help speakers with their programs and to make sure all equipment was working properly.

ADVERTISEMENTS IN THE PROGRAM

Solicitations for ads were sent to 30 presses and dealers in September 2008. The cost per full page ad was set at \$250. An additional page was \$175. We asked that those interested in placing an ad respond by October 15. December 1 was given as the deadline for the receipt of the ad in final form and December 31 for payment. Five presses responded in the affirmative: Rutgers, University of Rochester, University of Chicago, University of North Carolina, and Johns Hopkins. The Dittrick Medical History Center also had an ad.

GRADUATE STUDENT GROUP

Sixty plus students registered for the meeting. Holmes Briscoe, the hotel booking agency, arranged for 50 rooms to be held for students at The Guesthouse. Rooms there were \$89.00 per night plus a 15% room tax. This hotel is operated by the Intercontinental Hotel and thus represented part of our contractual obligation to sell a certain number of room nights. Only a handful of students registered for this hotel, thus endangering our obligation, as explained above.

Suggestion: Be sure a hotel chosen for students is NOT part of the main conference hotel. It can still be part of online registration.

The group holds a luncheon meeting on Saturday. Unfortunately, the cost of box lunches at the Intercontinental was prohibitive. There was a problem finding a place for lunch because, in addition to an inexpensive lunch, the group wanted a private meeting room and to be close to the hotel. Such a place did not exist. After much time and with the help of the Department of Medicine and the Director of the Cleveland Clinic Library, we were able to arrange for a free meeting room at the Cleveland Clinic. Through the Library we were able to arrange for an inexpensive lunch to be catered. This led to a first time flat price for the lunch *as part of the online registration form*. The students reported that they liked this idea.

A student registration page, accessed from the main AAHM registration page, was created for online registration. This page included information special to students: student registration fee, lunch, The Guesthouse, and the Buddy Program, a program matching new members with those who have experienced the meetings before. Kristin Ehrenberger, the student in charge of the Buddy program, was given special access to the online student registration page so that she could monitor the program and match people.

Contacts for the student group were: Kristin Ehrenberger (kehren2@illinois.edu) and Niki Nibbi (niki.nibbi@ucsf.edu).

AFFILIATED SOCIETIES

The Affiliated Societies and their contacts were:

Medical Museums Association (Jennifer.Nieves@case.edu)

Archivists and Librarians in the History of the Health Sciences
(Jennifer.Nieves@case.edu)

The Osler Society (cbosler@gmail.com)

The Sigerist Circle (Theodore.Brown@URMC.Rochester.edu)

Society for the History of Navy Medicine (tlsnyder@history-navy-med.org) Capt.
Thomas L. Snyder.

History of Psychiatry Discussion Group (jonathan.sadowsky@case.edu) Jonathan
Sadowsky

We asked the groups to send their programs for printing in the AAHM program before Christmas, but none was able to meet this schedule. However, all but the Osler Society got their programs to us in early January.

Meeting rooms for the groups were part of the hotel contract. Each group was contacted in December to check on the projected attendance and rooms were assigned accordingly. There is no charge for the meeting rooms for these groups since they are part of the hotel contract. However, any special equipment that is needed or any food or beverage service is additional and is paid by the group.

The Osler Society met separately from the AAHM, holding their two day meeting at another hotel earlier in the week. The Archivists and Librarians required a meeting room on Wednesday evening, with no food or beverages. The rest of their meeting was at another location. The Medical Museums Association did not hold any meeting in the hotel. The History of Navy Medicine group had a meeting in the hotel, with no food or beverage. The Sigerist Circle held a business meeting, a reception, and a meeting. Although the Affiliated Societies are expected to make their own food and beverage and AV arrangements, we did assist the Sigerist Circle and the History of Navy Medicine group by adding their costs for these things to our master bill. We then billed them for the charges. This has been done in the past to make things easier for the groups and it presented little in the way of additional effort on the part of the LAC.

SETTING THE MEETING FEES

This is, at best, an unsettling activity because registration fees must be set before all the costs and income are known.

We began gathering estimated costs for everything we could think of in early summer 2008. Every member of the LAC contributed information on costs associated with their particular areas of responsibility. Fees for events that were paid for as an add-on to the

basic fee (e.g. workshop lunches, annual awards dinner, clinician/historians breakfast) were eliminated and the total was divided by the projected attendance of 300.

