

ICON Manifesto

Description

ICON is an industry convention focusing on the fantasy and science fiction genres. ICON draws fans of the genres in all of the appropriate media, offering the following to attendees:

- Access to authors, artists, media personalities, and other genre related individuals
- Programming events including panel discussions, demonstrations, and readings
- Genre related items for display and/or sale, including art, books, and memorabilia
- Other events and items as deemed appropriate by the Project executives

For purposes of definition, ICON is a project with executives as defined by the Mindbridge Foundation bylaws. Each occurrence of the project is considered an individual project for purposes of fulfilling the Mindbridge Foundation by-laws governing projects and the committees assigned to them.

Time of occurrence

ICON is an annual convention occurring, when feasible, on a weekend in the fall, usually in October, that is free from home games for the University of Iowa football team and not in conflict with other Midwest conventions of the same type. The convention typically runs from Friday afternoon through Sunday evening.

Attendees

Attendance to ICON is open to all members of the public, in accordance with the by-laws of Mindbridge Foundation. Paying attendees are considered non-voting members of Mindbridge Foundation for the duration of the convention.

Organization

Each year potential executives must submit a proposal to the Mindbridge Board of Directors and upon approval by the board submit the proposal to the general membership at the next monthly general membership. At the following Mindbridge monthly meeting, the general membership will vote on approval of the project and its executives. Information on what should be in each proposal can be found in the Mindbridge document "Bid Proposal Guidelines".

General information from the Bylaws (Article V, Section 2):

Project Executives

A board of project executives is comprised of three to five people.

Every project executive must be a (voting) member of Mindbridge.

Project Executives perform the administrative functions necessary for operating ICON. These duties will include at a minimum:

- Producing and adhering to a budget plan
- Reporting progress to the Mindbridge Foundation members and Board of Directors
- Securing attendance of industry professionals
- Working with the hotel
- Securing registrations
- Developing a programming schedule

The Project Executives may organize themselves in any way they deem appropriate. No single member will assume too much responsibility, relying instead upon department heads to organize and operate individual areas of the convention.

Preplanning Committee

The preplanning committee is a Mindbridge committee defined by the rules and by-laws of Mindbridge. It undertakes certain duties on behalf of future ICONs, as long as no Project executives have yet been selected for that ICON, and works with current Project executives to ensure that future planning is in accordance with the goals of the ideals of the project. At such time as executives are selected for a specific ICON, those executives assume complete control of the convention subject the rules and by-laws of Mindbridge.

The ICON representative to the Preplanning committee is selected by the current project executives and serves until the next project executives are elected.

Departments

ICON is organized into departments. The project executives may appoint managers of some or all departments. These managers are known as department heads and report directly to the project executives. However, these department heads should not be considered patronage positions and past department heads should be given the opportunity to continue in the position unless performance issues arise. The project executives may create whatever departments deemed necessary, operating at the appropriate level of autonomy. The following list provides common examples of departments:

- Treasury
- Registration
- Publicity
- Program book
- Programming
- Event coordinator
- Inbound advertising
- Hotel liason
- Art show
- Consuite (hospitality room)
- Vendors liason
- Guests wrangler
- Masquerade
- Gaming
- Live Action Role Playing
- Anime and/or video rooms
- Volunteer coordinator
- Trans-Iowa Canal Company director
- Concessions (selling convention merchandise)
- Security

All department heads must be willing and able to communicate regularly and effectively with the project executives, either by regularly attending meetings or by such other avenues as the executives deem fit.

Guests

Guests of Honor (GoH) are the headliner guests of the convention. GoHs are chosen both for attendance draw and for good reputation at public appearances. Common GoH selections are:

- A well-known science fiction or fantasy author
- A well-known science fiction or fantasy artist
- A fan GoH (an individual, not necessarily an industry professional, known for his or her contributions to the genre or to "fandom")
- A toastmaster to preside over opening ceremonies and the guest of honor speeches
- Media personalities
- Editors
- Scientists
- Professors
- Musicians

Guests of Honor receive the following from ICON, which must be part of the preliminary budget:

- Reasonable payment of or reimbursement for travel
- Hotel costs for the duration of the convention
- Meal allowance

Professionals

Aside from Guests of Honor, ICON encourages industry professionals to attend, take part in panel discussions and demonstrations, and make themselves available to attendees. ICON provides complimentary entrance for industry professionals and a guest if any of the following criteria are met:

- The individual is qualified to obtain a full membership into the Science Fiction Writers Association (SFWA); an affiliate SFWA membership is not sufficient
- The individual has been the artist Guest of Honor at a preceding ICON
- The individual is Rusty Hevelin
- The individual is a founder of ICON (Mark Moore, Greg Frost, Dennis Lynch, Mike Miller, Joe Haldeman, Gay Haldeman)
- The concomm deems the individual worthy of complimentary entrance due to draw capacity or other qualification, such as individuals invited only to make presentations, media personalities, famous game designers, people providing services of significant financial value, etc.

Events

ICON schedules one or more tracks of programming relating to the science fiction and fantasy genres. The following programming items and events are the minimum that must take place at every ICON:

- Opening ceremonies
- Art show
- Art Auction
- Vendor area
- Guest of Honor speeches
- Masquerade
- Mindbridge membership meeting
- Hospitality suite
- A suitable number of panel discussions, readings, or presentations to satisfy the needs and obligations of professional attendees

ICON should contain more items than the minimum. The specific items are at the discretion of the project executives, but the following events or items are traditional and should not be excluded without good reason:

- Closing ceremonies
- Trans-Iowa Canal Company
- Game show
- Video and/or Anime room
- "How to Enjoy Your First Con"
- "Whose Con is it Anyway?"
- Masquerade Aid Station
- Chocolate Ceremony
- Dance
- Filking room
- Benefactor brunch
- Dead-dog party

Post-mortem

After the current ICON takes place, the project executives do the following:

- Holds a post-mortem meeting within four weeks of the end of the convention
- Produces a financial and operational report to the Mindbridge Foundation Board of Directors within eight weeks of the end of the convention
- Returns all checkbooks, bank accounts, and funds to Mindbridge Foundation Treasurer within four weeks of the end of the convention

Mindbridge Bylaws

Mindbridge Bylaws can be found at :