



LITERACY RESEARCH ASSOCIATION
(FORMERLY THE NATIONAL READING CONFERENCE)

REQUEST FOR PROPOSALS

2012 ANNUAL MEETING

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General Contact Information

Association Name: Literacy Research Association
(formerly the National Reading Conference)

Meeting Name: 2012 Annual Meeting

Contact Name: Christopher M. Roper
LRA/NRC Executive Director

E-mail Address: c.roper@nrconline.org

Telephone: 414-908-4924 ext. 107

Fax: 414-768-8001

Mailing Address: LRA/NRC Headquarters
7044 South 13th Street
Oak Creek, WI 53154

Web Site: www.nrconline.org

Association Profile

The Literacy Research Association (formerly the National Reading Conference), a non-for-profit professional organization, is comprised of individuals who share an interest in advancing literacy theory, research, and practice. We are a community that engages in research and dialogue pertaining to literacy and related topics. We support the professional development of emerging and established scholars. We advocate research-informed improvements in education. We seek high-quality research and discussions of important theoretical or methodological issues

Mission Statement

WHO WE ARE

- We are a community that engages in literacy research and dialogue around literacy and related topics.

PURPOSE

- We support the professional development of emerging and established scholars.
- We advocate research-informed improvements in education.

VALUES

- We remain affordable and financially responsible as an organization.
- We view diversity in our membership and in our inquiry as essential to our vitality.
- We work together as “critical friends,” engaging in respectful challenge to encourage and improve our thinking and our work.
- In all that we do we value one another personally and professionally.

Membership Statistics

The table below represents the number of members (as of 1/31/2010) in each of the nine US census regions plus Canada and International.

	New England (CT, MA, ME, NH, RI, VT)	Mid Atlantic (NJ, NY, PA)	East North Central (IL, IN, MI, OH, WI)	West North Central (IA, KS, MN, MO, ND, NE, SD)	South Atlantic (DC, DC, FL, GA, MD, NC, SC, VA, WV)	East South Central (AL, KY, MS, TN)	West South Central (AR, LA, OK, TX)	Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	Pacific (AK, CA, HI, OR, WA)	Canada	Intl
# of Members	72	195	308	67	269	83	136	87	96	34	23
% of Membership	5.2%	14.2%	22.4%	4.8%	19.6%	6.0%	9.9%	6.3%	7.0%	2.4%	1.6%

Annual Meeting Attendee Profile

The National Reading Conference is a professional organization for individuals who share an interest in research and the dissemination of information about literacy and literacy instruction. The Annual Meeting program consists of keynote addresses by distinguished speakers, symposia, paper sessions, research reviews of current trends and issues, and alternative format sessions.

The table below represents the percentage of attendees from each of the nine US census regions plus Canada and International for the past four years. Over 90% of attendees originate from the United States.

	New England (CT, MA, ME, NH< RI, VT)	Mid Atlantic (NJ, NY, PA)	East North Central (IL, IN, MI, OH, WI)	West North Central (IA, KS, MN, MO, ND, NE, SD)	South Atlantic (DC, DC, FL, GA, MD, NC, SC, VA, WV)	East South Central (AL, KY, MS, TN)	West South Central (AR, LA, OK, TX)	Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	Pacific (AK, CA, HI, OR, WA)	Canada	Intl
Attendees – 2009 (NM)	4%	12%	20%	6%	20%	7%	11%	8%	7%	3%	2%
Attendees – 2008 (FL)	6%	13%	20%	5%	26%	7%	8%	6%	6%	2%	1%
Attendees – 2007 (TX)	5%	10%	16%	6%	23%	6%	17%	6%	7%	2%	2%
Attendees – 2006 (CA)	5%	11%	19%	4%	18%	5%	10%	9%	13%	3%	2%

The Association's members normally (see table below for specific attendance numbers) make up about 50% of meeting attendees. In any given year anywhere from 40-60% of the Association's total membership attends the Annual Meeting. Each year approximately 20-30% are first time attendees.