The resulting figure (close to \$300 per person) quickly demonstrated the importance of the LAC's fund raising. Fortunately, the LAC chair was able to raise enough funds by the time we had to submit a registration fee to print so that we could lower the registration fee to \$185.00, only slightly higher than the fee in 2008. We also were able to set the annual dinner price at \$75.00, although the hotel cost was \$90.00. As we got close to the actual meeting date, we realized that additional contributions and a larger than expected attendance (381 versus 300) made money available to add a few things such as two free drink tickets for those attending the opening reception, wine with the annual dinner, and more diversity in the food and beverage available at the breaks.

In the end there was an excess of money, but it seems that the increasing prices and increasing demands for things like AV will require the LAC to raise around \$35,000, if registration costs are to be kept under \$200.

Fees for workshop lunches and for the clinician/historians breakfast were set by what the hotel charged. On request, we provided AV equipment for all the workshop lunches and the clinician/historian's breakfast. This amounted to about \$1500. This cost was not added to the fee charged.

Although the registration forms indicated late registration and onsite registration fees that were considerably higher than the initial fees, the AAHM officers suggested eliminating this increase in order to encourage more people to attend. The LAC concurred and members were notified of this change.

Schedule of fees:

Registration		Other	
Member	\$ 185	Annual banquet	\$ 75
Non-member	285	Workshop lunch	28
Student	85	Clinician/historian	29
Guest/Companion	90	breakfast	
Student lunch	10		

Jennifer Nieves (jennifer.nieves@case.edu). Final report on registration, selection of printing services and organizing transportation

I was appointed the Registration Coordinator and worked as a committee of one. I would strongly suggest that future Registration Coordinators appoint a committee early on, assigning each of the following to a member of the Committee:

- Online registration - The Cleveland LAC decided to use BlueSkyz, as has been done the last few years. The BlueSkyz staff knows how AAHM works and was very helpful. Regardless of which company the LAC decides to use, contact should be made with the company facilitating online registration as soon as possible, perhaps not to talk about specifics but to go over the schedule of deadlines. It would have been helpful to make contact with BlueSkyz a little earlier than suggested. Initial contact was made with Mike Fink in September. We found ourselves up against some narrow deadlines. We got the registration forms to BlueSkyz on January 23rd. Registration went live on February 2nd. Mike Fink suggested that an incentive be offered to members who pay online with a credit card. We actually found that wasn't necessary because very few people (only 6) paid by check. Be sure that the Registration Committee makes contact with the conference hotel to let them know which company will be handling the online housing reservations.

The meeting registration cancellation deadlines and fees are determined by the AAHM. The cancellation fees collected are deposited in the AAHM LAC account.

- Registration form – BlueSkyz supplied us with a template of the registration form used in Rochester (2008). From that template we formatted the Cleveland form. In addition to the principal registration form there were also registration forms for vendors and for students (see report by Gerstner on student form). One concern that came up after registration began was that it was not clear who to contact with specific questions. Several people faxed their registration form to the LAC instead of BlueSkyz. It should be made clear that those not registering online should fax the registration form directly to BlueSkyz. BlueSkyz should also be contacted directly for questions about payment and with technical questions about online registration or the member's online registration account. The LAC should be contacted regarding meeting/session specifics, hotel information (excluding questions about reservations) and local transportation.
- Maps and lists of local events, restaurants, attractions - The BlueBook suggests that a website be created and linked to the AAHM website. The Cleveland LAC provided the AAHM webmaster with a link to the Positively Cleveland website (hosted by the Cleveland Convention and Visitors Bureau). Maps, dining guides, transportation guides, etc. were available for downtown Cleveland, and surrounding areas. A list of restaurants and attractions in University Circle was included (all reasonably close to the Conference Hotel) in the mailing that was sent to all members. It was suggested by Positively Cleveland that an e-blast be

sent out to AAHM members promoting the meeting and what Cleveland has to offer. The text was written by the Positively Cleveland and submitted to the LAC. The LAC sent it on the AAHM where there was concern about some of the wording. The idea was then set aside for consideration and eventually dropped.

In addition to registration coordination, I handled the following:

Contact printing companies for program materials and bags - Try to find sponsors for some of the smaller printing jobs. A sponsor to pay for the bags would have helped our cause. These bags were ordered before we knew just what our financial situation would be and we were cautious about ordering too many bags. Thus, we ordered 350 bags (the meeting attendance was projected to be 300) and ended up with 381 registrants. We suggest that the bags be reserved for those who registered prior to the online registration deadline. Those who register onsite would not get a bag. The company that printed the conference materials and bags also stuffed the bags and delivered them to the hotel. Unfortunately, there were several items that had to be inserted at the last minute and the LAC members ended up doing the work.

