Key ~
LCC – Local Conference Committee
NAO – NAEPC Administrative Office
NCC – National Conference Committee

ORGANIZATION OF CONFERENCE

Conference Chair -
- Responsible for function of all conference committees
- Attend National Conference Committee meetings (once per month via telephone conference)
  - Report back to Steering Committee post-call

Steering Committee –
- Oversee all committee efforts
- Monitor sponsorship and attendee progress working with NAO

Site/Social Committee –
- Identify 3 potential hotels for conference site using guidelines on page 3, and submit to NAO/NCC for review. Once chosen & approved, NAO will execute contracts
- Identify 6 potential areas/day trips for companion program (4 will be selected), submit to NAO/NCC for review
- Identify 3 potential venues for the Social Event and submit to NAO/NCC for review
- Make 2 recommendations to NAO of local restaurants/clubs for Board Dinner

Program Committee –
- Select and hold the date with speakers for the continuing education portion of the conference, using conference template, and submit to NCC for approval. Submission must include speaker name, contact information, bio, topic and any cost. NAO will execute contracts

Sponsorship Committee –
- Obtain local sponsors & exhibitors for the conference using NCC provided sponsorship packet
**Promotions Committee** –
- Promote the program locally to other professional groups and Estate Planning Councils
- Obtain mail lists of associated organizations in conference locale for hand-off to NAO for mailings and follow-up e-mails

**Site/Social Committee** –

Hotel features to be considered:
- Location of hotel to airport, as well as cost of transportation from airport to hotel
- Proximity to area sites of interest
- Size and location of conference facilities, space for at least 30 exhibitors near general and breakout session space for 500
- Price of hotel rooms and any cost for parking
- Facilities (restaurants, gym, spa, etc.) available in hotel
- Conference registration area near meeting/exhibitor area

Companion Tour information:
- Tour should be within a reasonable driving distance. NAEPC provides transportation to and from tour location and the attendee will cover all costs once there. Out of pocket cost for attendee should be reasonable
- Estimated time once dropped off at tour location should be 3-4 hours
- Location should be of the local “flavor” and have a broad appeal

Social Event information:
- Location should be of local “flavor” and accommodate the estimated number of conference attendees
- Cost per person (including transportation, admission fees, food, bar, etc..) $75-$100
- Location should offer attendees something to see, do or tour (ex. museum, aquarium, etc)

Board Dinner Information
- “Famous” local restaurant
- Approx. 30 attendees in a private room or area
Program Committee –

- Select a combination of nationally recognized speakers and local speakers for continuing education sessions. Use attached templates to help guide the format of the event
- Speakers should be from different disciplines
- Obtain list from NAO of past speakers
- Once tentative list of speakers is determined, along with contact information, complete topic and presentation title, bio and cost, submit this list to NAO for approval by the NCC

Sponsorship Committee –

- Goal - $120,000 + the amount of any speaker fees
- Obtain Sponsorship packet from NAO
- Provide NAO with an Excel file of addresses for mailings
- Solicit sponsors & exhibitors locally using both the Council membership and personal contacts. Make necessary follow-up calls/visits

Promotions Committee –

- Promote the program locally to other professional groups and Estate Planning Councils.
- Make personal visits to local meetings to encourage attendance
  - Visits to those councils within a 2-hour drive are encouraged
  - Continue visiting until appropriate
- Obtain mail lists of associated organizations in conference locale for hand-off to NAO for mailings and follow-up e-mails.
  - Obtain updates to these lists as necessary
- Ask local professional groups/Councils to post the conference on their website or in newsletter
CONFERENCE PROFIT SHARING ARRANGEMENT AND ATTENDANCE GOAL

Profit share (for conferences beginning in 2007) ~

- NAEPC keeps the first $7500 in profit
- The next $7500 is split with NAEPC keeping 70% and local keeping 30%
- The next $25,000 is split 50/50
- Profit over $25,000 is split with local keeping 60% and NAEPC keeping 40%

Attendance ~

Each hosting council will be responsible for bringing 100 education-only attendees to the conference. Any deficit between actual attendance and the goal of 100 would be the financial responsibility of the hosting council and will be figured by multiplying the deficit by the education-only early registration rate.