	Member	Student	Non-Member	Total
2009 (NM)	667	302	209	1,178
2008 (FL)	619	343	278	1,240
2007 (TX)	651	367	337	1,355
2006 (CA)	566	301	272	1,139
2005 (FL)	575	297	209	1,081
2004 (TX)	561	273	256	1,090

Although a spouse or guest might accompany an attendee to the Annual Meeting, there is no formal spouse/guest program arranged by the Association.

80-90% of attendees arrive by air, with 10-20% arriving by car (the variance is based on the location of the meeting within the geographic region). Hotel arrivals will take place in two "waves," the first will be Tuesday (11/27/2012) afternoon into late evening and the second will be Wednesday (11/28/2012) afternoon into late evening.

The majority of attendees will request a non-smoking guest room. Rooms are paid for by the individual and mostly by credit card. Approximately 30-40% of attendees share a room and therefore request rooms with two beds (preferably queen/queen). Some attendees will triple and quad in one guest room and again will request two beds. Those attendees not sharing a room will request a king bed. Reservations are made by individual call-in or via hotel's web site.

Current Registration Rates

Membership Type	Advanced Registration	Regular Registration	On-Site Registration	Daily Registration
Member	\$195.00	\$230.00	\$275.00	\$150.00/day
Non-member	\$230.00	\$260.00	\$300.00	\$175.00/day
Emeritus	\$95.00	\$95.00	\$125.00	\$75.00/day
Student	\$95.00	\$95.00	\$125.00	\$75.00/day

Annual Meeting History

The table below lists the location details of the Associations' Annual Meetings from 1998-2011.

Meeting #	Year	Venue	City	State
61	2011	Hyatt Hotel	Jacksonville	FL
60	2010	Omni Hotel	Fort Worth	TX
59	2009	Albuquerque Convention Center	Albuquerque	NM
58	2008	Wyndham Orlando Resort	Orlando	FL
57	2007	Hyatt Regency Hotel on Town Lake	Austin	TX
56	2006	Millennium Biltmore Hotel	Los Angeles	CA
55	2005	Hotel Intercontinental	Miami	FL
54	2004	Crowne Plaza Resort	San Antonio	TX
53	2003	DoubleTree Paradise Valley Resort	Scottsdale	AZ
52	2002	Hotel Intercontinental	Miami	FL
51	2001	Adams Mark Hotel	San Antonio	TX
50	2000	DoubleTree Paradise Valley Resort	Scottsdale	AZ
49	1999	Wyndham Palace Resort and Spa	Orlando	FL
48	1998	Hyatt Regency Hotel on Town Lake	Austin	TX
47	1997	DoubleTree Paradise Valley Resort	Scottsdale	AZ
46	1996	Omni Hotel at Charleston Place	Charleston	SC
45	1995	Fairmont Hotel	New Orleans	LA
44	1994	Hotel del Coronado	San Diego	CA
43	1993	Omni Hotel at Charleston Place	Charleston	SC
42	1992	Hyatt Regency Hotel	San Antonio	TX
41	1991	Wyndham Resort and Spa	Palm Springs	CA
40	1990	Doral Ocean Beach Resort	Miami Beach	FL
39	1989	Hyatt Regency Hotel on Town Lake	Austin	TX
38	1988	Sheraton Hotel - El Conquistador	Tucson	AZ

The table below details the room pick-up and rates for the Association's room blocks from 2002-2009 as well as the contracted room blocks and rates for 2010 and 2011.