Coordinate transportation – There is no shuttle between the Cleveland airport and the Conference hotel so we had to contract with a company to provide transportation. This was noted on the online registration form with a number to call to make reservations. The charge was paid for by the meeting participant and was a separate charge from the registration fee. I also coordinated transportation from the hotel to the Allen Library for the Garrison Lecture. I gathered bids from local charter bus companies and chose one that seemed very reasonable. They were able to work with fluctuating numbers and provided us with buses of the appropriate size.

When the meeting opened, the registration desk was attended in shifts with at least 3 people per shift. We appealed to Case Western Reserve University students and local archivists to assist and held one orientation meeting about a week before the conference. There were very few problems. The registration desk was just inside the hotel entrance that is accessible from the Cleveland Clinic Hospital skyway and we were approached by hospital visitors with many varied questions. Our team was quick to find the answer if it wasn't at hand. Sara Capistrant was our onsite BlueSkyz representative and she was phenomenal! We had far more onsite registrants than expected and Sara made things run seamlessly.

Laura Travis (laura.travis@case.edu). Final report on preparing the program, abstracts and signage

PROGRAM

Preparation of the program for printing and online was done by me. From the time information is received until it is part of a printed program takes about two-three weeks. Although information is received in electronic form, it takes time to unify the many parts, to make the final form available online and to initiate and complete the hard copy printing process. Thus, in order to have the program ready for distribution in late January, we asked the Program Committee, advertisers, and affiliated societies to get their information to us in December. The Program Committee and advertisers were able to do so, and the affiliated societies were unable to get their respective programs to us in early January. The late January arrival of the Osler Program held up the printing and distribution of the hard copy version until early February, but the online version was ready by the end of January.

Suggestions: Because the program is printed so far in advance of the actual meeting there are sure to be changes (venues adjusted and speakers drop out, etc.). All of these problems can be solved by not printing and mailing out programs to the whole membership. This change would save thousands of dollars in printing and postage. A printer friendly preliminary program can be posted online for everyone to read and corrected as necessary. Members can be notified of this change, allowing those who do not have internet access to request hardcopy which the LAC can print off the web version and mail. Registrants might then receive the hardcopy of the program in the conference bag, which would be more up to date and possibly in a larger format.

The current format used for the program is not the ideal size for a document of the length and complexity involved. This makes it harder to lay it out in an easy to read manner. The current format is not at all web friendly because the long skinny pages are so extremely different a proportion than computer screens, and printing the current format out on standard 8.5 x 11 paper looks awful and wastes paper. At the Post Mortem breakfast there was a strong feeling that a change in the size of the printed program should be considered over the next couple of years.

ABSTRACT BOOKS

The books were prepared with two-sided printed pages, which saved on paper and spiral binding costs. Also, less bulk is better for people with limited luggage space.

SIGNAGE

Large signs (we made them 20 x 24 inches) are very expensive when purchased from printers. We saved about \$600 by having a library on the Case Western Reserve University campus do the printing and mounting them on foam core ourselves. The signs have a very short life span and it does not make sense to spend a lot of money on them.

Two or three people asked if we had a message board to leave other attendees messages. We had not thought of it, but it would be simple to supply one near the registration desk.

Mark Eddy (Mark.Eddy@Case.edu). Final report on the book exhibit

The 2009 Book Exhibit was held in conjunction with the AAHM conference on Friday, April 24th and Saturday, April 25th at the Intercontinental Hotel Cleveland. A total of thirteen exhibitors were in attendance, and the Book Exhibit received steady traffic from the AAHM conference. Exhibitors and conference participants seemed very pleased with the event, and feedback was positive. The following is a summary of arrangements, costs, hotel resources, and vendor attendance statistics associated with the Exhibit.

Invitations and Exhibitor Communication

A formal invitation to potential book exhibitors was distributed via e-mail on November 10, 2008. The invitation was crafted according to requirements outlined in the conference planning Blue Book. The list of book exhibitors and publishers was provided by the 2008 BEC, Pablo Alvarez, from the University of Rochester. Mr. Alvarez was very generous with his communication and advice about planning the 2009 event, and he has our sincere thanks for his time and consideration.

Contacts for publishers change regularly, and the book exhibitor list was updated accordingly. Among the 44 potential exhibitors who received invitations, 13 indicated an interest in attending. Most of these 13 were regular exhibitors at the conference. Interested vendors were sent regular reminders and instructions for registration approximately every three weeks.

* Please see Appendix A for the formal letter of invitation.

Vendor Statistics

Exhibitors included university and academic publishers and antiquarian book dealers who regularly reserve exhibit space and tables. Table fees were calculated to accommodate the cost of related services (security service, internet access, electrical access, and

meeting registration), and discounts were provided for additional display table reservations.