Local Expenses ~

All expenses incurred by the LCC are the sole responsibility of the LCC and not reimbursable by the NAEPC unless approved in advance. Examples include administrative time, committee meeting expense, food & beverage, etc. The NAEPC recommends that these expenses be monitored and applied to LCC’s share of conference profit if profit exists.

Please call the NAEPC office at (866) 226-2224 with questions.
**TIMELINE**

X – 4 years  NAEPC Conference Committee (NCC) to make recommendations of possible cities to NAEPC Board (BOARD) for approval.

X – 4 years  Board to evaluate alternatives and ratify one of the proposed conference cities.

X – 4 years  NCC/NAO to serve as contact for Local Conference Committee (LCC).

X – 4 years  LCC to establish conference committees.

X – 3 years  LCC establishes planning meeting dates.

X – 3 years  NAO/NCC to develop preliminary budget for conference.

X – 3 years  LCC to recommend, NAO to secure hotel location/conference headquarters.

X – 3 years  NAO to work with NCC and LCC to select conference dates sometime during the months of September, October or November, keeping in mind the weather in the city, other major events going on in the city at the same time that might interfere with traffic, social events, etc., tax deadlines, other major related conferences, religious holidays and hotel availability.

X – 3 years  Site visit to be conducted by NAEPC Administrative Office (NAO).

X – 3 years  NAO updates website with conference information. Updates occur as needed.

X – 2 years  NAO/NCC selects site for social event; secures contract; contract executed by NAO.

X – 2 years  LCC considers spouse/companion excursions and submits ideas to NCC/NAO for final decisions and planning purposes.
<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Task Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X – 2 years</td>
<td>LCC establishes outline of schedule for conference.</td>
</tr>
<tr>
<td>X – 2 years</td>
<td>LCC begins to establish speaker list, with subjects, and extends invitations to speakers.</td>
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<tr>
<td>X – 2 years</td>
<td>LCC begins soliciting sponsors and exhibitors.</td>
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<tr>
<td>X – 1.5 years</td>
<td>NAO prepares program brochure draft, with commitments from top-level sponsors.</td>
</tr>
<tr>
<td>X – 1.5 years</td>
<td>LCC finalizes conference schedule and submits to NAO for NCC approval.</td>
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<tr>
<td>X – 1.5 years</td>
<td>NAO contacts local Convention and Visitors Bureau to obtain basic information about the city.</td>
</tr>
<tr>
<td>X – 1.5 years</td>
<td>LCC receives program brochures from NAO to be distributed at upcoming conference.</td>
</tr>
<tr>
<td>X – 1.5 years</td>
<td>NAO/NCC to finalize budget and share with LCC.</td>
</tr>
<tr>
<td>X – 1 year</td>
<td>LCC members and chairs attend upcoming conference to promote conference and to solicit registrations for their conference, and distribute brochures, magazines, etc. to conference attendees. Formal presentation to be done for the delegates on Council day at conference.</td>
</tr>
<tr>
<td>X – 1 year</td>
<td>LCC establishes mailing list (local Bar Association, Planned Giving Councils, etc.) for mailing information regarding the conference, forward to NAO.</td>
</tr>
<tr>
<td>X – 9 months</td>
<td>NAO to provide vendors (bus, social event sites, caterers, hotel, etc.) with estimated attendance figures for their planning purposes.</td>
</tr>
<tr>
<td>X – 6 months</td>
<td>NAO to communicate with speakers to obtain information such as outlines (NAO to obtain applicable CE credit), travel plans, audiovisual needs.</td>
</tr>
<tr>
<td>X – 6 months</td>
<td>NAO to secure Proclamation from Mayor for printing in conference binder.</td>
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</tbody>
</table>
X – 6 months    NAO to determine preliminary on-site transportation logistics as needed.

