

16th New England Regional Genealogical Conference

April and May 2021



Springing From the Past
Into the Future

E-zine 4 December 2020

WE'RE GOING VIRTUAL!

The New England Regional Genealogical Consortium, Inc. (NERGC) invites you to join us at our sixteenth conference in April and May 2021! The COVID-19 pandemic has caused us to take a serious look at our plans for 2021. For health and safety reasons, we've decided to present the conference in a virtual format. Planning is underway to offer the same high-quality lectures and programs you're accustomed to, but from the comfort of your home.

AN OVERVIEW OF OUR PLANS

Our traditional conference is a three-day event. Our virtual event will have three Gathering Days with scheduled presentations and a live chat with our featured speakers. On these three days we will encourage social interaction between all attendees. Another aspect of the Virtual NERGC 2021 will be a set of 60 additional recorded presentations that will be available 'on-demand' until May 31, 2021.

In addition to the Gathering Days, and recorded presentations, there will be three "add on" Optional Activities (the equivalent of the special Wednesday "Days" held in conjunction with recent conferences): Advanced DNA, Becoming a Professional Genealogist, and Writing Up Your Genealogy. These optional activities, at an additional cost to attendees, will occur on Saturdays. Each will include four presentations as well as a speakers' panel discussion.

Of course, we are also including other traditional NERGC features throughout the 61 days to keep you engaged with this virtual conference – Special Interest Groups, Ancestors Road Show, Society Fair, and Library & Archive Showcase will be carried into our virtual environment for 2021. And, absolutely, we will have a virtual Exhibit Hall, open 24x7 for 61 days, with many vendors opting to include scheduled appointments and/or video chats as optional activities at their booths.

CONFERENCE SOFTWARE

Our main software is the Virtual Attendee Hub from Cvent. It will connect with Zoom for both large and small group interactions. It also includes a virtual Exhibit Hall, a personal schedule, and more.

IMPORTANT REGISTRATION INFORMATION

Registration for NERGC 2021 hasn't begun yet but will start soon after January 1, 2021. However, you can start making plans now. Cost for conference registration will be \$150; there will be no "Early Bird" discount as in previous years. The cost of each of the three Optional Activities (Advanced DNA, Becoming a Professional Genealogist, and Writing Up Your Genealogy) will be \$30.

ACCESSIBILITY AND ADA ACCOMMODATION FOR NERGC 2021

You may have needs related to hearing, speaking, seeing, or managing the physical coordination to access your personal digital devices for Virtual NERGC 2021. Please reach out to our ADA Liaison for Accessibility, Pam Roberts at drpampt@gmail.com, *even before you register*, if you have questions.

Help us understand the impact on YOU as we move our conference from onsite to a virtual conference. With your help, we can learn what the challenges and needs may be so we may predict, gather information, and be ready to suggest accommodation options for ALL to participate as fully as YOU wish.

SOME CONFERENCE HIGHLIGHTS

- “Gathering Days” with scheduled presentations on April 1, April 9, and April 17.
 - These mimic our traditional three-day conference.
 - Each will include time for a chat with one of our Featured Speakers (Angie Bush, Pat Richley Erickson (“Dear Myrtle”), and John Grenham) as part of your conference registration.
- A total of 72 presentations by 56 different speakers.
- Three optional add-on tracks of four presentations each, for additional cost, focusing on Advanced DNA, Becoming a Professional Genealogist, and Writing Up Your Research.
- A “Virtual Banquet” presentation on April 1 featuring English author Nathan Dylan Goodwin; his topic will be “Using Fact in Fiction”. We hope you will be able to join us for this event.

ANCESTORS ROAD SHOW

Does your research need a jump start? Are you just beginning and don’t know where to start? Do you need help reading and analyzing an old document? Have you hit that proverbial brick wall? Having someone with experience and expertise analyze your work might provide you with a new perspective to help you continue your research. This is your chance to consult with an expert.

Twenty-minute Road Show consultations will be available on a first-come, first-served basis and are limited to one per registered conference attendee. Watch the website and E-zine for additional information on ARS registration.

SIGs – SPECIAL INTEREST GROUPS

These popular, informal mini gatherings provide an opportunity to meet and share with conference participants and hosts on a wide range of topics. This year you will be able to attend several of the sessions since we will be scheduling different topics on several days during our virtual event. The topics will be listed on the NERGC website and in future issues of the E-zine.

ADVERTISE IN OUR SYLLABUS

Our syllabus will be distributed electronically to all registered attendees at least one week prior to the start of the conference. Now is the time for your society or company to foster your relationship with active genealogists who may not attend the national conferences.

The free full-page syllabus ads for **participating societies** are due by January 15th. Notices and instructions were sent to society presidents and delegates on November 13th. Please send your ads to Pauline Cusson when they are complete. No need to wait until the 15th of January.

For all other individuals, societies, or commercial entities, the pricing schedule and ad configurations are listed below. Because we will only have a digital Syllabus for this conference, the prescribed dimensions for the ads are not as rigid as they would be for print ads. However, please adhere as closely as possible. Contact Pauline Cusson via email with “Syllabus Ad” in the subject, and she will send you the mailing instructions for payments. Ads should be preferably be sent by email.