University/Academic Book Dealers/Publishers

The Scholar's Choice	7 tables
University of Rochester Press	1 table
University of Chicago Press	2 tables
Oxford University Press	2 tables
Rutgers University Press	2 tables
The Johns Hopkins University Press	3 tables

Antiquarian Book Dealers

Deborah Coltham Rare Books	1 table
Webb Dordick	2 tables
Palinarius Antiquarian Books	2 tables
B & L Rootenberg Rare Books	2 tables
Scientia Books	3 tables

Other Publishers and Institutions

Kaiser Permanente/The Permanente Journal	2 tables
National Library of Medicine	2 tables

A total of 31 out of 40 allotted tables were reserved by exhibitors. The total charge for the first reserved table for each vendor was \$350 with each additional table reservation costing \$200. The tables were blocked into one, two, and three table groupings for ease of registration. Reservations for tables and additional services were coordinated by our conference vendor, BlueSkyz. BlueSkyz representative, Sara Capistrant, provided regular reservation updates upon request in the weeks prior to the Book Exhibit. Ms. Capistrant was very helpful with the exhibitor registrations, and she also has the sincere thanks of the 2009 LAC. Most exhibitors registered and paid for tables online through the BlueSkyz website, but some preferred to send a check and/or make reservations directly with our BlueSkyz representative.

* Please see the 2009 Book Fair letter of invitation in Appendix A for further details about table registration and additional charges for exhibitor services.

* Please see the detailed spreadsheet of vendor table registration provided by BlueSkyz in Appendix B.

Venue Information

The Book Exhibit was held in Ballroom C of the Intercontinental Hotel Cleveland, a large 52' x 85' (4420 sq. ft.) room which was well suited to the space needs of the exhibitors. Arrangements for table set-up/take-down (including cloth table covers and

skirting), internet and electrical access, and room security were made with hotel planning representatives Deborah Heidenreich and Brenda Santiago, each of whom was particularly helpful in coordinating hotel resources and staff for the 2009 Book Exhibit room arrangements.

Exhibit layout and table arrangements were made by the BEC in conjunction with hotel representatives. Comments and recommendations were solicited from vendors before the exhibit layout was finalized. Antiquarian book dealers did request to be grouped together, and this was reflected in the final layout provided by hotel staff. In addition to exhibitor displays, space was also set aside for a computer workstation (one small table round with skirting, internet line, and chair) for librarian attendees at the conference. The cost of the computer rental was covered by the LAC and arranged through a hotel affiliate multimedia service vendor.

Security for the Book Exhibit was also arranged with hotel planning staff. Room security remains a priority for book vendors. Security guards provided 24 hour monitoring of the 2009 Exhibit room from 2:30pm Thursday, April 23rd for set-up (from 3-7pm) until 12am Saturday, April 25th. Guards were posted at the front and back entrance/exits of the exhibit room during open hours. When closed, the exhibit was monitored by one guard who was instructed not to allow anyone into the room whose name did not appear on the exhibitor master list. During open hours, security guards were instructed to allow into the venue only those with a conference badge.

Total cost for Security = \$3600.

A hotel storage room in close proximity to the Book Exhibit was available for exhibitors who shipped display materials ahead of the conference. Access to this room was provided throughout the duration of the conference until 12am Saturday. Vendors used either United Parcel Service or Federal Express to ship exhibit materials. Deliveries were made to the hotel planning office c/o Ms. Heidenreich or Ms. Santiago and placed in the storage room prior to the conference. Hotel staff members were also available to assist exhibitors with materials transfer during set-up and take-down.

Recommendations

Librarians, conference attendees, and book exhibitors would like to explore the possibility of opening the Book Exhibit on Thursday. There appears to be a sufficient number of librarians and other conference attendees who would visit the Exhibit on Thursday to make it cost effective. Some antiquarian book exhibitors also support this option. Exhibitors also recommend that the Book Exhibit be closed on Friday at 5pm so that they can attend the evening lecture and reception.

Exhibitors very much appreciated the secure storage room for shipped exhibit materials, and this practice should continue. Arranging for hotel staff to be on hand to help exhibitors with transfer of materials was also appreciated.

Antiquarian book dealers prefer to be grouped together on the Exhibit floor.

Having security personnel on hand through Saturday evening until 12am ensures that exhibitors can attend the AAHM annual banquet and still have time to pack up materials in the Exhibit room.

