Themed Entertainment Association

International Board of Directors Operations Manual

1. Introduction

1.1 Scope and purpose

The organization and basic procedures of the Themed Entertainment Association (TEA) Board are covered by the *TEA Bylaws*. The following material supplements the provisions of the TEA Bylaws, which shall be the prevailing document in the event of conflict. The purpose of this document is to specify the procedures that shall be followed in the development of processes, policies and guidelines in use within the TEA.

2 Serving on the TEA International Board of Directors

2.1 Welcome

Welcome to the TEA International Board. As The Association representing this most dynamic industry, we are very pleased you have chosen to invest time and energy to support your organization, and thereby the entire industry. As a Board Member, be prepared to be challenged and to challenge. The TEA is only as strong and effective as its International Board!
TEA’s International Board Members are responsible for developing the policies under which the TEA operates. Board Members are not involved directly in the day-to-day operations of the Association. Instead, they function at a higher, governance level determining the strategies and directions of the organization that will best serve the membership. Primarily, Board Members should not be shy about presenting their own thoughts and ideas about how the TEA can best serve its membership and the industry as a whole.

2.2 Primary Responsibilities for Board Members

2.2.1 Attending Board meetings in person or by telephone. Board meetings are typically held in Burbank, California at the TEA office, although certain meetings take place in different cities when the meetings may be scheduled to coincide with other TEA activities.

2.2.2 Approving annual budgets. Because TEA is a not-for-profit organization that operates on a very thin annual margin, careful attention must be paid to the programs and activities that the association decides to support. Budgetary reviews and updates will be provided throughout the year, and Board Members may request additional fiscal information from the Treasurer and/or Executive Director at any time.

2.2.3 Approving new member applications. The Board votes on every new member application.

2.2.4 Setting policy for the Association. Board members make far-reaching decisions about the “hows and whys” of our organization. By establishing policy statements, they lay the groundwork for the Association’s directions and objectives. Board Members should anticipate and be willing to accept special assignments from the President or the Board to explore and report
to the Board on particular issues and concerns for the industry.

2.2.5 Serving as Committee Liaison. As the named liaison, many Board Members serve as the official “conduit” between various international committees and the Board. The Committee Liaison role does not, however, include or preclude committee chair responsibilities. Many Board Members serve in various capacities on a number of committees, and usually seek committee assignments based on their own personal and professional interests.

2.2.6 Attending TEA functions. Board Members should strive to attend as many TEA International and Divisional events as possible. Contact with the membership at such events is a vital component for staying in touch with the needs of the members.

2.2.7 Being a positive, active member. While it certainly is not a requirement for serving on the Board, Board Members should be willing to participate in committee activities, make telephone calls to members when needed (possibly at dues renewal times), securing sponsors for events (possibly sponsoring events themselves), and participating in live TEA presentations (seminars, workshops). Basically, they should follow the old adage, “lead through example.” TEA will always be dependent on the volunteer efforts of its membership as well as the generosity of their pocketbooks beyond the payment of annual dues. Board Members should help set the tone through their own actions. Enthusiasm breeds enthusiasm.

It is recognized that running your own business and, at the same time, agreeing to serve three years as a leader of the TEA can be a challenge. To ease the need to appear in person at every Board and committee meeting, we make every
effort to provide conference-calling capabilities for these meetings. So, no matter where you may be, you can still participate. There is no compensation currently budgeted for reimbursing Board members for their travel expenses or for serving on the Board. Board Members are protected from many forms of litigation under a Directors and Officers Liability Policy.

Thank you for accepting the challenges and opportunities offered by TEA International Board Membership. By accepting the responsibility for guiding the Association on behalf of the membership, you will be asked not only to provide the strategic thinking for the organization, but to roll up your sleeves and join in the very meaningful work of the Association as well. You get to ask all the right questions and then help find all the right answers! Most important, you will help shape the future for the Themed Entertainment Association, its members and their industry.

3 TEA Fact Sheet

3.1 What is the Themed Entertainment Association (TEA)?

Formed in 1991, the Themed Entertainment Association (TEA) is an international alliance of the world’s most experienced professionals in the leisure entertainment and experience design industry. Our members and their companies have played key roles in the development and production of the most successful theme parks, entertainment centers, museums and themed hotels, restaurants and retail stores on the planet.

