

**Society of American Archivists
Council Meeting
August 22, 2011
Chicago, Illinois**

**Staff Report: ARCHIVES 360°
(Prepared by Nancy Beaumont)**

ARCHIVES 360° promises to be a rewarding experience for all, with outstanding conference and pre-conference programming (including the 5th Annual SAA Research Forum, 70 education sessions, and three dynamic plenaries), fun networking and social events, a full exhibit hall, and, of course, a great host city—all in celebration of SAA's 75th Anniversary. The overall conference schedule hasn't loosened up a bit, so pace yourself!

Registration: As of the close of Advance registration on July 27, we had registered 1,449 “full paid” attendees (compared with 1,504 in 2010, 1,150 in 2009, and 1,406 in 2008) and another 42 one-day attendees. The number of paid registrants is slightly above the target of 1,400 for the FY 2012 budget. Our challenge – as always – will be to keep a careful eye on each and every expense (especially AV, power, and food and beverage) to ensure a positive bottom line for the meeting. We count on this revenue area to support other SAA priorities and activities throughout the year.

Exhibits/Sponsorships: Promotional materials were distributed to all 2010 exhibitors and sponsors on site in Washington, DC (with a time-sensitive discount offer), and were also sent to a 250-person prospect list in early January. Thanks to the outstanding efforts of staff member Carlos Salgado, we have sold 46 booths for a total of \$62,400 in exhibits revenue (budget = \$66,000). Sponsorship support totals \$42,725 thanks to the very generous folks at Atlas Systems (Gold Sponsor), Tessella (Silver Sponsor), Hollinger Metal Edge, Preservation Technologies, and OCLC Research. Advertising support in the Onsite Program reached a new high of \$9,950.

Onsite Program Materials: Based on attendee response in 2009 and 2010, we decided to continue to provide a more substantive Onsite Program that includes descriptions for all education sessions as well as materials that previously were included in the registration packet. For ease of reference, we also have published in the Program the rules for the Annual Membership Meeting and the proposed amendments that will be taken up at that meeting.

As always, I'm happy to address any questions or concerns that you may have.