X – 1 month     NAO to confirm starting time and locations for each social event with transportation provider.

X – 1 month     NAO to provide off-site suppliers with updated estimates of attendance for social events.

CONFERENCE

X + 3 months    LCC to thank speakers, sponsors, exhibitors, vendors, etc.

X + 3 months    NAO/NCC to do preliminary P&L and provide a copy to LCC.

X + 4 months    NAO to do final close of financials, working closely with LCC.
# CONFERENCE HISTORY

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2004</th>
<th>2003</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference City</td>
<td>Grapevine, TX</td>
<td>Atlanta, GA</td>
<td>Cleveland, OH</td>
<td>Tampa, FL</td>
</tr>
<tr>
<td>Conference Date</td>
<td>September 13-16, 2005</td>
<td>October 27-29, 2004</td>
<td>September 11–13, 2003</td>
<td>November 7 – 9, 2002</td>
</tr>
<tr>
<td>Hotel</td>
<td>Gaylord Texan Resort &amp; Convention Ctr.</td>
<td>Renaissance Waverly Hotel</td>
<td>Marriott Downtown at Key Center</td>
<td>Wyndham Harbour Island Hotel</td>
</tr>
<tr>
<td>Board Dinner Location</td>
<td>Reata, Fort Worth</td>
<td>Roswell Founders Club</td>
<td>Lola Bistro</td>
<td>Bern’s Steakhouse</td>
</tr>
<tr>
<td>Registration Fee</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Conference</td>
<td>$495 / $450 EB</td>
<td>$490 / $475 EB</td>
<td>$475 / $425 EB</td>
<td>$400</td>
</tr>
<tr>
<td>Education Only</td>
<td>$450 / $395 EB</td>
<td>$390 / $375 EB</td>
<td>$375 / $325</td>
<td>$300</td>
</tr>
<tr>
<td>Companion</td>
<td>$225</td>
<td>$200</td>
<td>$150</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>$50 late fee applied for “late” registrations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Attendance</td>
<td>316</td>
<td>358</td>
<td>267</td>
<td>220</td>
</tr>
<tr>
<td>Attendance Breakdown</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Full Conference</td>
<td>107</td>
<td>115</td>
<td>113</td>
<td>72</td>
</tr>
<tr>
<td>Education Only</td>
<td>85</td>
<td>158</td>
<td>67</td>
<td>64</td>
</tr>
<tr>
<td>Companion</td>
<td>9</td>
<td>22</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Other(sponsor, admin., etc.)</td>
<td>115</td>
<td>63</td>
<td>74</td>
<td>67</td>
</tr>
<tr>
<td>Social Event</td>
<td>Train into Fort Worth Stockyards, dinner at Joe T. Garcia’s and dancing lessons at Billy Bob’s Texas</td>
<td>Dinner and a tour of The Carter Presidential Library</td>
<td>Dinner and access to The Rock &amp; Roll Hall of Fame and Museum</td>
<td>Dinner at the Columbia Restaurant in Ybor City, FL</td>
</tr>
<tr>
<td>Companion Tours</td>
<td>Cooking lesson in hotel Fort Worth Museums Historic Grapevine, TX Dallas West End</td>
<td>Atlanta History Center World of Coke/CNN Marietta Square Vinings Jubilee</td>
<td>Tour Chagrin, OH ($35 add’l) Nautica Queen Cruise University Circle Tour Amish Country</td>
<td>Dali Museum of Fine Arts w/ lunch at Renaissance Vinoy Resort ($50 add’l) FIRST YEAR</td>
</tr>
<tr>
<td>Speakers</td>
<td>Contact NAEPC</td>
<td>Contact NAEPC</td>
<td>Contact NAEPC</td>
<td>Contact NAEPC</td>
</tr>
</tbody>
</table>