The TEA has grown from an upstart group of forty or so suppliers, seeking a basis for mutual interest, into an internationally-recognized trade association with some 950 members representing some 10,000 talented individuals.
TEA’s mission is to positively influence the development of compelling places and experiences worldwide.

TEA’s primary goal is to support the professional success and growth of our members and the industry through business development, marketing, networking and education. TEA is committed to the establishment of standardized project development guidelines for professionals within the industry.

### 3.2 Who are TEA members?

TEA currently represents member companies employing within the themed entertainment and experience design community. TEA member companies are located in over 34 states in the U.S. and in 32 countries around the world.

Member’s capabilities encompass more than sixty professional disciplines, including architecture, design, writing, graphics, video and software, project finance and business affairs, engineering, project management, show and project producing, operations and all aspects of component production for the development of compelling places and experiences.

Membership in TEA is open to individuals, companies and organizations that provide unique or custom designs, products and services to, among others, the themed entertainment, restaurant, museum, heritage, zoo, aquarium, corporate branding, healthcare, retail, leisure, and recreation industries.

### 3.3 How is the TEA organized?

TEA operates largely through the efforts of many dedicated volunteers, including an International Board of Directors, responsible for the governance of the association, TEA Divisions and the members of International Board Standing committees. A Chief Operating Officer and small staff manage day-to-day operations, projects and activities of the TEA from offices in Burbank, California.
In recognition of the diversity and growing geographic concentration of our member companies, TEA formed divisions in Eastern and Western North America and in Europe/Middle East. These divisions have been created to better serve the needs of TEA members who are concentrated in a particular region through the establishment of Divisional Boards of Directors, networking, educational, fundraising and social programs with 4 Division: Asia, Eastern North America, Western North America, and Europe & Middle East.

Hundreds of members around the world annually spend thousands of volunteer hours as board, special event and committee members organizing and structuring the TEA so that it can function as an effective representative of the very diverse companies that make up our membership.

Getting involved and participating in the TEA committee structure is one of the most rewarding benefits of the membership.

Association funding comes from membership dues, annual sponsorships, advertising, and special event income, corporate sponsorships, as well as product and publication advertising income.

3.4 What does the TEA do?

3.4.1 The Short Version:

- Basically, we hook people up! We connect clients to vendors, vendors to vendors
- Publishes the Annual TEA/AECOM Theme Index Report
- Publishes the definitive “TEA Project Development Guidelines.”
- Maintains a TEA Web site featuring current industry news, events calendar, job board, publications, and a members directory
- Produces the annual “Thea Awards” for excellence in our industry
• Produces the TEA SUMMIT, a two-day industry conference
• Produces TEA’s SATE Conference, a two-day industry conference
• Produces a variety of educational programs, networking and social opportunities
• Publishes email newsletters to member recipients worldwide
• Organizes a TEA member exhibitor zone at IAAPA each year
• Provides periodic communications via e-letter to the membership and the industry and other potential clients and owners worldwide, providing updates, information and key resources.

3.4.2 The Longer Version:

**TEA Annual and Directory:** a printed publication containing articles about trends and projects within the industry and a concise listing of TEA members, their contact information and a brief description of their services or products. Worldwide distribution is now 15,000 annually, making this one of the most widely distributed publications within the industry.

**TEA Project Development Guidelines:** The TEA PDG has been the industry’s comprehensive guide to all aspects of the themed entertainment project development process. Now available as a no-charge digital download PDF document, TEA’s PDG addresses best practices for the design and production of experience design and themed entertainment projects, as well as defining project disciplines and their functions when developing attractions. Released in 2007 in digital format, a major review of this publication, with the intent to update and reformat it more appropriately for university usage, is underway.

**TEA Web Site:** The new TEA website was created in October 2014 and continues to be improved and refined. www.teaconnect.org is an online compendium of upcoming TEA events, a global calendar, blogs and news, TEA member
announcements and the TEA video channel TEAtv. The TEA Job Board is a primary source for members companies to advertise job openings and for others to find job openings. TEA’s online Members Directory and robust member profile pages contain information and links to member company websites, allowing easy access for anyone looking to contact you and learn more about your company.

