

GUIDEBOOK FOR HOSTING AN NFMS SHOW



Redeveloped in 2017 from a 1970's Manual

With updates, comments and information relevant to today's process.

TABLE of CONTENTS - NFMS GUIDEBOOK

INTRODUCTION	1
SHOW COMMITTEE ORGANIZATION	2
SECRETARY	3
TREASURER	3
EXHIBITS AND SPACE	3
DEALER CHAIRMAN	3
SPECIAL DISPLAYS	5
DISPLAY LAYOUT	5
CASE LININGS	7
PUBLIC RELATIONS	8
PUBLICITY-LOCAL	8
PUBLICITY-HOBBY	9
PUBLICITY-TV & RADIO	10
PRINTING	10
INSURANCE	11
COSTUMES	11
HOSPITALITY	11
ADVANCE REGISTRATION	12
ACCOMODATIONS	13
INFORMATION DESK	14
BANQUET, BREAKFAST AND LUNCHEON	14
SNACK BAR	16
CAMPING	16
PARKING	17
TABLE FAVORS	18
BUILDING SERVICE	18
SET-UP AND DISMANTLE	18
DECORATIONS	20
UTILITIES	20
SECURITY	21
TICKET SALES	21
FIRST AID	22
CASES	22
SIGNS-INDOOR	22
SIGNS-OUTDOOR	25
PROGRAMS	23
EDUCATIONAL PROGRAMS	23
FIELD TRIPS	23
ENTERTAINMENT	24
SILENT AUCTION	24
DEMONSTRATIONS	24
MISCELLANEOUS INFORMATION	25

Guidebook for Hosting an NFMS Show

Introduction

First: Your club will submit a bid to the Chairman of the Past President's Council. The bid should include information about the venue, date and any possible considerations or negotiations you would like to present. You could discuss possibilities or ideas with the Past President's Council or Executive Officers. When your bid is approved by the Past President's Council and approved by the Assembly of Directors at the Annual Meeting, you will be ready to dive into the process of hosting the show.

Before submitting your bid, be sure you have an adequate facility for holding the show. This means the facility should already be constructed, NOT on the drawing board. You should also have a signed agreement. If the facility does not already have a blue print of its area, including total square footage, additional room location, restroom and placement of outlets, plan on creating a drawing that will allow for ease of show set up.

Additional considerations:

- ✓ Adequate electricity for displays and dealers. This item is one that most frequently causes serious problems.
- ✓ When the show closes the first day, the lights may be turned off, but at times judging is not yet completed. Arrange for adequate lighting so they don't have to judge by flashlight.
- ✓ Security during set-up and take-down. That is the time major thefts occur.
- ✓ Easy access to the show building for dealers and exhibitors. Drive-in is highly desirable.
- ✓ Adequate camping near the show.
- ✓ Adequate parking area during the show.
- ✓ Consider having a ATM - make sure it is working and has cash before start of day

Following is a Table of Federation Show Responsibilities

	Responsibilities of NFMS	Responsibilities of Host Society	No Host Functions
Ribbons *	Award Ribbons Committee Chairmen Delegates Exhibitor Judges and Clerks Officers Past Presidents Rules Committee	Dealers Host Special Exhibits	
Certificates	Appreciation Judges & Clerks Participation Exhibitors	Appreciation Exhibitors	
Meals	Judges and Clerks Luncheon	Dealers (before show) Federation Officers and Chairmen Coffee Break during Business Meeting	Banquet ** Editors Breakfast Past Presidents and Committee Chairs Luncheon
Free 3-day Admission		Judges and Clerks Scholarship Plaque Winner & Spouse; Student & Spouse	

		(It is suggested passes be furnished AFMS President and Spouse) Any others are optional	
Property ***		Cases wiring, etc. and their transportation	
*Ribbons: Host Society advises Rules Chairman how many ribbons are needed and Rules Chairman will order them all at once. Host Society reimburses NFMS.			
**Banquet: Federation pays for Scholarship Plaque Winner & Spouse plus Student & Spouse; Host Society pays for guests such as Mayor, Speaker, etc.			
***Property: It is strongly recommended you check into loan of truck, rental of U-Haul, etc. which could save you a substantial amount.			

As you work through this manual, please keep in mind these are guidelines, not written in stone. The information was taken from a manual written in the late seventies, so some things may be irrelevant today. This is meant to be a guide to assist you in your process.

Show Committee Organization (Sample Idea)

Thirty five committees have been established in addition to the Secretary and Treasurer. A chairman or co-chairman should be appointed to each committee and be directly responsible for seeing that the duties of that committee are fulfilled.

