



2020

MOMCON

3 Ways You Can Support MOMcon

Every year, MOPS partners with hotels, venues and restaurants to provide our MOMcon attendees with the best possible options during their MOMcon getaway. And while we usually try not to bore you with the details, we wanted to let you in on a few ways you can help us give you the best options for your hotel and dining while you're at MOMcon – **and how you can help keep your ticket cost down in future years.**

Here are 3 ways you can support MOMcon (so we can give you the best weekend ever!):

1. Book your hotel room through the official MOPS housing site at the host hotel.

THE DETAILS: Hotels charge enormous amounts of money for the conference space that MOPS uses (the Mainstage ballroom, workshop rooms, etc.). We actually could never afford to pay the retail cost for the amount of space that we need at MOMcon. We avoid paying those prices by committing to the hotel that we will book a certain number of sleeping rooms. We base this number off of the number of MOMcon registrants we think we'll have, divided by 2 moms per room (this is what is required by hotels).

When you stay off-site, or have more moms in your room than projected, this hurts MOPS – tremendously. The fewer rooms that are actually booked, the larger penalty MOPS has to pay. A low room block also significantly impacts our ability to book future MOMcons. Here's the hotel's equation: A lot of conference space needed + Not enough hotel rooms booked = HARD PASS.

WHAT THIS MEANS FOR YOU: When we project that a certain number of rooms will be booked and they aren't booked, MOPS has to pay a fine. As this happens more and more frequently, it forces us to raise ticket prices so that we have the funds necessary to pay that fine should the rooms not be booked.

THE BOTTOM LINE: When you book your hotel room through MOPS at the host hotel, you're not only ensuring that you're going to get the best bang for your buck, but you're also helping to keep your own future MOMcon ticket prices down. **Win-win!** So **please** book through ConferenceDirect and not third party booking channels or with the hotel directly. This will help MOPS tremendously, give you the best rate and significantly reduce the chance of MOPS being penalized for not meeting the contracted rooming agreement. And if you need larger rooms or suites ConferenceDirect can certainly assist with that as well.

2. Eat your meals in The MOPS Marketplace.

THE DETAILS: MOPS is held to a food and beverage minimum dollar amount that we must spend inside the hotel and/or convention center. This tells the hotel and/or convention center how much food to prepare for our attendees.

Similarly to when rooms aren't booked through us, when our MOMcon attendees do not take advantage of the food and beverage options that we provide through the hotel and/or convention center, we must pay a fine for food and beverages that weren't consumed.

WHAT THIS MEANS FOR YOU: Again, when we project a certain number of meals that the hotel and/or convention center prepares and that food is not consumed, we have to pay a fine. The more often this happens, the more likely it is that we will raise MOMcon ticket prices to cover the fines we must pay when that food and beverage minimum is not met.

THE BOTTOM LINE: Eat the official food and beverage options that are made available to you in The MOPS Marketplace. The more our moms spend on food in The MOPS Marketplace, the less we pay – **and the less you pay for your MOMcon ticket next year!**

3. Block-off MOMcon dates early and be flexible.

THE DETAILS: The entire month of August and the first week of September are the least expensive weeks to book a conference. Later in September and October are more expensive (we wish we knew why). Because we cannot block off very many rooms at MOMcon (because attendees aren't reserving our rooms) and our food and beverage minimum is low (because attendees aren't eating the official food and beverage options), there is less of a possibility that we'll be able to book our ideal dates which are later in September. It's likely that we'll be booking MOMcon in early September and possibly even August in the upcoming years.

WHAT THIS MEANS FOR YOU: We know that some dates just aren't ideal for you to be away from your home, kid(s) and lives for a weekend. We get it. AND when we don't have attendees plan ahead and block off MOMcon weekends in advance, our budget for the event goes down and ticket prices for next year go up.

THE BOTTOM LINE: Plan on MOMcon being at the end of August and first part of September in the upcoming years. If possible, block those weekends off EARLY in your calendar planning so that you don't have to miss MOMcon (**because we really, really don't want that!**).

We know what it takes for you to get to MOMcon each year, and we want to meet you there with an unforgettable experience that you'll want to return to again and again. **The bottom line is that we need your help to do that.** Together, we can make MOMcon the ultimate mom getaway!

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SEPTEMBER 17-19, 2020

*Gaylord Rockies Resort
Aurora, Colorado*

BOOK YOUR ROOM NOW