

**Garrison & Associates, Inc.**  
Meeting and Event Planning & Management Services  
[www.garrisonandassociates.com](http://www.garrisonandassociates.com)

Price List – Effective March 1, 2012

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**Garrison & Associates, Inc.**  
Meeting and Event Planning & Management Services

**Price List – Effective March 1, 2012**

The following price list details meeting/event planning and management services provided by Garrison & Associates, Inc. (G&A) to State of Ohio departments/agencies and affiliated organizations throughout Ohio. Based upon the clients' needs and objectives G&A will offer the following services:

**Planning and Management Services**

**Meeting/Event Planning**

Venue/Site Selection  
Contract Review/Negotiation  
Educational Program Development  
Marketing Plan Development & Execution  
Budget Development  
Continuing Education Credit Management  
Database Management  
Registration Services (conventional & on-line)  
Theme Development  
Tradeshow/Exhibit Management

Tradeshow/Exhibitor Solicitation & Sales  
Speaker Coordination  
Catering Coordination  
Promotional Product Coordination  
Lighting/Staging/Audio-visual Coordination  
Ground Transportation Coordination  
On-Site Management  
Invoicing Services  
Bill Reconciliation  
Post Meeting/Event Budgetary Reporting  
Seminar & Training Development & Management

**Graphic Design/Creative Services**

Graphic Design  
Print Coordination & Negotiation  
Signage Development & Printing  
Web Services  
Print Advertising/Management

Identity/Logo Development  
Newsletter Design & Development  
Brochure & Catalog Design & Development  
Informational Folder & Insert Design & Development

**Integrated Marketing/Communications**

Marketing Collateral Development  
Corporate Identity Development  
Advertising Services  
Ad Solicitation/Coordination

**Public Relations**

Press Release Development & Coordination  
Consumer Relations  
Targeted Marketing Development & Coordination

## Sample List of Meetings and Event Services

Statewide Meetings/Conferences  
Multi-day Conferences with Concurrent Sessions (International, National, Regional,  
State, & Local in scope)  
Tradeshows  
Staff Development Programs  
Workshops/Seminars/Trainings  
Executive/Board Meetings  
Special Events  
Banquet and Recognition Programs  
Marketing/Communication Projects  
Curriculum Development  
Graphic Design Projects

G&A services can be contracted as a package and/or by an hourly rate category. The Package option is ideal when the client wants comprehensive or pre-packaged meeting management services. This option is priced per person per day (see chart below). **NOTE: Package prices do not include cost of such items as food, facility rental, audio-visual, printing, graphic design, postage, and conference supplies, etc.**

### AND/OR

The “Hourly Rate” pricing option allows the client to select items necessary to meet their project needs/objectives. This could be an event, board meeting, series of trainings, trade show, and/or a graphic design project, etc.

#### **Meeting Package #1**

- Research venues and negotiate contract for approved meeting/event location
- Develop educational program and theme with client following adult learning principles & client needs
- Confirm speakers and necessary paperwork
- Solicit exhibitors and coordinate physical arrangements
- Develop meeting/event marketing plan
- Develop meeting/event budget
- Submit and/or work with client to submit continuing education applications to licensing bodies
- Coordinate development and dissemination of all marketing materials
- Design and manage participant registration (on-line and/or conventional) using specialized software
- Print confirmation letters, name badges, sign-in rosters, and related reports (supplies not included in cost)
- Bill against invoices for registration fees
- Coordinate development of participant handout materials

- Prepare and distribute program evaluations meeting continuing education requirements
- Prepare conference/meeting participant packets
- Coordinate physical arrangements with venue (i.e. staging, room sets, exhibits, registration area, poster displays, sleeping room blocks, etc.)
- Coordinate audio-visual requirements, lighting, staging and technical assistance
- Coordinate food/beverage needs
- Coordinate signage
- Act as on-site meeting/event manager during the program
- Set-up and manage registration area throughout conference/program providing a minimum of 2 G&A staff members (client will supply additional staff to help with check-in or if not available G&A will supply to client for staff hourly rate listed on price list)
- Facilitate speaker/trainer needs during meeting
- Collect, tabulate and summarize participant responses from evaluation tool
- Prepare post-conference correspondence to speakers
- Review all bills for accuracy
- Prepare final reports for client (within 30-60 days of program conclusion)
- Meet with client throughout project as needed and provide updates as requested

