73rd ANNUAL ICA CONFERENCE
Toronto, Ontario, Canada
25-29 May 2023

2023 CONFERENCE THEME
Reclaiming Authenticity in Communication

2023 PROGRAM CHAIR
Eun-Ju Lee, ICA President-Elect, Seoul National U
eunju0204@snu.ac.kr
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Proposal Instructions

INTRODUCTION

Please fill out the online form to the best of your ability with the information you have now. Feel free to provide as much detail as needed for each section. This is just a proposal, so don't be concerned if every detail has not yet been finalized. Keep in mind that while ICA23 will be a hybrid conference with numerous hybrid capabilities in many rooms, those rooms are not necessarily available yet for use on Thursday. If you wish to have remote presenters at your on-site preconference or make your on-site preconference hybrid (accessible by remote attendees), you will need to discuss that with conference staff, who can procure a quote for you for that added cost. Fully remote pre- and postconferences are also allowed; please indicate in your proposal if you plan to be fully remote.

Note

In order for headquarters staff to provide a high-quality level of support, there will be a limit of 30 total accepted preconferences (both on-site and off-site combined), and five total accepted postconferences. Proposers will be asked to designate which category of pre/postconference they wish to be considered for:

- **10 on-site**: ICA provides meeting space in the hotel (or conference venue), handles registration via our main conference registration site, and arranges catering & A/V paid for by organizers (ICA collects the registration fees and sponsorships, and pays expenses out of those fees + sponsorships). If your proposal is not accepted as an on-site event, it might be accepted with the caveat that it must take place off site.
- **10 off-site**: ICA provides registration support & use of the ICA logo only, organizers handle their own logistics at a location outside the hotel/conference venue (but ICA can pay directly for space deposits/catering from the monies collected from registration/sponsorships).
- **10 affiliated** *(new designation)*: ICA provides ICA logo only, organizers handle their own registration & logistics, including payments.
- **5 postconferences**: These are typically held off-site and follow the “affiliated” model.

Deadline

Proposals are due Friday, 26 August @ 12:00 (noon) ICA headquarters time (EDT).

Conference Staff

<table>
<thead>
<tr>
<th>Pre/postconferences, Div/IG budgets, receptions, catering</th>
<th>Jennifer Le</th>
<th><a href="mailto:jle@icahdq.org">jle@icahdq.org</a>, <a href="mailto:conference@icahdq.org">conference@icahdq.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit hall, A/V, awards, and backup to Jennifer</td>
<td>Katie Wolfe</td>
<td><a href="mailto:kwolfe@icahdq.org">kwolfe@icahdq.org</a>, <a href="mailto:conference@icahdq.org">conference@icahdq.org</a></td>
</tr>
<tr>
<td>Special permissions/requests, scheduling concerns, keynotes, room assignments, hotel issues</td>
<td>Laura Sawyer</td>
<td><a href="mailto:lsawyer@icahdq.org">lsawyer@icahdq.org</a></td>
</tr>
</tbody>
</table>
FORMAT

Indicate whether your proposal is for a pre- or postconference and whether it is for two days, a full-day, or a half-day. Full-day schedules typically run from 8:00 – 17:00 and, if on-site, require two breaks and a lunch. Half-day schedules are typically no longer than five hours, and if on-site require only one break, with lunch optional.

If you choose to have a fully remote pre- or postconference:
You will be required to use your own virtual provider/video conferencing system, such as Zoom. We recommend that you use a Webinar format and do not publish your link publicly to avoid the risk of Zoom-bombing (uninvited participants who disrupt the session). Because you won’t have A/V or catering charges, charging a registration fee is optional. Whether or not you are charging a fee, you have the option of having ICA collect your fees/registration list or collecting them yourself.

TITLE

The paper management system limits titles to 15 words, so please keep this in mind when creating your title.

DATE & TIME

All preconferences should be held either on Wednesday, 24 May and/or Thursday, 25 May.
- Please schedule accordingly to have all the attendees back to the main conference venue by 17:00 so that everyone may attend the opening plenary at 18:00 Thursday, 25 May. Take travel time into consideration.
- Please note preconferences held on Wednesday can not be on-site.
Postconferences can be held on Tuesday, 30 May and/or Wednesday, 31 May. These are not held on-site and can also be held in various regions nearby (in Toronto or surrounding areas).