**The Thea Awards Program:** The Thea Awards Program was established in 1994 to honor excellence and outstanding achievement in themed entertainment design and production, and to promote the recognition, discussion and public awareness of the arts and sciences of themed entertainment. The schedule for the Thea Awards has been shifted from fall to February-March to better support the organization’s strategic objectives.

Nominations for Thea Awards are first solicited from TEA members and the industry in general. The Thea Awards Committee then evaluates all projects nominated, determines the appropriate category for each nominated project and prepares recommendations for submission to the TEA International Board of Directors. The International Board of Directors reviews all award recommendations and is responsible for the final approval of award recipients.

Unlike many entertainment awards, the Thea Awards program does not have winners and losers...it has AOA’s, “awards for outstanding achievement.” It is not about competition, but rather cooperation and teamwork in the pursuit of excellence.

**Educational Seminars:** TEA members have access to a variety of expert volunteer educational opportunities focusing on the themed entertainment industry. The TEA Summit, launched in 2003, is held in conjunction with the Thea Awards and provides TEA members with intimate opportunities to connect with traditional and emerging clients. In 2010, the conference was reformatted to provide a first day
(Masters Class) for top level executives and a second day (Thea Case Studies) for all levels and wider participation. In 2007, TEA launched the annual SATE (Story, Architecture, Technology, Experience) Conference in Orlando; two SATE conferences were held in 2011 in Orlando and Amsterdam; the Board decided to focus on one SATE conference each year and alternate locations. TEA workshops around the world help to provide the latest information on the industry and its trends. At the divisional level, TEA educational events include brown bag lunches with industry icons, workshops, behind the scenes tours of new attractions, small business and technology roundtables, and more and defined and produced by the Divisions. All of these educational efforts benefit your company by providing employees with a wealth of knowledge as well as opportunities for busy professionals to learn new skills and keep abreast of the latest developments in our industry.

The TEA strives to educate a broad range of developers as to the unique methods of incorporating entertainment design into their projects. The purpose here is twofold: (1) to create opportunities for TEA members with new developers; and (2) to help assure successful projects for the developers.

Email Newsletter: TEA CONNECT, this information-packed industry insiders’ bulletin is an online e-newsletter which regularly connects the membership to key happenings within and outside the theme entertainment and experience industry.

IAAPA and other Trade Show participation: Themed entertainment and experience design have become dominant forces at IAAPA and other trade shows, attracting an international array of developers, owners and operators from theme parks and attractions to museums and visitor centers. At IAAPA, TEA has a major presence on the trade show floor, conducts its annual members meeting, holds an annual press conference for announcing Thea Awards recipients, and a TEA
International mixer. The TEA booth now features daily programming and the visual presentation of our member sponsors worldwide, and offers TEA members a lounge environment for networking and meeting clients.

TEA is committed to working with other professional organizations and conference producers in the U.S. and abroad to support the development of the themed entertainment and experience design industry. TEA has participated directly with organizations such as: Lighting Dimensions International (LDI); ShowBiz Expo; World Gaming Congress (WGC); Fun Expo; Leisure Expo; Asian Amusement Expo; European Amusement show (EAS); ECSITE; California Association of museums (CAM), Ontario Museum Association (OMA), and many others. TEA now has a permanent seat on ESTA’s Entertainment Technician Certification Council, is initiating outreach efforts through our Europe and Middle East Division to other associations.

3.5 How does the TEA communication with its members, potential clients and allied industry resources?

All official communications from TEA should be routed through the TEA Office and distributed through the official TEA distribution lists. To ensure the best possible consistency and accuracy, individual board members and divisions are requested to not create or maintain separate distribution lists.