Syllabus ads are available in the following sizes:

TYPE	SIZE	COST
Business Card	1 ¾ inches tall by 3 inches wide	\$25
Quarter Page	4 inches tall by 2 ¾ inches wide	\$30
Half Page	4 inches tall by 6 inches wide	\$55
Full Page	8 ½ inches tall and 6 ½ inches wide	\$100

Contact Pauline Cusson at PCusson@att.net for more information and to place your ad in our Virtual NERGC 2021 syllabus.

SPONSORSHIP OPPORTUNITIES

Special Track Sponsorship:

- The formal conference begins on Thursday, but on Saturdays, April 24, May 1, and May 8, we will give attendees an opportunity to attend in-depth specialized tracks.
- Sponsors will be able to provide information on their organization or company and will receive full acknowledgement in the syllabus and handouts. The three special track topics for this conference are:
 - Advanced DNA
 - Becoming a Professional Genealogist
 - Writing Your Genealogy
- The cost of to sponsor one track with four speakers, who are already under contract with NERGC, is \$1,000, There are a total of three Special Track/Topic Sponsorships available.

Expert Appreciation Gifts:

- NERGC has operated an event known as the Ancestors Roadshow since 2005. We will continue this offering with our Virtual 2021 NERGC conference. In this event, professional genealogists and speakers volunteer to assist attendees with genealogical advice. In 2019, about one-third of the attendees used this opportunity, and, in fact, people were turned away. We would like to provide the experts with a small gift to continue to offer their time for this event. The sponsor will receive full credit on all media materials. Between 50 and 100 gifts will be needed. This could be a monetary donation or a physical gift to be shared with each expert consultant, preferably something that is easily sent via the U.S. postal service.

Speak to our Attendees:

- Within our Gathering Day format, there will be up to 10 slots for a vendor or sponsor to speak directly to our attendees for 15 minutes. This recorded presentation will be played during our break between featured speaker presentations. NERGC will arrange, if necessary, for the recording to be done early in 2021, and a copy of the recording will be given to the vendor or sponsor. The cost of this option is \$250.

User Group Live Chat:

- Four of our 12 evening Special Interest Groups are available to use as an opportunity to take questions from users of your product. You will need to provide staffing for the 90-minute time slot. We will advertise the session and provide you with a copy of the chat questions so each can be answered through your own communication methods. The cost of this option is \$125.

Contact Judy Goss at AuntJudyG@yahoo.com to advertise with a Special Track Sponsorship, Expert Appreciation Gifts, Speak to our Attendees, or have a User Group Live Chat at our Virtual NERGC 2021 Conference.

MORE LIVE EVENTS

SOCIETY FAIR

(April 3 and May 16)

LIBRARIES, ARCHIVES, AND MUSEUMS SHOWCASE

(April 16 and May 12)

More info to follow in upcoming E-zines. Any questions, contact Phyllis Day, Chair, at ccphyl@gmail.com

2021 VIRTUAL EXHIBIT HALL

YES, there will be an Exhibit Hall! This is a new experience for all of us and our NERGC team has been working diligently to find the best technology to deliver a quality conference for all our attendees. Part of our in-person conference experience in the past has been welcoming genealogists to our booths in the Exhibit Hall as they find information on genealogical societies, software, books, maps, and other products that we all *must* have for our research. The exhibit hall has always been a popular component of our conference and we are excited to tell you that with *Cvent* technology, we will be providing a “virtual” exhibit hall that meets your needs. The virtual Exhibit Hall will be **available online to conference attendees and the general public for 61 days**. This is an excellent opportunity to grow your society and customer base with national exposure to a targeted market.

For \$75 your Virtual Booth can feature:

- Your organization or company name
- A description of your organization
- Downloadable files of brochures, membership applications, catalogs, photos and any other pertinent information about your society or products
- The names and photos of your booth’s virtual staff or society officers
- Live staffing, which is available with the two options listed below
- The option to offer a “door-prize” and collect email contact information for future communications
- A link to your organization’s social media platforms such as:
 - Your website
 - Your online store using your own secure ordering and payment links
 - Your Facebook page, Twitter, and Instagram accounts
 - Your blog
 - Your **YouTube** channel
- Anything else you’d like them to see

There are two options you can add to **enhance your Virtual Booth** to personalize contacts and have personal interactions with interested conference attendees, answer questions and increase sales:

- \$25 – A button for attendees to join you in a video chat for open discussions or demonstrations.
- \$25 – Ability for attendees to schedule appointments and consultations with your booth staff.

There will be training provided on how to set up your virtual booth for maximum benefit to your society or business. It will be important to reserve your space early, so you will have plenty of time and assistance to create a booth that will be exactly the way you want it and as successful or more successful as any of your in-person experiences in the past.

*As there will be a limited number of booths, it is important to **reserve your space early**. The [Exhibitors Booth Application](#) and a [sample graphic of a virtual booth](#) are now available. A list of all of our different available advertising opportunities is available for download [here](#), as well as on our [website](#).*

Contact Annette Smith, Exhibit Hall Chair, today at nergcehibits@gmail.com with any questions or concerns or to reserve your virtual Exhibit Booth!

WANT TO RECEIVE THE E-ZINE?

The Conference E-zine, a digital newsletter which provides information and updates about the New England Regional Genealogy Conference, is sent periodically to all those on our E-zine email list. If you’re not already receiving it and would like to do so, send an e-mail to RCR1861@gmail.com with “Subscribe NERGC E-zine” as the subject of the message or provide your e-mail address when you register for the Conference.

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