

CALENDAR OF EVENTS

January

1. Send committee report to the President 2 weeks prior to the board meeting.
2. Contact the secretary for the following to be brought to the January Board Meeting:
 - a. Exhibitors list
 - b. Mailing labels for exhibitors
 - c. Stationary and envelopes
3. Attend the Board Meeting.
4. Present Annual Meeting Report to the Board (e.g., information gained from evaluation forms.).
5. Confirm exhibit booth rental fee.

February

1. Contact drayage firms and request bids. (See Drayage Arrangement/Electrician).

March

1. Issue an invitation to exhibitors 8 months prior to the Annual Meeting. Mail to all companies on current mailing list as well as any new or interested companies.
2. Include in the first mailing:
 - a. Invitation (cover letter) .see Invitation to Exhibitors
 - b. Exhibit Information Form
 - c. Sustaining Membership Form
 - d. General Rules and Information

April-June

1. Receive exhibitors booth rental fees and sustaining membership fee.
2. Forward checks to the Treasurer (stamp back of checks with “deposit only” bank stamp).
3. Send a brief letter of acceptance/receipt of fees to the exhibitors.
4. Update exhibitors mailing list. Delete returned letters, etc.
5. Send updated exhibitors list to the Secretary and request a new list and mailing labels.
6. Close to deadline date, make courtesy call to prior year exhibitors to remind them that the fees have not been received.

July

1. Send committee report to the President 2 weeks prior to the board meeting.
2. Second mailing invitation to all exhibitors that have not responded (to include same information as first mailing).
3. Attend Board Meeting:
 - a. Give Board list of exhibitors to date.
 - b. Remind Program Chairperson about exhibit times (1). Exhibitors must have at least 5 hours of exhibit time (2). Friday exhibit time should not exceed 10:30 AM.

August

Request mailing labels of the current exhibitors from the Secretary.

September (30 days to 2 months prior to the meeting)

1. Mail to contact person of each company:

- a. Exhibitors Information Form
 - (1). Electrical needs
 - (2). Exact name of firm for corporate sign
 - (3). Representatives' names for the booth
 - (4). Clearly stated a deadline for receiving the Information Form
 - b. Program and hotel reservation card
 - c. Exhibit hours/setup and dismantling information
 - d. Clearly state that only people registered at the meeting will be allowed in the Exhibit Hall.
 - e. List security precautions that will be taken during the meeting. Any additional security will be at the exhibitor's expense.
2. Contact all companies whose fees have not been received.
 3. Check ribbon and badge stock (order if necessary).

October (at least two weeks prior to meeting)

1. Call all companies that have not responded to get the electrical needs.
2. Prepare list of representatives for name tags.
3. Prepare a list exhibitors/sustaining members for program booklet.
4. Submit a list of exhibitors to the drayage company for corporate signs.
5. Assign booths (booth preference to sustaining members based on receipt of fees).
6. Submit electrical needs and floor plan (booth assignment) to:
 - a. Hotel
 - b. Drayage company
7. Prepare exhibitor packets including:
 - a. Welcome letter
 - b. Schedule/exhibit hours
 - c. Floor plan/ booth assignments
 - d. Evaluation form
 - e. Program
 - f. Lunch tickets (if purchased)
8. Send committee report to President 2 weeks prior to November Board Meeting.

November (during the meeting)

1. Set up exhibits
 - a. Help coordinate/communicate with drayage company, electricians and hotel staff.
 - b. Register exhibitors.
 - c. Show them booth area making SURE all electrical needs are met and satisfactory.
 - d. Ask exhibitors to notify you or some designated person (officer, committee member) of any problems or difficulty.
2. Circulate to all booths; be helpful but maintain all hotel regulations (fire, smoking, etc.) Thank exhibitors for coming. If you can not answer their questions or solve their problems, get someone who can.
3. Collect evaluation forms at close of exhibits.
4. Assist with dismantling
 - a. Confirm time with hotel and drayage firm.
 - b. If requested to be "out" by a specific time, inform all exhibitors. If they are not ready, they will be billed for the breakdown of their booth.