G&A will manage all phases of the meeting/event including the planning, materials/marketing development, execution, continuing education, evaluation and final reporting. This will include serving as the on-site manager during the meeting/event.

### **Meeting Package #2**

- Research venues and negotiate contract for approved meeting/event location
- Develop educational program and theme with client following adult learning principles & client needs
- Confirm speakers and necessary paperwork
- Develop meeting/event marketing plan
- Develop meeting/event budget
- Coordinate development and dissemination of all marketing materials
- Design and manage participant registration (on-line and/or conventional) using specialized software
- Print confirmation letters, name badges, sign-in rosters, and related reports (supplies not included in cost)
- Bill against invoices for registration fees
- Coordinate development of participant handout materials
- Prepare and distribute program evaluations meeting continuing education requirements
- Prepare conference/meeting participant packets
- Coordinate physical arrangements with venue (i.e. staging, room sets, exhibits, registration area, poster displays, sleeping room blocks, etc.)

- Coordinate audio-visual requirements, lighting, staging and technical assistance
- Coordinate food/beverage needs
- Coordinate signage
- Set-up and manage registration area throughout conference/program providing a minimum of 2 G&A staff members (client will supply additional staff to help with check-in or if not available G&A will supply to client for hourly rate listed on price list)
- Facilitate speaker/trainer needs during meeting
- Collect, tabulate and summarize participant responses from evaluation tool
- Prepare post-conference correspondence to speakers
- Review all bills for accuracy
- Prepare final reports for client (within 30-60 days of program conclusion)
- Meet with client throughout project as needed and provide updates as requested

G&A will manage all phases of the meeting/event including the planning, materials/marketing development, execution, evaluation and final reporting. This will include serving as the on-site manager during the meeting/event.

### **Meeting Package Rates**

Garrison & Associates, Inc. will provide services based on the following per person rate for meetings/events.

Description	Unit	Per Person Cost by Package	
		Meeting Package #1	Meeting Package #2
<b>One Day Event (4-8 Hours)</b>			
Groups of 1-50	Per person/ per day	\$55.00	\$53.00
Groups of 51-100	Per person/ per day	\$32.00	\$30.00
Groups of 101 up	Per person/ per day	\$27.00	\$25.00
<b>Two Day Event</b>			
Groups of 1-50	Per person/ per day	\$40.00	\$38.00
Groups of 51-100	Per person/ per day	\$27.00	\$25.00
Groups of 101 up	Per person/ per day	\$17.00	\$15.00
<b>Three Day Event</b>			
Groups of 1-50	Per person/ per day	\$37.00	\$35.00
Groups of 51-100	Per person/ per day	\$24.00	\$22.00
Groups of 101 up	Per person/ per day	\$15.00	\$14.00
<b>Four Day Event</b>			
Groups of 1-50	Per person/ per day	\$33.00	\$31.00
Groups of 51-100	Per person/ per day	\$22.00	\$20.00
Groups of 101 up	Per person/ per day	\$13.00	\$12.00
<b>Five or More Days</b>			
Groups of 1-50	Per person/ per day	\$32.00	\$30.00
Groups of 51-100	Per person/ per day	\$22.00	\$20.00
Groups of 101 up	Per person/ per day	\$13.00	\$12.00

**Garrison & Associates, Inc. will service all 88 Ohio counties.**

**Personnel Rates for Specific Projects**

Staff can be utilized for specific projects or on an as needed basis (i.e. trade shows, trainings, banquets, board meetings, registration services, graphic design projects, public relations projects, etc.)