Other means by which the association communicates include (but are not limited to):

Our Web site (www.TEAconnect.org)

Email Newsletter – TEA Connect

News and Notes – TEA Breaking News
TEA Annual and Directory (circulation 15,000)

Client outreach and surveys

International trade show booths

Thea Awards

Committee participation

Education programs, seminars and workshops at International and Divisional levels

Networking social events

Membership meetings

Annual TEA Summit

SATE (Story, Architecture Technology, Experience) Conferences, Orlando and Europe

TEA Facebook, Twitter and Linkedin sites

3.6 How can Board Members communicate with the International Board and/or Divisional Boards?

A number of group email addresses has been created to assist intraboard communications. These group addresses are for use by members of the various and respective boards, and should not be shared with the public or general membership.

IBoard@teaconnect.org – Reaches the International Board plus past presidents

Or contact sheets provided for each Board.

Please help us to maintain these lists by sending corrections or noting problems.

3.7 What are member benefits?

The opportunity for extensive international one-on-one networking within the
themed entertainment business community

Subscription to email newsletter and News and Notes featuring RFPs, industry news

Potential inclusion in TEA short lists developed for specific clients

Presence on TEA website and in the various directories

TEA presence at major international conferences and exhibitions

Access to TEA exhibitors’ zone within the IAAPA convention, and discounts on registration and booth space at a number of international tradeshow events.

Social and mixer networking events

Thea Awards, recognizing excellence in our industry

Participation with your peers in helping to shape the future of your industry through TEA membership

Participation in industry seminars and workshops

As a TEA member you belong to an association that has a vested interest in your success. We understand that one successful project will encourage more projects

3.8 How to join the TEA?

Membership in the TEA is open to qualified companies and individuals working in the industry. Applicants must be referred/sponsored by two current TEA members or two business references, must fill out the TEA Membership Application and Company Profile, and remit the correct membership dues payment before being considered and approved by the TEA Board of Directors.
4 TEA Structure: How the pieces fit together

4.1 International Board of Directors

The governing body of the association is the International Board of Directors. The International Board serves as a representative for the members of the organization; ensures that the organization operates in accordance with its stated mission and Bylaws; is exclusively responsible for the development, maintenance and review of Association policy; and supervises the collection and expenditure of all Association funds.

4.2 Officers

4.2.1 President: Elected by the International Board, the President is the chief executive officer of this Association and has, subject to control of the International Board, direction and control of the business and officers of this Association. The President is the key spokesperson for the Association. The President will preside at all meetings of the International Board and at the Annual Business Meeting. The President has the general powers and duties of management usually vested in the office of president of an Association and such other powers as may be prescribed by the International Board. Other duties as specifically described in the Bylaws.

4.2.2 President-Elect: The President-Elect shall be elected by the International Board from the current International Directors, shall assume the duties of the President in his/her absence, and shall act as the chair of the International Board Nominations committee. Other duties as specifically described in the Bylaws, most notably chairing the annual Nominations Committees.

4.2.3 Vice Presidents: Vice Presidents shall be elected by the International Board, shall assume the duties of President and President-Elect in their absence, and may
have other duties, including committee liaison and chairs as prescribed by the President. Other duties as specifically described in the Bylaws.

4.2.4 Secretary: The Secretary shall be elected by the International Board, shall attend all meetings and shall keep or cause to be kept a book of minutes of all meetings of the International Board and its committees, and shall assume the duties of President in the absence of the President-Elect and Vice President(s). Other duties as specifically described in the Bylaws.

4.2.5 Treasurer: The Treasurer shall keep and maintain, or cause to be kept and maintained, full and accurate accounts of the properties and business transactions of this Association and shall send or cause to be sent to the International Board, such financial statements and reports as are required to be sent to them by these Bylaws or by law.

4.2.6 Division Presidents: Division presidents are elected by their respective boards for one year terms, with the possibility of being re-elected for a second one year term, terms to begin with the TEA annual meeting in November. Among the responsibilities of division presidents is to attend International Board meetings and to vote on matters before that board.

4.3 Committees

4.3.1 Executive Committee: The Executive Committee shall oversee the Association’s affairs between regular meetings of the International Board. The Executive Committee has the full authority of the International Board in any actions it takes between Board meetings and is comprised of the officers of the International Board plus the Immediate Past President.

4.3.2 International Board Committees: Intended to provide advisement and recommendations to the International Board of Directors on Strategic and
Governance issues. The International Board shall develop a multi-year strategic plan, from which more specific directions on priorities shall be issued.