	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	Total	Rate	Room Revenue
2011 (Jacksonville)	0	10	40	325	475	475	300	70	0	1695	\$119.00	\$201,705.00
2010 (Fort Worth)	0	0	25	350	465	485	350	75	0	1750	\$155.00	\$271,250.00
2009 (Albuquerque)	0	4	35	368	510	521	398	117	0	1953	\$139.00	\$271,467.00
2008 (Orlando)	3	6	30	356	469	492	359	83	7	1805	\$139.00	\$250,895.00
2007 (Austin)	0	3	82	376	489	497	348	76	2	1873	\$139.00	\$260,347.00
2006 (Los Angeles)	0	3	22	320	436	456	339	70	0	1646	\$149.00	\$245,254.00
2005 (Miami)	1	4	22	279	387	394	293	78	0	1458	\$145.00	\$211,410.00
2004 (San Antonio)	0	5	22	268	374	383	330	137	0	1519	\$120.00	\$182,280.00
2003 (Scottsdale)	0	3	24	253	353	374	317	154	9	1487	\$139.00	\$206,693.00
2002 (Miami)	0	6	38	283	388	406	340	160	10	1631	\$165.00	\$269,115.00

The table below represents the total amount of food and beverage expenses directly incurred by the Association from 2005-2009.

	Total F&B to Venue
2009 (NM)	\$27,609.00
2008 (FL)	\$29,405.00
2007 (TX)	\$23,639.00
2006 (CA)	\$24,816.00
2005 (FL)	\$23,721.00

The expense numbers provided above include the following F&B functions:

- 1 Buffet Breakfast for 30
- 1 Buffet Breakfast for 35
- 1 Buffet Breakfast for 90
- 1 Buffet Lunch for 30
- 1 Buffet Lunch for 300
- 1 Buffet Lunch for 30
- Light Reception for 800
- 3 Cash Bars

The table below represents the total amount of audio/visual expenses directly incurred by the Association from 2005-2009.

	Total A/V to Venue
2009 (NM)	\$35,033.00
2008 (FL)	\$23,656.00
2007 (TX)	\$18,082.00
2006 (CA)	\$16,229.00
2005 (FL)	\$25,550.00

The expense numbers provided above include the following A/V needs:

- 18 LCD Projectors and Screens (Breakout Rooms)
- 2 LCD Projectors and Screens (General Session Room)
- Digital Recording Camera (General Session Room)
- Wireless and Wired Mics (General Session Room)
- 5 Computers (Cyber Café)
- 1 Printer (Cyber Café)
- 2 Telephone Lines
- 2 Wired Internet Connections (Registration and Cyber Café)

2012 Annual Meeting Specifications

The Association prefers convention hotels large enough to accommodate total peak-night in order to avoid using multiple properties. In 2009, the Association utilized a convention center and two connected hotels and will continue to evaluate the opportunities of this scenario as they are presented. Downtown or resort properties are desired. Airport properties are avoided. LRA is primarily a networking association; the Association seeks properties with plenty of mingling space and meeting rooms confined to one area or floor. A good flow between guest rooms, meeting rooms, and the lobby are preferred.

Airlift

The Association also seeks cities with plentiful, reliable, and inexpensive airlift from most parts of the United States.

Meeting Dates

The dates of the 2012 Annual Meeting are Tuesday, November 27 to Saturday, December 1, 2012. These dates are NOT flexible.

Potential Sites

Potential cities for the 2012 Annual Meeting include: Los Angeles, Palm Springs, Phoenix, San Diego, San Francisco, Scottsdale, and Tucson

Estimated Room Block

The table below details the anticipated contracted room block for the 2012 Annual Meeting

SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	Total
0	0	25	350	450	475	300	50	0	1650

Site Specific Critical Needs

1. 18 concurrent session rooms – rooms set theater style ranging from 50-200 people per room
2. General session room – theater seating for 900+
3. Open area for registration, 2-4 table-top exhibits, 8-10 silent auction tables
4. Reception area
5. Headquarters storeroom near registration
6. Internet accessibility in meeting space

Contract Criteria (in order of importance)

1. Non-commissionable guest room rate between \$100.00 - \$170.00 per room per night (single/double)
2. Complimentary guest room internet access for all attendees
3. Complimentary presidential suite—for Association President
4. Complimentary suite—for Association Conference Chair
5. Complimentary rooms for (5) Association headquarters staff
6. Complimentary room policy—1 per 40 room nights
7. Discounted/Group rate offered for Executive Committee Site Visit and Meeting – February 22-24, 2012 (10 rms)
8. Boardroom (10 people) with complimentary internet access for Executive Board Site Visit and Meeting (see #7 for dates)
9. Food and Beverage guarantee of no more than \$30,000
10. Block all meeting rooms from 7:00am to 7:00pm (except for Saturday 7:00am to 1:00pm)
11. 24-hour access to headquarters storeroom