Many of the Chairmen will wish to establish sub-committees under them. Others will look for members to join their committee and accept some of the responsibilities. Others may simply ask for volunteers at times when assistance is needed, or perhaps even complete the assignment unassisted.

With this many people involved it would be unforgivable if every member of the group was not at least given the opportunity to help. Be particularly careful to see that the newer members become involved in the show.

In order to fill the committees and be assured that no one is overlooked, some organization must be established. Also, and perhaps more important, to insure that the effort is coordinated, there must be a planned organization. Each committee is grouped under one of five headings: Exhibit and Space, Public Relations, Hospitality, Building Service, and Programs. These are broad heading and may not seem to apply in every case. However, the purpose will still be served. One committee Chairman from each of these groups will be a member of the Board of Directors.

The Board of Directors for the Show consists of the Chairman, Co-chairman, Secretary, Treasurer, Club President, and the Five Members mentioned above. This group should meet about once a month and discuss all matters pertinent to the show. Any decisions which must be made (e.g. budget, dealer space, show policy, etc.) will be decided by a vote of this group. The meetings should be open to anyone interested and particular committee members will often be asked to attend to discuss specific items.

It will further be the responsibility of the Five Directors to act as a liaison between the other committees in their group and the show board. As you can imagine, thirty five members would have difficulty discussing anything and come to any conclusions. Therefore, the Director can represent the other committees.

Remember that most jobs will have busy times and slack times. Some will be busy only during the show itself while others will be completed by show time. Therefore, it is entirely possible that each person may be assigned to several committees.

If any questions as to parliamentary procedure arise at any meeting Robert's Rules of Order should be followed.

General Show Chairman				
Treasurer		Co-Chairman	Secretary	
Exhibits & Space	Public Relations	Hospitality	Building Service	Programs
Dealers	Publicity	Hostesses	Set-up & Dismantle	Programs
Special Displays	Local	Advance Registration	Decorations	Field Trips

Display Layout	Hobby Publications	Accommodations	Utilities	Entertainment
Lining Cases	TV & Radio	Information	Security	Swaps/Silent Auction
	[Website]***	Banquet	Tickets	Demonstrations
	Insurance	Snack Bar	First Aid	
	Printing	Camping	Cases	
		Parking	Signs-Indoor	
		Table Favors	Signs-Outdoor	
(This is a sample. You may follow it or make modifications to fit your particular Show.)				

(Many excellent shows in recent years have been put on by a handful of dedicated workers made up of predominately the nine major headings shown above. If your club is short of workers, it still can be done.)

SECRETARY

The Secretary is usually a member of the show Board of Directors. As such he/she will have a vote in all matters which come before the board.

Duties:

- ✓ Attend the meetings of the show board of directors and record the minutes for each meeting.
- ✓ See that the Chairman and co-chairman receive copies of the minutes as soon as practical following each meeting.
- ✓ Carry on the correspondence of the Board of Directors.
- ✓ Receive mail for the show and see that it is answered or the information relayed to the proper person.

(Perhaps the Secretary could also easily serve as the website administrator and/or registrar.)

TREASURER

The Treasurer is a member of the show Board of Directors. As such he/she will have a vote in all matters which come before the board.

Duties:

- ✓ Attend the meetings of the Show Board of Directors
- ✓ You may borrow \$500.00 (or more, if necessary) from the NFMS to get you started.
- ✓ The Treasurer and any others signing checks should be bonded.
- ✓ Have a special bank account for the show. It is wise to have two signatures on the checks, but be prepared by having three who could sign. Make sure night deposit box is available for use during the show.
- ✓ Aid Show Chairman in compilation of the estimated budget.
- ✓ **An accounting must be made after the show and submitted to the NFMS, Along with monies due, within 90 days after close of the convention.**

Suggestion:

It is strongly recommended that Requisitions be used. There may be two kinds: one for cash and one for labor. The latter would be the Show Chairman's. A triplicate book with the request written up, given to the Show Chairman, approved, and the first copy given to the Treasurer for payment of money. Have plenty of receipt books.

EXHIBITS AND SPACE

DEALER CHAIRMAN

Attention to the Dealers is very important to the Gem Show. For one thing, the financial success of the show depends on the sale of space to the dealers. But, just as important is the general contentment of the dealers. The general atmosphere of the show can degenerate if there is discontent amongst the dealers. Therefore, you should go out of your way to be fair and forthright in transactions, and be hospitable at the show itself.