4.3.2 **Membership Committee:** This committee is tasked with reviewing TEA’s relationship with its existing and potential future members. Driven by International Board directions, the committee will be asked to examine and make recommendations to the International Board when appropriate on a wide range of issues relating to membership development, including but not limited to membership benefits, dues structure, vetting procedures, and other policy issues.

4.3.3 **Ways & Means Committee:** This committee is tasked with developing Board responsible projects for identifying approaches (Ways) and acquiring resources (Means) to enable organizational growth and fiscal sustainability. Driven by International Board directions, the committee should explore, develop, bring recommendations to the International Board for approval, and implement industry proposals for additional revenue streams to the association.

4.3.4 **Marketing & Communications & Website Committee:** This committee is tasked with improving TEA brand awareness and credibility. Driven by International Board directions, the committee should explore and make recommendations for actions relating to but not limited to critical audiences and related messages, organizational positioning, use of name and logo, style guide for TEA publications.

4.3.5 **Standards Committee:** This committee and its subcommittees/working groups is tasked with reviewing, bringing recommendations to the International Board for updating and/or establishing key foundational documents and resources of the association including but not limited to the association by-laws, possible code of ethics, and technical reference documents such as the Project Development
Guidelines.

4.3.6 **Education Committee:** This committee is tasked with developing outreach programs and activities relating to and supporting academic members, both students and faculty.

4.3.7 **Nomination Committee:** This committee, to be headed annually by the President-elect and organized in accordance with the association by-laws, shall be responsible for the development of the Slate of Candidates for election to the International Board.

4.3.8 **Thea Nominations Committee:** This semi-autonomous committee is tasked with developing a slate of nominations for the annual Thea Awards. The slate is presented to the International Board for approval. The committee cannot approve any Thea Award, and the International Board cannot add any project or event to the committee’s slate. The Thea Nominations Committee drafts the rules of operation for the awards program, which the International Board must approve. The International Board appoints a non-voting liaison representative to participate in the committee’s deliberations. No standing TEA International Board Director may serve as a voting member of the committee.

4.4 **Division Boards**

The duties of Division officers, including the President, shall mirror those of the International Officers only as they relate to their execution of Division Board of Director responsibilities. The Division President, elected by the division board members, shall attend all International Board meetings as a voting member. If the President is unable to attend, a Division Vice President may attend in their place. The Division President-elect has responsibility for chairing the division’s Nominating Committee, which selects candidates for
4.5 Division Officers

The duties of Division officers, including the President, shall mirror those of the International Officers only as they relate to their execution of Division Board of Director responsibilities. The Division President, elected by the division board members, shall attend all International Board meetings as a voting member. If the President is unable to attend, a Division Vice President may attend in their place. The Division President-elect has responsibility for chairing the division’s Nominating Committee, which selects candidates for division board elections.

4.6 Themed Entertainment Association Headquarters

4.6.1 Under the direction of the International Board, and managed by the Chief Operating Officer as described in the association by-laws, the TEA HQ is responsible for day to day operations of the association, including but not limited to ad hoc and formal work groups as needed for member services, tactical marketing, central TEA events such as the Thea Awards Gala, TEA SUMMIT, SATE conferences, accounting, dues collection, and TEA activities at specific major international trade shows.

4.6.2 Executive Director/ Chief Operating Officer: The Association’s Board of Directors employs a salaried Executive Director/Chief Operating Officer whose term, conditions of employment and scope of operational responsibilities shall be specified by the International Board and within the parameters of the approved bylaws. The Executive Director/Chief Operating Officer reports to the President, and shall employ and may terminate the employment of members of the staff necessary to carry on the work of the Association. The Executive Director/Chief Operating Officer shall define the duties of the staff, supervise
their performance, establish their titles, and delegate those responsibilities of management as shall be in the best interest of the Association.

4.6.3 **Operational Staff:** Currently the TEA staff includes, in addition to the Executive Director/Chief Operating Officer, the positions of Event Producer & Director of Development, Member Services/Executive Assistant and Office Manager/Bookkeeper. TEA also contracts Judith Rubin, Public Relations and Media Editor and Content Manager for TEA publications.

