

The Convention Oversight Committee typically meets on every other Tuesday at 9pm Eastern time. COC Chair BetteRose Ryan resigned because of changes in personal time commitments but remains a consultant to the committee. COC Vice-Chair Daniel Hayes was appointed as the new Chair of the Committee. Drew Layda of Oregon was appointed as the replacement for this open non-Inc member of the COC on 11/15/17.

Package Price Reductions

The COC opted to make drastic reductions in the prices of tickets after complaints that the Super Early Bird prices were as much as 2016 tickets were at the door. In order to help increase “sales” all packages were reduced for all purchase periods. SEB 2018 Gold packages were originally priced at \$525 and were reduced to \$399. Pricing for 2018 Gold packages were set at \$499 at the door. Other package prices had slightly less commensurate price reductions with the intent of encouraging people to participate in more events. The COC believed that this reduced pricing would result in greater overall package sales and bring down the relative cost per person with this greater participation.

Package “Sales” and Other Revenue

Staff helped provide the following comparisons for previous year’s package sales and revenues..

The earliest archived data tracking package sales goes back 12 weeks in general for each year. Final sales are also included for 2014 and 2016. Both these numbers are being compared to sales 7 months out for 2018..

	Gold	Silver	Bronze	Basic	Total
12 Weeks Before 2012	2	0	0	0	2
12 Weeks Before 2014	16	7	5	5	33
12 Weeks Before 2016	104	35	13	39	191
Total Sold for 2014	117	108	81	128	434
Total Sold for 2016	177	110	38	177	906
7 months before 2018	98	15	30	120	263

*Note some years had other package levels. 2016 had 404 “Attendee Only” packages sold.

Sales and revenue are extremely far ahead of 2016.

<u>Appeal</u>	<u>#</u>	<u>2018 as of 12/6/17</u>	<u>Appeal</u>	<u>#</u>	<u>2016 as of 12/6/15</u>
HQ-18Basic	114	\$14,341.00	HQ-16Attendee	4	\$380.00
HQ-18Bronze	31	\$6,849.00	HQ-16Basic	4	\$551.00
HQ-18Silver	15	\$4,785.00	HQ-16Bronze	1	\$259.00
HQ-18Gold	108	\$45,780.00	HQ-16Silver	2	\$698.00
HQ-18Welcome	5	\$4,601.00	HQ-16Gold	25	\$10,773.00
HQ-18ConvTheme		\$15,489.95	HQ-16Theme	54	\$1,335.00
HQ-18Gala		\$2,527.00			
HQ-18RoomRental		\$875.00			
HQ-18Booths		\$2,700.00			
HQ-18Sponsorships		\$2,500.00			
HQ-18Other		\$1,132.00			
Totals:	273	\$101,579.95	Totals:	90	\$13,996.00

In terms of other prior years records show nothing else this early for 2014, 2012, 2010, 2008, 2006. 2004 had \$897 in Dec.

In terms of overall we are rapidly approaching where we were TOTAL in 2014:

<u>2014 Paid Convention Packages By Type</u>				
<u>Package</u>	<u>Total \$</u>	<u>Total #</u>	<u>Pre-Conv</u>	<u>On-Site</u>
Gold	\$ 46,775.00	117	112	5
Silver	\$ 35,695.00	108	103	5
Bronze	\$ 12,810.00	81	74	7
Basic	\$ 6,400.00	128	91	37
Total Packages:	\$101,680.00	434	380	54
Banq Tickets	\$ 6,990.00	52	38	14
Breakouts	\$ 290.00	4	1	3
Other Meals	\$ 1,230.00	22	8	14
Other	\$ 3,815.00	54	42	12
Speakers	\$ 615.00	19	8	11
Total Other:	\$ 12,940.00			
Banq Fundraising	\$ 23,029.00	63	0	63
Total	\$137,649.00			

2010 Paid Convention Packages By Type

Package	Total \$	Total #	\$ 14v10
Gold	\$ 58,707.00	170	\$ (11,932.00)
Silver	\$ 21,788.00	78	\$ 13,907.00
Bronze	\$ 27,351.00	243	\$ (14,541.00)
Basic	\$ -	0	\$ 6,400.00
Total Packages:	\$ 107,846.00	491	\$ (6,166.00)

Total Other:	\$ 2,816.06	\$ 10,123.94
Banq Fundraising	\$ 61,750.00	\$ (38,721.00)
Total	\$ 172,412.06	\$ (34,763.06)

Speakers

The keynote for the convention is Amaryllis Fox. Ms. Fox is a former CIA operative turned peace activist that will be speaking on Anti-War, non interventionism. Ms. Fox is also an entrepreneur, a TV personality, and a mom.

