

**Society of American Archivists
Council Meeting
June 8 – 10, 2012
Chicago, Illinois**

**2012 Annual Meeting: *Beyond Borders*
(Prepared by Nancy Beaumont)**

Beyond Borders promises to be a rewarding experience for all, with outstanding conference and pre-conference programming (including the 6th Annual SAA Research Forum), dynamic speakers, the brand-new Regional Summit and re-tooled Leadership Orientation and Forum, and fun networking and social events. As in recent years, the overall conference schedule is very tight.

Program Development

See the January 2012 report (0112-V.E.5-AnnMtg) for a summary of the excellent work of the 2012 Program Committee. Since January, the SAA staff has been in regular communication with speakers to ensure that we have the most up-to-date information for posting on the conference website and that the speakers have the information and materials they need to plan for their presentations. (See “2012 Speakers” at <http://www2.archivists.org/conference/2012/san-diego>.)

In addition to the 70 education sessions accepted by the Program Committee, the meeting will feature 11 Professional Poster presentations and 30 Graduate Student Poster presentations.

Three noon-time forums will take place on Thursday, August 9: the Standards Committee will hold a forum on SAA’s Standards Portal; the Annual Meeting Task Force will share the results of its research thus far and host a “World Café”-style discussion of topics posted on the AMTF website in advance of the meeting; and Julieanna Richardson of HistoryMakers will lead a panel of presenters for a forum entitled “African Americans and the Archival Profession: Evolving Perceptions of Diversity.”

Conference Promotion

Promotion of the Annual Meeting began in the early fall via the conference website and in the January/February issue of *Archival Outlook*, with articles by the Program Committee co-chairs and the Host Committee. Host Committee articles appear in each issue leading up to the conference. The Host Committee has done an outstanding job of providing information and tips on its (WordPress) blog, linked from the conference web

page, and has begun to develop a list of repository open houses and tours on Tuesday and Wednesday of the conference week.

To control expenses, we once again opted not to print or mail the full Preliminary Program, but to post it as a PDF on the conference website. In addition, in mid-May we mailed to all current members and other targeted audiences (former members in proximate states, former meeting attendees, members of state and regional organizations in surrounding states) a colorful 8-page flyer that summarizes the conference highlights and schedule. We have used this promotional strategy to good effect for the 2009 and 2011 meetings.

We continue to use *In the Loop* to refresh our promotional messages about the program, affiliated events, and the host city and to remind members of critical deadlines.

Remember: July 6 is the Early-Bird registration deadline!

Registration

As of close of business on Monday, May 21 (i.e., 11 weeks out), we have registered 238 “full paid” members and nonmembers, compared with 243 at 11 weeks out for the 2011 Annual Meeting.

Exhibit and Sponsorship Support

Given that the majority of SAA’s exhibitors are “loyal” partners, we decided again this year to forego printing and mailing of the exhibitor prospectus and to rely on personal contact, email communication, and website postings for promotion of our exhibit and sponsorship opportunities. At the 2011 Annual Meeting we distributed flyers encouraging exhibitors to sign up by January 31 to receive a discount on 2012 exhibit space, and we reinforced that message with a series of email messages to past and prospective exhibitors up to the discount deadline. We are now in year 3 of working with Conference and Logistics Consultants’ “virtual expo hall” software, a sign-up page on the conference website on which prospective exhibitors can view a live, real-time floor plan showing currently available booths and can select and confirm their booth space(s) immediately. This process saves time for the exhibitors and for staff.

Exhibits revenue to date totals \$62,700 and sponsorship revenue totals \$26,900, thanks to our five confirmed sponsors (Tessella at the “Silver Sponsor” level, Atlas Systems at the “Bronze Sponsor” level, Hollinger Metal Edge, OCLC, and History Associates). The nice uptick in advertising revenue that we saw last year continues, with \$9,550 in ad placements in the Preliminary and Onsite programs. We are especially pleased to welcome several new exhibitors to the Expo Hall, and are committed to maintaining their business in future years.

As always, I welcome your comments and questions.