2012 Annual Meeting Space Requirements

Day	Start Time	End Time	Event Name	Notes
Monday	7:00 AM	11:59 PM	NRC Office (Set-Up)	Storage
Monday	7:00 AM	11:59 PM	NRC Registration (Set-Up)	Pre-function space or built in registration area
Monday	7:00 AM	11:59 PM	Cyber Café (Set-Up)	Meeting room for 5-6 computers and a printer (rented)
Tuesday	7:00 AM	11:59 PM	NRC Office (Set-Up)	Storage
Tuesday	7:00 AM	11:59 PM	NRC Registration (Set-Up)	Pre-function space or built in registration area
Tuesday	7:00 AM	11:59 PM	Cyber Café (Set Up)	Meeting room for 5-6 computers and a printer (rented)
Tuesday	7:00 AM	11:59 PM	Auction Book Display (Set-Up)	10-14 Skirted tables for auction books (pre-function space)
Tuesday	7:00 AM	11:59 PM	Exhibits (Set-Up)	3-4 Tabletops (pre-function space)
Tuesday	7:00 AM	7:00 PM	S.T.A.R. Mentoring	Rounds for 30
Tuesday	8:00 AM	12:00 PM	Executive Committee Meeting	Boardroom for 10 (breakfast)
Tuesday	12:00 PM	1:00 PM	Board of Directors Lunch	Boardroom for 30
Tuesday	2:00 PM	5:00 PM	Board of Directors Meeting	Boardroom for 30 (afternoon snack)
Tuesday	5:00 PM	9:00 PM	Board of Directors Reception	Presidential Suite (reception for 25-30)
Wednesday	7:00 AM	11:59 PM	NRC Office	Storage
Wednesday	7:00 AM	11:59 PM	NRC Registration	Pre-function space or built in registration area
Wednesday	7:00 AM	11:59 PM	Cyber Café	Meeting room for 5-6 computers and a printer (rented)
Wednesday	7:00 AM	11:59 PM	Auction Book Display	10-14 Skirted tables for auction books (pre-function space)
Wednesday	7:00 AM	11:59 PM	Exhibits	3-4 Tabletops (pre-function space)
Wednesday	7:25 AM	8:25 AM	Study Groups/Committee Meetings	18 Breakout rooms (theatre for 50-100 per room)
Wednesday	8:30 AM	10:00 AM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Wednesday	10:15 AM	11:45 AM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Wednesday	12:00 PM	1:00 PM	Newcomers Luncheon	Buffet lunch for 250-300
Wednesday	1:15 PM	2:45 PM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Wednesday	3:00 PM	4:30 PM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Wednesday	4:45 PM	6:00 PM	Awards/Presidential Address	General Session (theatre for 900+)
Wednesday	6:00 PM	7:30 PM	President's Reception	Light Hors d'oeuvres for 600-800/Cash Bar
Thursday	7:00 AM	11:59 PM	NRC Office	Storage