Dr. Howard Wetsman, entrepreneur, Psychiatrist specializing in addiction and New Orleans resident will be speaking during the breakfast on July 1st. His topic will be "Why Won't Americans Let Libertarians Govern?"

Jim Cantrell, entrepreneur, and founder of Space X, current CEO of Vector Space Systems will be speaking at the lunch on Sunday, July 1st, 2018 on "Technology Vs Tyranny". How technology can help regain Liberty, especially related to space exploration.

Joel Trammel, entrepreneur, CEO, and veteran will be speaking at the lunch on Monday, July 2nd, 2018 on "The American Presidency: It's Role As CEO of the Country."

There are a growing number of breakouts.

Meeting/Hospitality Room Rental

As of December 1, 2017 the COC has rented room space to the Libertarian Party Radical Caucus, the Libertarian Party Pragmatic Caucus, and the Women Electing Liberty PAC for a total of \$875.00. There are several other organizations that have expressed interest in rooms

rentals but have not yet signed contracts or made payment, OAI, LPTX, Outright Libertarians and the Feldman Foundation.

In addition the COC is donating a room to the National Organization of Libertarian Women for their proposed Day Camp for Kids which will provide daycare services for children while their parents are involved in convention activities.

Rooms have also been set aside at no charge for Regional Caucuses and the LSLA State Chair's meeting on 7/1/2018.

Table/Exhibitor Assignments

There are a total of 31 6ft vendor tables in the Celestin Ballroom. 4 have been assigned to staff for registration and credentialing. Tables have respective costs of \$300/\$500 depending on location for early bird pricing through February. After that the cost of a vendor tables increase respectively to \$400/\$600.

The following vendors have made donations to the Party for table space at convention: Approval Voting USA, LP Mises Caucus, Muslims for Liberty, LP Radical Caucus, Ending Addiction/ Dr Howard Wetsman, LP ASC/IT Committee, Roads to Freedom Foundation, LP Pragmatic Caucus, SFP, LP Historic Preservation Committee.

The following vendor tables were given in exchange for speaking at convention: Joel Trammel/Libertarian Service Members Association, The Heartland Institute(pending)

There are 15 tables still available as of the writing of this report. The table map can be seen at: <https://drive.google.com/open?id=1bkmg9sXudqtNJf2D9TZOBR1JitNLOfN5>

Sponsorships

There are numerous sponsorship opportunities available to help support the convention and promote a person or brand. As of now, only one sponsorship has been picked up. Lauren Daugherty plans to begin a more actively promotion campaign for these starting around the beginning of February.

Presidential Package - \$10,000

It doesn't get better than this! Reserve the Convention Presidential Suite!

This fabulous package includes a stay in the Hyatt's Presidential Suite from June 28 – July 4, two [Gold Registration Packages](#), plus one [Gala Table Package](#) (seats 8).

Please note: Only one of these available!

Name Badge Package - \$5,000

Want your name/logo to be seen by every attendee (and then some) of the 2018 Libertarian National Convention? Sponsor the Convention Name Badges for just \$5,000 and your

name/logo will be featured on the back of all registered attendee name badges*, where they will be not only seen, but worn by all our guests, all day long, for up to four full days! Also, many delegates keep their badges for years after the convention, as special keepsakes of the event. *Exceptions may apply for LNC officers, staff, security, volunteers, media and other specialty Name Badges as deemed necessary by the Convention Committee.

Please note: Only one of these available!

Branded Tote Bag Package - \$5,000

Put your logo where it simply can't be missed with this one of a kind exclusive offer! The convention bags are one of the most visible elements at the convention. Each attendee who purchases a registration package will receive one. **Don't miss this outstanding branding opportunity!** Your logo will be seen all day, every day of the convention. Sponsor the convention bag for \$5,000 and your logo will be printed on one side of the bag.

Please note: Only one package available!

The 2018 Convention Logo will be printed on the other side of the bag. Bag style/size is subject to change each convention cycle, images above are for reference only and may or may not depict the 2018 bag. More details will be released as they become available.

