

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, San Diego  
January 7 - 11, 2011**

**Topic: Events & Conferences Report**

**Background:**

**5-7, 2010 in Albuquerque. Information about attendance and preliminary revenue figures are provided below. YALSA is also conducting an online survey to gain feedback from the Symposium.**

**Action Required: Information**

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**Symposium Numbers:**

- Overall attendance: just over 400
- Preconference attendance:
  - Stonewall, full day precon-45
  - Readers Advisory-120
  - Body Positivity-48
  - Meet them (Urban lit)-88
- Luncheon attendance: 104
- Indian Pueblo Cultural Center-84
- Hot Air Balloon Ride-34

**Preliminary Revenue Information:**

- \*Registration: \$70,750 (\$52,355 to YALSA, \$18,395 to ALA)
- \*\*Ticketed events: \$26,724 (\$26,306 to YALSA, \$418 to ALA)
- \*\*\*Program book : \$1,738 (\$1,512 to YALSA, \$226 to ALA)
- Stipend from Albuquerque CVB: \$753 (\$753 to YALSA, \$0 to ALA)

\*ALA's overhead rate for registration revenue is 26%

\*\*ALA's overhead rate for ticketed events is \$1 per ticket sold

\*\*\*ALA's overhead rate for advertising revenue is 13%

Estimated Gross Revenue Total: \$80,926 to YALSA, \$19,039 to ALA

**Preliminary Expense Information:**

As of the November financials (the most recent available) expense information was not yet provided. Listed below is a rough estimate.

- Hotel related expenses (food, AV, room rental etc.): \$26,970
- Indian Pueblo (facility rental and shuttle): \$3,500
- Collateral (bags, etc.): \$700
- Program book: \$1,204
- Travel & per diem for staff: \$5,000
- Scholarships: \$2,000

- Registration fees: \$2,467
- Supplies, shipping, etc.: \$5,000

Estimated Expense Total: \$44,841

**Estimated Net Revenue to YALSA: \$36,086**

**The following changes were implemented this year based on attendee feedback:**

- YALSA increased the hotel room block for attendees (which did not sell out)
- The open networking reception focused on allowing attendees to network through different organized activities
- A Variety of preconferences were offered
  - Last symposium one full day preconference was offered
  - This year, a full day preconference was offered as well as 3 half day preconferences (one in the morning and two in the afternoon)
- All attendees were able to meet authors and receive signed books an Author Happy Hour
  - Last symposium only attendees who purchased a luncheon ticket on Saturday met authors and received signed books
- More activities were offered
  - Last symposium, YALSA only provided shuttle busses in the evening to take attendees to the main entertainment district
  - This Symposium, YALSA organized hot air balloon rides for attendees and a tour of the Indian Pueblo Cultural Center
- Registration fees remained the same in 2010 as they were in 2008