**Staff Email addresses:**

- **COO** jennie@teaconnect.org
- **Event Producer** events@teaconnect.cot
- **Member Services** memberservices@teaconnect.org
- **Office Manager** accouting@teaconnect.org
- **General** info@teaconnect.org
4.8 Headquarters Organization Chart

Chief Operating Officer

- Events
  - Event Producer
  - Event Sponsorships
  - Thea Gala Producer
  - Event Publications
  - Event Printing
  - Event Photography

- Accounting
  - Office Manager
  - Bookkeeper
  - CPA
  - IT
  - Legal
  - Insurance

- Member Services
  - New Members
  - Database Management
  - Annual Directory
  - AECOM Theme Index

- Marketing & Communications
  - Marketing
    - Email
    - Marketing Materials
  - Website Management
  - Web Design
  - Division Events
  - Blogs
  - Ad Sales
  - Public Relations

External

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5 TEA Policies and Practices: Membership

5.1 Membership

There are two types of memberships: Standard and Associate.

1. **Standard members** are defined as those for-profit businesses of one or more persons actively involved in the business of creating themed entertainment or education including the planning, design, development, construction, and the creation of content who have paid current annual dues.

   a. Standard members are entitled to one vote each in all governing Association matters such as elections, resolutions, and Bylaws amendments. The vote shall be cast by the main contact as provided by the member, or their designee.

   b. Standard members’ dues are set annually by the Association’s International Board. Memberships are renewable annually. Members who have not paid their dues 30 days after their renewal date shall not be eligible to vote in Association matters, and shall be subject to being dropped from the membership rolls.

2. **Associate Members** can be firms or individuals and include anyone interested or involved in themed entertainment or education that do not qualify for Standard Membership.

   a. Associate members are entitled to all the rights and privileges of the general membership, excluding the right to vote on Association Issues.
b. Associate member dues and categories are set by the Association’s International Board. Memberships are renewable. Members that have not paid their dues 30 days after their renewal date shall be subject to being dropped from the membership rolls.

5.2  Associate Membership Sub-Categories

5.2.1 Individual Associate: Individuals seeking to work as an individual only with specific skills that support the creation of compelling places and experiences they may not represent themselves as a company in any TEA communications and information. Require two references. May vote for non-voting representatives at the International or divisional level.

5.2.2 Academic: (approved 2008) – Individuals currently working as faculty or staff, or registered as full-time students at a university or technical school program that emphasizes any of the skill sets required for the creation of compelling places and experiences. Academic members do not require references, but their credentials must be verified through a domain name email address, letter from department or faculty, or other similar means. May vote for non-voting representatives at the International or divisional level.

5.2.3 Non-profit Institution: Organizations that operate or own compelling places or experiences as a nonprofit. This may include museums, zoos, aquariums, science centers or (until recently, academic programs; replaced by Academic Group Membership). Requires two references or verified membership in a professional association related to their primary purpose (e.g. AZA, AAM, ASTC, etc.). May vote for non-voting representatives at the International or divisional level.
5.2.4 **NextGen**: Student or graduate (within the past 3 years) from University, Community College, Other Institution.

5.3 **References for Applicants**

Originally, applicants for membership required two Standard member companies as references. Over the years, as TEA has sought to expand into new markets and disciplines where there might be no TEA members available as references, those requirements have been adjusted. Additionally, the creation of the many Associate member subcategories has also led to a number of policy changes in reference requirements for those subcategories.

The current policy requirements (if not explicitly defined for a given subcategory as listed above) are for two references, in the following order of preference: two Standard members; any two current members regardless of member category; two industry references. Staff work through the “reference hierarchy” when vetting member applicants and seek to provide the highest level of references available for each applicant.

5.4 **Membership Dues and Payments**

Since its inception, with the exception of trade-outs with other industry-related nonprofit associations and bona fide news/media organizations, TEA has operated with a policy that joining the association requires the payment of dues.

