

ALA Executive Board  
2012 ALA Midwinter Meeting

TOPIC: 2020, 2023, 2026 Annual Conference Site

ACTION REQUESTED: Approval

DRAFT MOTION: *The ALA Executive Board approves Chicago as the site for the 2020 Annual Conference, June 22-July 2, subject to the completion of all necessary contracts.*

*The Board also approves Chicago as the site for the 2023 Annual Conference, June 19 - 29, and the 2026 Annual Conference, June 22-July 2, subject to completion of all necessary contracts.*

REQUESTED BY: Mary W. Ghikas, Senior Associate Executive Director, ALA  
Paul Graller, Vice-President, Hall-Erickson & Manager of ALA Conference Services

DATE: 23 January 2012

BACKGROUND:

The ALA Executive Board approves sites for the ALA Midwinter Meeting and ALA Annual Conference, on recommendation of ALA Management. Prior to action by the ALA Executive Board, ALA Management reviews recommended sites with the ALA Conference Committee and the Board of the Exhibits Round Table. Sites are approved subject to completion of all necessary contracts.

Consistent with past practice, this site recommendation has been reviewed and supported by the ALA Conference Committee (standing) and by the Board of the Exhibits Round Table.

## 2020 Site Review

The search for an appropriate site for the 2020 Annual Conference began over 2 years ago. After investigating a number of cities including Toronto, Boston and Atlanta, staff recommends Chicago. The proposal from the city meets ALA's facility needs with a wide range of hotels and use of the entire West Building of McCormick Place. Chicago is historically a record setting site for ALA in both the number of attendees and exhibiting organizations.

### Factors:

1. The Convention Center offers adequate space and rates for ALA activities. The exhibit space exceeds our needs and the meeting space includes 66 meetings rooms and 1 large, divisible ballroom.
2. The hotel package exceeds ALA's needs on peak night and offers a range of brands and rates. The hotels also have the necessary space for overflow meeting space. The proposal includes 30,080 rooms for ALA to select from to build our block. In 2009, ALA used 25 hotels and picked up 7,269 rooms on peak night.
3. Past Attendance has always set records in Chicago. At the most recent Annual Conference in 2009, attendance was 21,794, second highest in recent history.
4. The city has an established shuttle rebate program which will cover 25% of ALA shuttle costs.
5. Chicago is easily accessible by multiple modes of transportation. In addition to air and train, historically, library systems have also bused attendees from many surrounding states.
6. The Chicago Convention Bureau has also developed a proposal for the 2023 and 2026 Annual Conference. Both the convention center and hotels have offered additional incentives for this three show package including a 30% discount on center rent, and a reduction in rent at McCormick Place for years which are already booked, 2013 and 2017.

Staff recommend that Chicago be selected for 2020, 2023 and 2026 based on the following:

1. ALA needs to place strong cities in the rotations more often to maintain strong support from attendees and exhibitors. This will ensure the Annual Conference's financial strength.
2. With new management, McCormick Place is eager to complete multi-year agreements and is offering good discounts.