The 2009 BEC also recommends the following changes to the BEC section of the AAHM Conference Blue Book:

- Exhibitors primarily communicate through e-mail. Formal letters of invitation are now sent by attachment through e-mail, and there is no longer need for mailing paper letters. Electronic communication is preferred by exhibitors and is entirely more efficient and environmentally friendly.
- Costs for Book Exhibit fees and expenses should be updated annually in the Book Exhibit section of the Blue Book.
- Additional tables and resources might be held in reserve (based on demand) in order to fulfill last minute exhibitor requests.

Appendix A

10 November 2008

Dear Colleague,

I am writing you as a representative of the Local Arrangement Committee for the annual meeting of the American Association for the History of Medicine (AAHM), to be held in Cleveland, Ohio, at the Intercontinental Hotel Cleveland on April 23-26, 2009. I have been given charge of coordinating this year's book fair, and we hope to make this a particularly enjoyable event for both you and our AAHM members and guests.

Place: The 2009 AAHM meeting will take place at the Intercontinental Hotel Cleveland, 9801 Carnegie Avenue, Cleveland, OH, 44106. The book fair will be held in the Founder's Ballroom C, a large (52' x 85', 4420 sq. ft.), secured room on the second floor of the hotel. It will be locked at night, and 24 hour security will be provided until the close of the book fair on Saturday evening. Attendees will be asked not to bring food or drink into the ballroom.

Hours: The hours of the exhibit will be as follows:

Friday, April 24: 9 a.m.-6 p.m.

Saturday, April 25: 9 a.m. -5 p.m.

Exhibitors will be able to set up displays Thursday, April 23rd from 3-7 p.m. Exhibitors should begin dismantling displays on Saturday, April 25th at 7pm. The exhibit room must be cleaned and exhibits cleared completely from the hotel by 12am (midnight) on Saturday April 25th.

Reservations of Tables:

Exhibitors may register, order, and pay for tables online. We expect online registration to be available in late February. Go to the AAHM website and click Vendors. It may be a good idea after you have registered to contact me (216. 368. 5457 or mark.eddy@case.edu) to allow us to keep records of the number of tables needed.

There will be a maximum of forty 6'x 2.5' tables available for reservation on a first-come, first-serve basis. Tablecloths and skirting for each table will be provided free of charge. Please note that we will coordinate the allocation of display space in the exhibit hall. Please indicate if you have any special needs. We will do our best to accommodate them in accordance with the requirements of the room and the rules of the Intercontinental Hotel.

Cost: The total cost for a single table will be US \$350. The total cost for a second or third table will US \$200 each. These costs cover the entire book fair period. The purchase of one or more tables includes one free meeting registration (not including AAHM Annual Dinner). Exhibitors will be permitted to purchase additional registrations at a special rate. While exhibitors are strongly urged to use cell phones, a very limited number of phone lines will be available for \$100 per line. Payment for registration and additional services should be made online at the AAHM website.

Internet Access Costs: The Intercontinental Hotel will provide high-speed internet access if desired at no additional cost in the Founder's Ballroom C, April 23-26. Please indicate at the time of registration if internet access is desired. Computers will not be provided by the hotel.

Independent Transportation of Books: Exhibitors who wish to ship materials to the hotel directly must make advance arrangements with Ms. Deborah Heidenreich (Deborah.Heidenreich@ihg.com). Materials shipped directly to the hotel will be stored in a locked room. The room will be available for storage/retrieval from Monday, April 20th through Thursday, April 23rd. Shipments should arrive at the Intercontinental Hotel no earlier than Monday, April 20th, as the storage room will not be available until this date. All shipped materials must be removed from the room by 7pm Thursday, April 23rd. The general telephone number for the Intercontinental Hotel Cleveland is 216.707.4100.

For any packages delivered to the hotel, please label all packages shipped here as follows, and be sure a *return address* is included:

Addressee (person in charge of group on site)

Date of arrival

Name of event: Book Fair, AAHM Conference
 Name of hotel representative: Ms. Deborah Heidenreich (or Ms. Brenda Santiago)
 Intercontinental Hotel Cleveland & Conference Center
 9801 Carnegie Avenue
 Cleveland, OH 44106

If there is to be more than one package, please indicate "1 of 2", etc.

If you need special transportation arrangements, please contact me at 216. 368. 5457 or mark.eddy@case.edu

Advertising in the Conference Program: Arrangements to advertise in the conference program can be made with our local program coordinator, Pat Gerstner (p.gerstner@att.net). Please finalize plans for advertising by December 10, 2008. If you have previously made advertising arrangements, no additional information is necessary.

We hope this information helps you in your preparations, and we look forward to working with you in the months ahead.

Yours sincerely,

Appendix B

Attendee	Attendee First Name	Attendee Last Name	Attendee Company	# Sold	# in Cart	Total	Internet Access?	Electrical Outlet Access?
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