<b>Labor Category</b>	<b>Unit</b>	<b>Rate</b>	<b>Description</b>
Meeting Manager	Hour	\$55.00	Direct and Manage
Trade Show Manager	Hour	\$55.00	Direct and Manage
Operations Coordinator	Hour	\$40.00	Logistics and Meeting/Event Coordination
Communications Coordinator	Hour	\$40.00	Development and Project Coordination
Database Coordinator	Hour	\$25.00	Develop & Maintain Databases, Register Participants
Meeting Assistant	Hour	\$25.00	Assist Meeting Manager, Frontline Customer Service Representative, Materials Preparation
Registration Assistant	Hour	\$18.00	Customer Service Representative at Meeting/Event Registration Desk
Graphic Designer I	Hour	\$80.00	Production, Layout, Design
Graphic Designer II	Hour	\$70.00	Production, Layout, Design

**G&A Staff Responsibilities and Qualifications**

**Meeting Manager**

Responsibilities include but are not limited to serving as the project manager and senior level meeting manager. The Meeting Manager would be responsible for the pre-planning, on-site and/or post-program management of any meeting/event as determined between the state agency and G&A.

**Minimum Qualifications Required**

- Bachelor’s Degree required in a related discipline, but Master’s Degree preferred
- Certified Meeting Professional (CMP) designation preferred
- Five years applicable experience in the meeting industry including meeting/event development/execution and budget/fiscal monitoring
- Working knowledge of Meeting Planning Specialized Software and Microsoft Office Suite
- Extensive training developing educational content/programs
- Extensive knowledge working with graphic design and the print industry including industry used software
- Ability to work independently, plan strategically, be a self-starter, meet deadlines, multi-task and manage multi-disciplinary teams

### **Trade Show Manager**

Responsibilities include but are not limited to serving as the project manager and Trade Show manager. The Trade Show Manager would be responsible for the pre-planning, solicitation of exhibitors, on-site and/or post-program management of any trade show as determined between the state agency and G&A.

### **Minimum Qualifications Required**

- Bachelor's Degree required in a related discipline, but Master's Degree preferred
- Certified Meeting Professional (CMP) designation preferred
- Five years applicable experience in the meeting/trade show industry including trade show development/execution, budget/fiscal monitoring, and exhibitor sales
- Working knowledge of Trade Show Specialized Software, Meeting Management Software, and Microsoft Office Suite
- Extensive knowledge working with general service companies (show decorators), trade show requirements, graphic design and signage, freight, hall design, fire code regulations and union/non-union trade show requirements
- Ability to work independently, plan strategically, be a self-starter, meet deadlines, multi-task and manage multi-disciplinary teams

### **Operations Coordinator**

Responsibilities include but are not limited to reporting to the Meeting Manager and/or Trade Show Manager and serving as the contact person for the general service companies, audio-visual companies, graphic designers and printers working on a meeting/event project.

### **Minimum Qualifications Required**

- Bachelor's Degree required in a related discipline
- Two years applicable experience in the meeting/trade show industry including meeting/trade show development/execution
- Working knowledge of Meeting Management Software, Trade Show Specialized Software, and Microsoft Office Suite
- Extensive knowledge working in the meeting industry including meeting/event development/execution, with general service companies (show decorators), trade show requirements, audio-visual equipment and set-ups, staging, graphic design and signage, freight, hall layout, fire code regulations and union/non-union trade show requirements
- Ability to work independently, plan strategically, be a self-starter, meet deadlines, multi-task and manage multi-disciplinary teams

### **Communications Coordinator**

Responsibilities include but are not limited to serving as the coordinator for any public relations or marketing projects for state agencies. The communications coordinator will also serve as the contact person with the graphic designer, web master and related marketing personnel as well as act as the writer/editor for state agency projects as determined between the agency and G&A.

