



SBS COMMITTEE REPORT

TO: SBS BOARD OF DIRECTORS AND OFFICERS
FROM: ROBERT SPEZIALE
COMMITTEE NAME: PARTNERS IN COMMERC (PIC)
REPORT DATE: 2/28/2007
CC: COMMITTEE MEMBERS

Meeting Date: 1/31/2007

In Attendance: {Chair}: R. Speziale, M. Biro, L. Buehrer, P. Donnelly, S. Roaldset

Absent: S. O'Connor, J. Minshall, R. Trinka

AGENDA:

- Introduction of New Members
- Review Reply by SBS Office to Issues Report
- Annual Meeting Topics

Unfinished Business

- Conflicting Meetings to SBS in 2008 and 2009.

Update on Previous Action Items

- Responses to Issues Reply

New Business

- None

MINUTES

Discussion of the telecon with the SBS Office Staff included a report by the Chairman on responses and proposals from the staff to address issues.

1. Lunch will be served in the Exhibit Hall to drive traffic.
2. The SBS Office will put more effort into publicizing the Virtual Tradeshow to help exhibitors to take advantage of this communication vehicle with attendees.
3. The SBS will continue to offer exhibitors the email addresses of registrants who do not opt out of having their email address issued.
4. Input from the PIC was requested in posting potentially conflicting meetings for vendors and members.
5. The SBS Office will give consideration to the layout and access to exhibition space in future venues.
6. Poster sections are better located to allow optimum sight lines and encourage traffic through the exhibition hall.
7. Electronic product locators and changes in breaks in the conference hours to allow more time for exhibition viewing are under consideration for 2008.

Discussion followed about the need for the PIC to provide a list of meetings that could conflict with the SBS Annual Conference at its new spring timeframe. It was decided that the PIC would provide a list of meetings to the SBS Office

Discussion about the number of exhibit staff ensued. It was decided that Petra Donnelly would survey meetings that Caliper Life Sciences attends for cost and booth staff allotment.

Action Items (*Note: include responsible person for each item along with anticipated completion date and current status*)

Action Item	Assigned To	Target Date	Date Completed
Collect Dates of Potential Conflicting Exhibit Meetings	Entire Committee	March 23, 2007	April 2, 2007
Include Marketing Leader's Email Address in Booth Form	SBS Staff	ASAP	
Provide Results of Staff Survey of 2006 Conference Exhibitors	SBS Staff	Feb. 5, 2007	
Provide Comparative Numbers for other association trade shows of booth staff compared to booth cost	Petra Donnelly	April 15, 2007	

RECOMMENDATIONS TO THE BOARD: None at this time.