Convention Book Sponsorship

Back Cover Package - \$5,000

Want your message remembered? Then don't hesitate to jump on this package! The Convention Book is one of the most coveted items we produce and your name/logo/message will be the only one featured on the back cover. Be seen by every attendee of the 2018 Libertarian National Convention, sponsor the Convention Book Back Cover for just \$5,000.

Please note: Only one package available!

Inside Front Cover Package - \$2,000 - SPONSORED

Sponsor the inside front cover of Convention Book for just \$2,000 and your name/logo and message will be the only one featured in this prime location.

Please note: ~~Only one package available!~~—It aint dere no mo'! Special thanks to David Demarest, the founder of The Road to Freedom Foundation for becoming the first major sponsor of the convention.

Inside Back Cover Package - \$2,000

With just as much visibility as the inside front cover, the inside back cover of our Convention Book is also available for just \$2,000. Don't miss this prime spot to share your message, it's sure to go fast! Click on the images for more details.

Please note: Only one package available!

Half Page Package - \$500

Sponsor the 2018 Libertarian National Convention by purchasing a half page of space to share your message in our Convention Book! The deadline to submit art for placement is June 1,

2018. Order and reserve your space today, then submit your art files by the deadline to insure placement. First come, first serve on reserving the best interior page placement.

Quarter Page Package - \$250

Sponsor the 2018 Libertarian National Convention by purchasing a quarter page of space in our Convention Book! The deadline to submit art for placement is June 1, 2018. Order and reserve your space today, then submit your art files by the deadline to insure placement. First come, first serve on reserving the best interior page placement.

Welcoming Committee Package - \$1,000

Want to help the Libertarian Party host the 2018 Libertarian National Convention? Join the Welcoming Committee with a donation of \$1,000 or more and receive a Gold Registration Package plus your name/logo listed on signage, in the Convention Book, and on the convention website in recognition of your sponsorship.

Please note: Limited number of packages available for this sponsorship. Join the Welcoming Committee today!

Gala Table Package - \$1,000

Sponsor a table at the Convention Gala, and help celebrate the success and growth of the Libertarian Party at this special event. Sponsored table packages include 8 Gala tickets per table (each table seats 8 people), and your name/logo displayed on the table for all to see.

Please note: Limited number of packages available for this sponsorship. Reserve your Gala Table today!

Hyatt Hotel Room Block Pick Up

Room pick ups from the contracted block with the Hyatt have been robust. There seems to be significant increased room pick up over historic trends for nights leading up to and after the convention.

An addendum was requested with the LNC Chairman's approval on the contract with the Hyatt. The Hyatt has not yet produced it though they seem to be adding room nights as needed to the Room Block. The original block was 1018 total room nights with the submitted addendum request bringing total room nights to 1452 contract room nights. As of the last pick up report submitted by the Hyatt on Saturday, December 2nd, 2017 the current room night pick up is 744. This comes to 73.1% of the original room block and 51.2% of the as yet unsigned addendum. The Party has a contracted 80% attrition rate. Based on the rate of bookings it may be necessary to increase the room block again.

	Jun 26	Jun 27	Jun 28	Jun 29	Jun 30	July 1	July 2	July 3	July 4	July 5	July 6
Original Block	0	0	13	65	270	310	310	50	0	0	0
Current Block	9	9	36	121	274	314	314	111	40	12	3
Pick up	1	7	36	122	140	140	138	112	41	5	2
Available	8	2	0	-1	134	174	176	-1	-1	7	1
Addendum Block	3	9	65	190	310	310	310	190	50	12	3

A historic breakdown of recent conventions can be found here in this link to a chart created for the COC by Helms-Briscoe rep, Sandy Graves.

https://drive.google.com/open?id=1Kq1zUQFm89euQvJVFQjAKnv0_1W6rWku

The Party earns a \$5.00 rebate to its master account per revenue generating room night.

The Party earns 1 complimentary unit for every 45 revenue producing guest rooms.

2020 Convention Site Selection

The selection of the of the venue for the 2020 Libertarian National and Presidential Nominating Convention has been narrowed to 3 hotels. They are the Atlanta Marriott Marquis, the Austin JW Marriott, and the Glendale Renaissance Arts. Brian Bloom, Whitney Gafford, and Sarah Habinger the respective representatives of each hotel will be on site Sunday, December 10th, during the LNC meeting to present their respective hotel.. LNC Members should check their emails for info on each hotel. The Austin and Glendale hotels have public and private LNC portions. Atlanta submitted an entirely public proposal. All hotel bids are for the Memorial day weekend 2020.