LOCATION/VENUE

We will need to know the number of rooms you require including breakouts. We are extremely limited on space, so please do not request more than you really need. (i.e. If you need one breakout room, you would request two rooms. If you just want more space to have your meals, please only put one, we will ensure your room will have enough space or meals will be served in a separate room for all lunching preconferences.)

ON-SITE PRECONFERENCES

Please do not attempt to contact the hotel/conference venues to reserve a room for a preconference you are proposing. Participants and organizers are not permitted to reserve a meeting room directly with the hotel. ICA has all rooms at both venues contracted exclusively and under the control of ICA headquarters; if your preconference is accepted as an on-site event you will be assigned a room(s). If you contact the hotel/conference venue, they will just tell you that you have to contact us. If you are accepted as an on-site preconference, the room we assign you is FREE OF CHARGE so room rental does not have to be factored into your budget. The other requirements (catering, A/V) are included on the proposal form so there is no need to contact the hotel for anything. Catering and A/V have standard rates charged per room for each preconference.
POSTCONFERENCES

If you are proposing a postconference, it must be off site. This can mean elsewhere in Toronto, or in another city in the same region. Postconferences in other cities can be held as late as Thursday, 1 April.

If your pre-/postconference will be off site, please let us know the exact location, down to the room number. Of course, in the early stages, you may not know this yet, but we will need this eventually for the program.

If you would like to have your pre/postconference off site but need assistance to find a location, we will connect you with the local host(s) and/or our destination management partner.

*TRANSPORTATION (if off-site)

How do you plan for attendees to get to and from the conference hotels to the off-site location? (i.e. shuttle buses, public transportation, personal travel, walk, etc.) If you are providing transportation be sure to include the cost in your budget below. Always remember to communicate this directly to your attendees.

DIVISION/INTEREST GROUP AFFILIATIONS, IF ANY

It is not necessary to be affiliated with a Division/Interest Group, but if you are, please let us know. Please list no more than TWO Divisions/Interest Groups you’d like to affiliate your proposal with (this is typically based on your target audience). You may want to contact said Division(s)/Interest Group(s) to receive their approval before proceeding, but this is not required. This affiliation can help promote or fund your pre/postconference. Please note that chairs of Div/IGs have been cautioned to be judicious with allowing affiliations, and only accept those they can realistically support with attendees. ICA headquarters will contact the one or two div/IGs indicated for each proposal submission to have them rank the proposals that mentioned their group.

ORGANIZERS

Please include contact information and identify the primary contact for correspondence from ICA with an asterisk. Include the email address for the one primary contact first.

ESTIMATED ATTENDANCE

Minimum

The number of people that you need to attend to still financially be able to run the preconference. Please refer to the break-even formula in the yellow box below.

Maximum

Some preconferences are workshops with hands-on work and have very low maximums, others can take as many as will fit in the room. If the proposal is accepted, we’ll need to know this number for room assignments on site. If off-site, you can get the maximum number the room will hold from the facility.
Break-Even Formula

When determining the number of attendees needed to break even, you can use:
Total fixed costs divided by (registration fee – variable costs)

When determining a registration fee based on the total # of attendees, you can use:
(Total fixed costs + variable costs per attendee) divided by # of attendees

PRO TIP: Be sure to include the speakers/faculty in your food & beverage totals, especially if you aren’t requiring them to pay registration.

BUDGET/EXPENSES

Note: Even if the conference takes place outside the US, all financial indications should use USD$ as currency, as the ICA budget is calculated US currency.

Off-site

Expenses will vary. Note that you may have a venue rental fee when going off-site that you would not have on-site, but catering may be less costly.

On-site

- Full-day on-site preconferences are required to have two breaks (AM & PM). Each break is USD$25 per person, so for a full-day, breaks would cost USD$50 per person. On-site full-day preconferences are also required to provide lunch for each attendee and speaker; lunch is USD$50 per person. If you don’t want to provide lunch/breaks, you cannot hold your preconference on-site.
- For half-day on-site preconferences, only one break is required (USD$25 per person). Half-days are not required to provide lunch.
- A full A/V package will be provided in each room for USD$500. This will include a projector and screen, cables to connect the speakers’ laptops to the visual and audio equipment, and table mics for the speaker table. If you require more equipment than this standard set-up, discuss this with Jennifer Le once accepted.
- There will be a 10% processing fee on registrations to account for the cost of ICA administrative labor.