Thursday	7:00 AM	11:59 PM	NRC Registration	Pre-function space or built in registration area
Thursday	7:00 AM	11:59 PM	Cyber Café	Meeting room for 5-6 computers and a printer (rented)
Thursday	7:00 AM	11:59 PM	Auction Book Display	10-14 Skirted tables for auction books (pre-function space)
Thursday	7:00 AM	11:59 PM	Exhibits	3-4 Tabletops (pre-function space)
Thursday	7:25 AM	8:25 AM	Study Groups/Committee Meetings	18 Breakout rooms (theatre for 50-100 per room)
Thursday	7:25 AM	8:25 AM	Yearbook Editorial Board Breakfast	Buffet breakfast for 30
Thursday	8:30 AM	10:00 AM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Thursday	10:15 AM	11:45 AM	Award/Oscar Causey Address	General Session (theatre for 900+)
Thursday	1:15 PM	2:45 PM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Thursday	3:00 PM	4:30 PM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Thursday	4:45 PM	6:00 PM	Award/Plenary Session One	General Session (theatre for 900+)
Thursday	6:15 PM	7:15 PM	Town Hall Meeting	Meeting room (theatre in the round for 150-200)/Cash Bar
Friday	7:00 AM	11:59 PM	NRC Office	Storage
Friday	7:00 AM	11:59 PM	NRC Registration	Pre-function space or built in registration area
Friday	7:00 AM	11:59 PM	Cyber Café	Meeting room for 5-6 computers and a printer (rented)
Friday	7:00 AM	11:59 PM	Auction Book Display	10-14 Skirted tables for auction books (pre-function space)
Friday	7:00 AM	11:59 PM	Exhibits	3-4 Tabletops (pre-function space)
Friday	7:25 AM	8:25 AM	Study Groups/Committee Meetings	18 Breakout rooms (theatre for 50-100 per room)
Friday	7:25 AM	8:25 AM	JLR Editorial Board Breakfast	Buffet breakfast for 75-90
Friday	8:30 AM	10:00 AM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Friday	10:15 AM	11:45 AM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Friday	1:15 PM	2:45 PM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Friday	3:00 PM	4:30 PM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Friday	4:45 PM	6:00 PM	Award/Plenary Session Two	General Session (theatre for 900+)
Friday	6:15 PM	7:15 PM	Annual Business Meeting	Meeting room (theatre for 150-200)/Cash Bar
Saturday	7:00 AM	11:59 PM	NRC Office	Storage
Saturday	7:00 AM	11:59 PM	NRC Registration	Pre-function space or built in registration area
Saturday	7:00 AM	11:59 PM	Cyber Café	Meeting room for 5-6 computers and a printer (rented)
Saturday	7:00 AM	11:59 PM	Auction Book Display	10-14 Skirted tables for auction books (pre-function space)
Saturday	7:00 AM	11:59 PM	Exhibits	3-4 Tabletops (pre-function space)
Saturday	7:25 AM	8:25 AM	Study Groups/Committee Meetings	18 Breakout rooms (theatre for 50-100 per room)
Saturday	7:25 AM	8:25 AM	Area Chairs Breakfast	Buffet breakfast for 35

Saturday	8:30 AM	10:00 AM	Breakout Sessions	18 Breakout rooms (theatre for 50-100 per room)
Saturday	10:15 AM	11:45 AM	Award/Integrative Research Review	General Session (theatre for 900+)
Saturday	12:00 PM	5:00 PM	Post Conference	General Session Space (does not happen every year)
Saturday	12:00 PM	2:00 PM	Executive Committee Meeting	Boardroom for 10 (lunch)
Saturday	2:00 PM	6:00 PM	Board of Directors Meeting	Boardroom for 30 (afternoon snack)

Site Selection Timeline

2/1/2010 - 4/1/2010

Executive Director gathers proposals from potential cities/hotels

3/1/2010 - 5/1/2010

Executive Director to conduct preliminary site visits of destinations that have not previously hosted our Annual Meeting

5/1/2010 - 5/31/2010

Executive Director to compile spreadsheet of potential options (noting pros and cons of each)

6/1/2010 - 6/7/2010

Executive Director to review spreadsheet with President Elect and Vice President (Association's Headquarters Office)

6/15/2010

Top 3-4 sites (cities and/or hotels) chosen by this date and notification of such sent to all proposal submitters via e-mail

7/1/2010 - 8/31/2010

Executive Director, Vice President, and Vice President Elect conduct formal site visits of top 3-4 sites

9/1/2010 - 9/30/2010

Conference calls to determine final site

10/1/2010 - 10/3/2010

Final site announced at Executive Committee meeting and President (David Reinking, Ph.D.) signs contract (Association's Headquarters Office)