### **Minimum Qualifications Required**

- Bachelor's Degree required in public relations, communications, marketing or a closely related field
- Five years applicable experience in the communication field
- Working knowledge of Graphic Design software and Microsoft Office Suite
- Extensive knowledge working in the public relations/communications/marketing field, and with graphic design, print and web development
- Ability to work independently, plan strategically, be a self-starter, meet deadlines, multi-task and manage multi-disciplinary teams

### **Database Coordinator**

Responsibilities include but are not limited to developing program/event databases, registering participants for programs/events and printing needed reports/materials for said program/event. The Database Coordinator will work as a member of the conference team and will report directly to the Meeting Manager/Trade Show Manager.

### **Minimum Qualifications Required**

- Bachelor's Degree required in a related discipline preferred
- Two years applicable experience working with database management
- Working knowledge of Meeting Planning Specialized Software and Microsoft Office Suite
- Working knowledge of the meeting industry preferred
- Good customer service skills
- Ability to work independently, plan strategically, be a self-starter, meet deadlines, and multi-task

### **Meeting Assistant**

Responsibilities include but are not limited to reporting to and assisting the Meeting Manager/Trade Show Manager, acting as the frontline customer service representative both on the telephone and electronically to participants, exhibitors and speakers, preparing all correspondence and assembling materials needed for programs/events. The Meeting Assistant also acts as the registration desk coordinator at programs/events.

### **Minimum Qualifications Required**

- High school diploma or equivalent
- Working knowledge of Meeting Planning Specialized Software and Microsoft Office Suite
- Working knowledge of the meeting industry preferred
- Good customer service skills
- Ability to work independently, be team oriented, be a self-starter, meet deadlines, and multi-task

### **Registration Assistant**

Responsibilities include but are not limited to reporting to and assisting the Meeting Manager/Trade Show Manager and Meeting Assistant and checking participants in at the registration desk during programs/events.

#### **Minimum Qualifications Required**

- High school diploma or equivalent
- Good customer service skills
- Ability to be a team player and a self-starter

### **Graphic Designer I**

Responsibilities include but are not limited to the design and layout of items classified as major marketing/collateral materials, publications, photographs/stock art, preparation/submission of files for printing, and web-based materials for projects for state agencies. Major projects would include but not be limited to multi-faceted marketing campaigns requiring extensive graphic experience, complex design elements, or a graphic design project requiring a variety of marketing mediums and techniques, etc.

#### **Minimum Qualifications Required**

- Bachelor's Degree required in graphic design or a closely related field
- Five years+ applicable experience in the graphic design industry
- Working knowledge of graphic design software including but not limited to: InDesign, Quark, Illustrator, Adobe Acrobat, Macromedia, Photoshop, etc.
- Working knowledge of web based software standard to the industry
- Experience designing a variety of marketing and educational materials and the ability to develop concept art based on client needs
- Extensive knowledge working with the print industry
- Ability to prepare files for printers, web posting, and other standard formats
- Ability to develop web-based materials including HTML, PDF, XML, etc.
- Project management skills
- Ability to work independently, create appropriate materials based on client needs, be a self-starter, meet deadlines, work as a team member, and multi-task

### **Graphic Designer II**

Responsibilities include but are not limited to the design and layout of very basic marketing/collateral materials, publications, photographs/stock art, and preparation/submission of files for printing for projects for state agencies. Basic projects would include but not be limited to non-complex, single use graphic pieces/projects, etc.

- Bachelor's Degree required in graphic design or a closely related field
- Two years applicable experience in the graphic design industry
- Working knowledge of graphic design software including but not limited to: InDesign, Quark Express, Illustrator, Adobe Acrobat, Photoshop, etc.

- Working knowledge of web based software standard to the industry
- Experience designing a variety of marketing and educational materials and the ability to develop concept art based on client needs
- knowledge working with the print industry
- Ability to prepare files for printers, web posting, and other standard formats
- Project management skills
- Ability to work independently, create appropriate materials based on client needs, be a self-starter, meet deadlines, work as a team member, and multi-task