Please budget appropriately to make sure you can financially run your proposed preconference. Please refer to the break-even formula. The dietary needs of your attendees (allergies, gluten sensitivities, etc.) will be needed at a later date so you will want to plan to collect those from your attendees in early April.
REGISTRATION FEE
The registration fee you collect from each attendee will make up most of the budget for the preconference; if you want to keep the registration price low then you might want to consider soliciting sponsorships (see above break-even formula). If you have enough sponsorships, or your preconference is entirely virtual, it is perfectly fine for you to choose not to collect a fee at all.

SPONSORS & THEIR CONTRIBUTION AMOUNTS, IF ANY (OPTIONAL)
If you plan on having a low registration price, then you will most likely require a sponsor. Any registration prices USD$50 and lower, in the past, most certainly have required sponsors. Please refer to the break-even formula.

DESCRIPTION & OBJECTIVE
Within the paper management system, you will have text boxes for your title (15 words max) and description (75 words max).

HOW TO PARTICIPATE
If your pre-/postconference will have a call for papers, please send that as soon as you have it ready. If your pre-/postconference has any other prerequisites that must be submitted prior to registration, please note that. For example, if you need to be an ICA member, a student, invitation-only, etc. If your pre/postconference is invite-only, a code will be provided by ICA for you to give only to those who are invited, to input during online registration.

OTHER
Any other information you think would be helpful for the president-elect and headquarters to know when reviewing your proposal

CANCELLATION
**Preconference competition for an audience is fierce.** If your pre-/postconference does not have enough registrations to break even financially (including sponsorships) by Friday, 31 March, ICA reserves the right to cancel your pre-/postconference. Anyone who has registered will be refunded. ICA will send out a reminder email a week prior to the deadline to give you a “last chance” to drum up registrants before this action is taken.

LINK TO SUBMIT
https://www.icahdq.org/page/ICA23PREPOSTFORM.

Notifications
**FRIDAY, 16 SEPTEMBER:** Acceptance/rejection letters go out for pre- and post-conference proposals.

— END OF PROPOSAL FORM INSTRUCTIONS —
Please only continue to the next section, if your pre/postconference has been accepted.

Guidelines for Organizing a Pre-/Postconference

Congratulations! If you are reading this, it is (likely) because your pre-/postconference has been accepted for presentation at the Annual ICA Conference (see your acceptance email for any caveats specific to your event). Please refer to the continued guide below and the instructions from the first section of this guide when you have any questions about organizing your pre/postconference, PRIOR to contacting headquarters. We recommend saving this document on your computer as well, so that you can do a “Control F” to find the keyword pertaining to your question.

PAPER SUBMISSION WEBSITE

Please enter your accepted pre-/postconference to the ScholarOne paper submission website.

1. Log into ICA’s paper management website. You can find the site by:
   a. going to the ICA website
   b. clicking “Conferences” tab
   c. “73rd Annual Conference,” subtab
   d. and then “Paper Management Website”
2. Select the Session Proposal tab in the navigation menu
3. Click the Create New Proposal link under the text “View Panel Session Proposals” to the left corner
4. Fill in the details of your pre-/postconference appropriately.
5. For Step 1: Content
   a. For Session Type, select Pre-/postconference
   b. For Session Section, select Pre-/postconference
   c. Please note for the title to put in uppercase either PRECONFERENCE: [your title] or POSTCONFERENCE: [your title].
6. For Step 3: Link Submissions, here you will enter any accepted abstracts/papers (optional). You will have to input these yourself as, unlike sessions within the main conference, they were not submitted via ScholarOne.
7. The submission website closes 1 November, so please be sure to enter any necessary information regarding your pre-/postconference that would need to be included in the print program. You can submit and re-edit your submission at any time before the deadline.

SPONSORSHIP

This section may not apply to you if you do not require a registration fee this year.

To keep attendee registration fees low, many organizers seek sponsorships to subsidize costs. Please refer to the break-even formula. To collect sponsorship money, please communicate with the ICA Conference Team (conference@icahdq.org) and we can create an invoice for you to send to your sponsor for payment. All sponsorship money should be confirmed and collected by the start of the conference. If any pre/postconferences have leftover money after the conference and expenses have been paid, organizers can do what they wish with the surplus (many donate it to the division/interest group.
Using Collected Fees

ICA asks organizers to pay with their own (or university’s) credit card for purchasing supplies, then ICA will send reimbursement from the collected registration fees. For venue payments or catering ICA will pay the vendor directly and deduct the amount from your collected fees. Please forward invoice payments to Jennifer Le (jle@icahdq.org).