November-December (two to four weeks following annual meeting)

1. Review evaluation forms.
2. Update mailing list.
3. Mail thank-you letters to companies to include:

- a. Dates of next meeting.
 - b. Place of next meeting.
 - c. New Exhibit Chairperson's name and address.
 - d. Annual Meeting attendees list (request from the Secretary)
 - e. Sustaining members ONLY mailing list of members (request from Secretary).
4. Submit the budget for next year to the Finance Chairman.
 5. Prepare report for the January Board Meeting, including information obtained on evaluation forms and past experience.
 6. Update the Exhibit Committee Notebook and give to new Exhibit Committee Chairperson.

GENERAL INFORMATION/HELPFUL HINTS

HOTEL SELECTION

Work with Site Selection Committee Chairperson to ensure adequate facilities:

1. Large exhibit area to accommodate 30-40, 8' X 10' booths. NOTE: Room dimensions, exits, corridors and acoustics. Request floor plan.
2. Proximity of Exhibit Hall to meeting room.
3. 'Adequate' time provided in hotel contract for set-up and break-down of exhibits (May need to be coordinated with the drayage firm).
4. Storage facilities available at the hotel. Consider limits on size/weight/number of cartons with storage prior and during meeting (May need to be coordinated with drayage firm).
5. Obtain suggestions from hotel for local drayage firm and contact person.
6. Hotel contract should provide one-6 foot x 30 inch table with cloth and two chairs.
7. Ask for list of fees charged for electrical needs.
8. Check security of exhibit area. Hall must be locked at close of exhibits. Make arrangement for security.
9. Keep good records for next exhibit chairperson.

DRAYAGE ARRANGEMENT/ELECTRICIAN

1. Contact drayage firms upon signing hotel contract and ask for bids.
2. Information to consider:
 - a. Set up and dismantling of 30-40, 8' x 10' booths, 8' backwalls and 3' side panels.
 - b. Corporate signs
 - c. Drayage services to exhibitors
 - (1). Storage 10 days prior to meeting.
 - (2). Transport to and from hotel.
 - (3). Uncrating and crate storage during the meeting.
3. Work with the Finance Committee, Treasurer and President to determine costs vs. services offered.
4. Notify firm selected and request detailed written contract.
5. Work with the drayage firm, mailing floor plan and booth assignments at proper time.

INVITATION TO EXHIBITORS

1. Direct letter to local representative, sales manager and/or convention coordinator.
2. Include in letter:
 - a. Meeting location, state, city and hotel address.
 - b. Meeting dates.

- c. Exhibit fee with thorough explanation of late charge.
- d. Sustaining membership fee with thorough explanation of sustaining membership benefits.
- e. Exhibit Intent Form and deadlines set by Exhibit Committee.
- f. Brief recap of last year's meeting attendance and success.
- g. Thank you for support.

EXHIBIT INFORMATION FORM/APPLICATION FOR SUSTAINING MEMBERSHIP

1. Include form in original mailing; mail again to any new companies and companies that have not responded.
2. Be sure to clearly state return date and cut off deadlines for name to appear in the program, etc.
3. Form must include:
 - a. Size of booth space, table and other provisions.
 - b. Hotel regulations concerning exhibit area (if any).
 - c. Request product description.
 - d. Request complete electrical needs.
 - e. Include drayage information for shipping information.
 - f. Include floor plan to sustaining members only for booth selection.
 - g. Request names of people to be in exhibit area (so that name tags can be made).
4. Include drayage firm information including all necessary forms.

APPLICATION FOR SUSTAINING MEMBERSHIP

1. Include in original mailing. Mail again to those who have not responded and also to any new companies.
2. Form should include:
 - a. Name of firm
 - b. New or renewal application
 - c. Fee for membership and year covered.
 - d. List of benefits:
 - (1). Special recognition in program and booth ID signs.
 - (2). Mailing list of members.
 - (3). Copy of Newsletter
 - (4). Booth preference selection at annual meeting.