The Bylaws provide a 30 day limit to dues delinquencies before any action is taken to limit either voting or full membership rights. Given the challenging nature of the industry and its economic realities for vendors, and balancing a desire to maintain memberships and treat our members with respect and
understanding for their unique conditions, the TEA practice has been to grant more time for dues payment before inactivating anyone’s membership. Over the years, the “grace period” for dues payments has been slowly reduced from multiple years (in 2000) to under six months currently. Staff does work with late paying members to try and work out scheduled payments or specific dates by which the full payment will be made. It should be noted that many of our most loyal members and even charter members have, at times, struggled with cash flow challenges, and TEA has made an effort to keep them in membership.

6 TEA Policies and Practices: Official Events and Activities

Note: Policies Approved by the International Board 2010

6.1 Official TEA Event Definitions

6.1.1 Behind the Scenes: A tour of a guest experience that provides access to areas normally restricted to the public.

6.1.2 Educational Seminars: A gathering of members for the purpose of disseminating relevant, topical information to members and invited guests, regardless of location.

6.1.3 Mixer: A gathering for the purpose of business networking.

TEA-Publicized Events (not Official TEA Events)

6.1.4 Open House: Non-Owner and/or Operator member company offering their facility for the purpose of demonstrating their capabilities, products or services.
6.2 Attending Official TEA Events

There will be some events designated as TEA Members only and some events open to non-members. Each event may be defined as members only or open to non-members and limitation for non-members participation may be set as necessary.

Attendance at Annual TEA Signature events managed by TEA staff (ie: Thea Awards Gala, SUMMIT, SATE, TEA International Mixer at IAAPA) will be open to members and non-Members alike and will be subject to fees as predetermined by staff.

6.3 Official TEA Division Event Promotions/Announcements

There is a procedure to submit event info to Headquarters for promotion. This should be done by the Division President, Event Chair or designee. Ideally information is sent at least two weeks in advance.

These are the things we need to properly promote your Division events via our email marketing and website:

- Event Flyer
- Photos
- Event Sponsor names and logo
- Event description and details
- RSVP or Ticket prices
- Links to register and/or purchase online

Event will be marketed via email, website, newsletter and social media.
6.4 Event Income and Expenses

Division events are required to be revenue neutral but ideally profitable to help support the overall budget of the association. If any money in terms of sponsorships and/or expenses is involved in any TEA event, several procedures should be followed no later than two weeks prior to the event:

Any and all contracts between TEA divisions and/or event sponsors and an event venue or supplier must be provided to TEA staff for review and approval and COO signature.

Sponsorship funds must be received by the TEA office at least two weeks prior to the event.

TEA Staff must be notified to ensure adequate time to prepare a certificate of insurance for the event.

Procedures for collecting any attendance fees must be set up and agreed to by the respective division board and TEA Staff before accepting RSVPs for a given event.

6.5 Event Announcements / Promotion

Standard practice shall be to include division event announcements in on the teaconnect.org homepage, global calendar, online event page and TEA Connect newsletter until the event date has passed. In addition, upon request, TEA staff can issue special standalone email distributions for a specific event, subject to ongoing and other email traffic priorities.

Per International Board approved policy, all official TEA events shall be publicized through TEA channels using central TEA mailing lists to best ensure that addresses and contact information is kept current. Additional promotional channels may be
used to promote events, but use of TEA social media channels should be coordinated through the TEA office. Divisions should not maintain or use separate listings to distribute invitations or other official TEA information, but rather should work with the TEA central office to distribute invitations. Divisions should make every effort to provide TEA staff with event information at least two weeks in advance of any given event. TEA staff shall make every effort to create and distribute event announcements in a timely manner. TEA staff may, when appropriate, distribute announcements as standalone messages (separate from newsletters) and to create and use customized distribution lists.

6.6 Tips and Tricks

Look to TEA member companies in your area to host events. Many companies may gladly open their doors and facilities for you to use at no cost.

Please consider using different volunteers at events. The more, the merrier and it ensures that we aren’t asking the same people to work every event.

Ask board members in other divisions for ideas on events. There have been many successful events in the past and they may know what works and what doesn’t. They may even have resources for you to utilize!

Don’t hesitate to contact the TEA staff if you have questions. We’d rather have you ask than guess.

Remember, you can never give a sponsor too much exposure. The more bang they get for their buck, the easier it will be to ask them to sponsor an event again in the future.