2020 Finalist Comparison

Bid ID #	GA-148	TX-134	AZ-88
City/ST	Atlanta, GA	Austin, TX	Glendale AZ
Name of Venue	Atlanta Marriott Marquis	JW Marriott Austin	Renaissance Glendale Hotel
# Guest Rooms	1663	1012	320
Sleeping Room Rate w-Resort Fee	\$115.00	\$139.00	\$129.00
Overflow Partners (if < 400)	n/a	n/a	Hampton, Residence & Springhill at \$129 rate (up to 1 mile away)
Tax	Tax 16.6%	Tax 15.6%	15.1% Tax
TI Room Block & Attrition:	1400 / 75%	1600 / 75%	1395 / 85% + overflow avail
Comp Nights (Est Value)	1/40 (\$4,025)	1/40 (\$5,560)	1/50 (\$3,573)
Rebate to Master (Est Value)	2% Per Room Night (\$3,220)	\$5 Per Room Night (\$8,000)	2% Per Room Night plus F&B plus \$10k fr Glendale (\$14,870)
Number of Suites	94	30	46
Comp Suites or at Group Rate?	2 Presidential comp - 2 Pres at group - 8 other suites at group	1 Presidential comp - 1 Pres at group rate - 1 Hospitality Suite at group - 12 Executive Suites at group	15 Corner King Suites at group rate
Group Parking Rate?	\$24 reduced from \$45 (15 Comp Spaces)	\$15 reduced from \$30 (8 Comp)	Free
Comp Meeting Space w-F&B Min?	YES	YES	YES
F&B Min?	\$65,000	\$75,000	\$65,000
F&B Disc %	25%	2017 Rates (about 15% off 2020)	20%
AV Disc %	25%	20%	15%
Free Sleeping Room WiFi?	YES	YES	YES
Free Bus Session WiFi?	YES	YES (only w-in house a/v)	YES (only w-in house a/v)
Vendors by Main Session	YES	YES	YES
Dedicated Registration	YES	YES	YES
Distance from City Center	0 Miles	0 Miles	15-20 minutes
Distance fr Major Airport	10 Miles	8 Miles	PHX is 20-25 minutes
# Dining Options (full service)	2	2	2
# Guest Elevators	16	12	4
Comp Fitness Center/Gym	YES	YES	YES

Recommended Policy Amendment on Contributions vs. Reciprocal Exchanges

FEC reporting guidelines all monies paid to the Party are considered a “donation” to the Party by the donating individual. The legal definitions are what they are, and they are often different from how we use the terms in casual conversation. However, for defining various donor levels which come with various forms of recognition from the party, it is up to us to define

LP Bylaws Article 4.2 defines a sustaining member as, “any Party member who has given at least \$25 to the Party in the prior twelve months, or who is a life member.” Article 4.3 then allows, “The National Committee may create other levels of membership and shall determine the contribution or dues levels for such memberships.” Article 4.4 adds, “Higher levels of contribution by or on behalf of a Party member qualify as sustaining member status for any provision of these Bylaws.”

Questions arose in the past about whether purchasing a convention package (which obligates the party to provide certain goods and services in return) constitutes a contribution which can count towards those higher donor levels, including life memberships. The LNC weighed in specifically on the question of convention registration packages by adding to Policy Manual Section 2.05.2 (which defines those donor levels), “Convention registration does not count towards contribution levels.”

However, convention registration packages are not the only situation in which the funds received must be substantially used to provide goods and services of non-trivial reciprocal value to the purchaser. Some of our convention sponsorship packages offer hotel suites, convention packages, meals, advertising services, etc. Questions have now arisen about whether these sorts of sponsorships should count toward life memberships.

The Convention Oversight Committee recommends that the LNC amend the Policy Manual to treat other similar situations the same as convention registration packages:

Amend Policy Manual Section 2.05.2 (Association Levels) as follows:

[...]

~~Convention registration does not count towards contribution levels.~~
Contribution levels are based upon unconditional transfers of cash (or its equivalent), as opposed to reciprocal exchanges, where there is a quid pro quo, such as in the case of convention package sales.