REGISTRATION/HOW TO PARTICIPATE

If your pre/postconference will have a call for papers, please send that as soon as you have it ready to be promoted on the ICA website. We populate these on the site as they come in. If your pre/postconference has any other prerequisites that must be submitted prior to registration, we will need to know this by 2 December. For example, is your event open to only ICA members? Only students? Is it by invitation only, etc.? If your preconference is invitation-only, ICA will provide you the link so you can distribute privately. Alternatively, organizers can create their own registration platforms.

*Please note, you do not have to be an ICA member to attend a pre-/postconference, nor do you need to register for the main conference.

Attendees will need to create an ICA profile to register, and for the different types of prices, only those current members will be acknowledged. For example, if there is a student price, our system will only recognize the price for those who are currently paid ICA Members under the student membership type. But, we can also implement the different prices (student vs. professional) based on the honor system. This would be up to the organizers how to go about this.

ICA will close pre-/postconference registration at the same time as the standard conference registration close date of 11 May**, unless you reach your maximum prior to that date. Please contact ICA if you’d like to have your pre/postconference registration closed at an earlier time. We will send a monthly roster update of your registrants.

**Date subject to change.

FREQUENTLY ASKED QUESTIONS

Can we livestream our pre-/postconference?
If you want to livestream your event out to a remote audience (and/or bring in remote presenters), that’s up to you as the organizer, but the additional cost of the A/V equipment needed for this would be charged to your preconference, not covered by ICA.

Do our pre-/postconference attendees have to register for the main conference to attend our pre-/postconference?
No, the main conference registration/virtual platform is a separate registration site than your individual
pre-/postconference registration. If your attendee only wants to attend yours, they will only need to register for yours. If they want access to the main conference or virtual platform, however, they will need to register for the main conference as well.

If you have any other questions, please direct them to Jennifer Le, conference@icahdq.org.

Overall Timeline

Unless otherwise noted, all deadlines below are noon EDT/EST (aka ICAHT OR ICA HEADQUARTERS TIME). We have found that it is much more helpful to have deadlines occur during the middle of ICA’s workday, so that we can assist you if something goes wrong at the last minute. For your reference, the current ICA HEADQUARTERS TIME is located in the bottom right-hand corner of every page on the ICA website.

☐ FRIDAY, 26 AUGUST: Deadline for all preconference proposals should be submitted via the online form. Do not email your proposal, it will not be considered submitted if sent via email. Preconference guidelines and a proposal form will be made available on the ICA website.

☐ FRIDAY, 2 SEPTEMBER: System opens for paper submissions and session proposals.

☐ FRIDAY, 16 SEPTEMBER: Acceptance/rejection letters go out for pre- and post-conference proposals. In order to give everyone the best support from the headquarters office, we can only accept 30 preconferences max (regardless of location, even if virtual) and 5 postconferences max.

☐ FRIDAY, 14 OCTOBER: Please send your call for paper to be publicized on the ICA website by this date if you have not already done so. We will also use information from your proposal to put on the ICA website. → ICA web page where you can find pre/postconference listings and their eventual registration links.

☐ TUESDAY, 1 NOVEMBER at 12:00 NOON EST (AKA ICAHQ, ICA HEADQUARTERS TIME): Deadline for entering your pre/postconference details into ScholarOne paper submission website. Deadline for finalizing off-site locations.

☐ WEDNESDAY, 11 JANUARY: ICA office notifies all submitters by e-mail of acceptance, disqualification, or rejection. (The message also shows up in their message center within ScholarOne, if they don’t receive their email for some reason). Acceptance emails include mention of who can apply for travel support, a link to the online form for applying for travel support and mention of the Wednesday, 1 March deadline to apply. Registrations open.

☐ FRIDAY, 24 FEBRUARY: Conference schedule is released to the public. Program with times is posted on the ICA website by noon headquarters time. Attendees take the weekend to decide on travel plans now that they know when their presentations will take place.

☐ WEDNESDAY, 15 MARCH: Deadline for program edits.
☐ **FRIDAY, 31 MARCH**: Preconferences with low registration numbers are cut if they have not met their break-even minimum (several warnings are sent to encourage self-marketing before this happens).

☐ **MONDAY, 10 APRIL**: Program goes to print. Any cancellations that occur after this point will be made only online/in the app.

☐ **FRIDAY, 14 APRIL**: Early-bird registration deadline.

☐ **FRIDAY, 12 MAY**: Registration closes for preconferences.