



## SMFM'S 39<sup>TH</sup> ANNUAL PREGNANCY MEETING

**Stay in the Official SMFM Housing Block:** All official Annual Meeting activities will take place at Caesars Palace. Visit the [hotel's website](#) or call + 1 (866) 227-5944 and mention SMFM's 39th Annual Pregnancy Meeting to reserve your hotel room at the discounted, group rate (\$255/night + tax). To enjoy the discounted rate, reservations must be made by January 21, 2019.

As you can imagine, hosting an Annual Convention for more than 2,500 attendees comes with its challenges both logistically and financially. In order for a host city to even consider giving us the space we need in a large hotel, we must agree to provide them with a certain amount of hotel room night revenue. Basically, in order to reserve enough space for the Annual Meeting, we have to commit to use thousands of hotel room nights at Caesar's Palace. If we fail to use those rooms, SMFM is fined.

Additionally, for each night our guests stay at Caesar's Palace, the hotel agrees to pay SMFM a small rebate. These rebates add up to thousands of dollars and are used to pay for meeting space rental fees. Removing this rebate means an increased price to hold the Annual Meeting, which translates into registration price increases for attendees.

If Annual Meeting attendees book outside the Official SMFM Hotel Block, they are hindering our ability to meet the minimums required by our contracts. While we can understand the immediate attractiveness of an online deal for accommodations outside of the block, SMFM would like attendees to understand the long-term repercussions to SMFM and the Annual Meeting caused by choosing to not to stay within the block. Failing to meet room block commitments will mean increased registration prices for attendees in the future and could mean cities will be unwilling to work with us to host our convention in years to come.