General policies which must be decided by the Board of Directors of the Show, and pertaining to this committee:

- ✓ How much total space will be allotted to the use of dealers?
- ✓ How much will be charged per foot. These first two items must be discussed as a unit. The income from dealers provides the bulk of our credit. At the same time we have an obligation to provide space for all individuals wishing to exhibit, both competitive and non-competitive.
- ✓ What unit areas will be allotted to dealers? For example, units of 8 feet are convenient since most tables are this length. Another consideration recommended by some dealers is that all units be made as identical as possible, 24 feet being a good average which would satisfy most. This would make space assignments much easier. (Probably by lottery) with less chance among the dealers to feel that there has been favoritism.
- ✓ Which dealers should be accepted? Remember that we should provide a broad spectrum to suit the interests of everyone.
- ✓ How much money should accompany the contract and when should the remainder be due?

General Duties:

- ✓ Receive inquiries concerning dealer space and reply appropriately to all inquiries.
- ✓ Send out invitations to dealers we may wish to attend and who have not already inquired about space.
- ✓ Complete contracts with dealers, as approved by the Show Board of Directors and an available space allows.
- ✓ Determine space layout. Dealers must be recognized and assigned areas according to their particular requirements. Specific assignments are best made by lottery.
- ✓ Assign dealers to location, preferably by lottery, or in such a way that there can be no claim of prejudice. (Almost every dealer wants space to the right side of the entrance door.)
- ✓ General public relations with dealers during show – helping where possible and trouble-shooting.
- ✓ Find individuals who will be available set-up morning to assist the dealers in unloading. If they can drive in, someone, should be available to direct traffic. Assist the dealers in unloading quickly so their space can be turned over to the next one. The more assistance we can provide them in doing this, the smoother things will go. Work with the parking committee. They will be providing this service for the exhibitors in the afternoon, and might well do the same for you in the morning.

The dealers' final contract should be signed well in advance of the show since they set their schedules well ahead. Be certain to get your letters of invitation out early- preferably, at least a year in advance. As soon as possible, pass the list of dealers on to the Indoor Sign Chairperson.

COORDINATION OF DEALER CHAIRMAN

- ✓ Work closely with Show Board of Directors. They will: Determine fees for space, approve the contract form, make final approval of all dealers and decide if any dealers should receive a specific invitation.
- ✓ Transfer receipts to the Show Treasurer periodically.
- ✓ Advise Show Chairman how many ribbons must be ordered for dealers and their associates.
- ✓ Advise Luncheon Chairman how many to expect for the dealers meal. (This may be breakfast the morning the show opens or dinner the previous evening.) Host Society pays for this. (Most often, a pot luck has been hosted by the club for all-volunteers, dealers, exhibitors, etc.)
- ✓ Supply Advance Registration Chairman with all dealers' names and how many badges for each so advance packets can be prepared. (Essentially, what is needed here is simply a list of people who will be working at each dealer's space so that name tags with dealer ribbons can be prepared for each individual. This will automatically indicate that admission is free to these individuals.)
- ✓ Check with Parking Chairman for special parking during show. Also regarding unloading space and assistance on set-up day and make arrangements for dealer access at take-down time.

- ✓ See that the Printing Chairman gets information concerning the dealers for inclusion in the program brochure.

SPECIAL DISPLAYS

The responsibility of a good attendance at the show rests very heavily with this Committee. Not only do we depend on the Special Exhibits to bring in attendance, but they must be varied enough and of such interest that our guests will feel that it was well worth their time. The inclusion of displays with high public interest will greatly enhance the success of the Publicity Committee, both in the local area and amongst our fellow hobbyists. The amount of money we are willing to spend on this will ultimately be a decision of the Show Board of Directors. However, some preliminary investigation will be necessary to give them an idea of what is obtainable and at what price. Some money spent here may be returned many fold in gate receipts.

Duties:

- ✓ Determine, at least approximately, how much space you may depend on. If possible a particular area for special exhibits should be set aside. This will facilitate security as well as assist the construction of the program brochure in directing the public.
- ✓ Consider what will have the greatest appeal to the general public and rockhounds alike.
- ✓ Consider some exhibits which will lend themselves especially well to public interest and be valuable to the Publicity Committee.
- ✓ Determine from the Show Board of Directors what your policy might be concerning payment to exhibitors and what your budget might be. Should NFMS members receive pay? Members of other Federations? Should travel and/or lodging be offered?
- ✓ Send invitations to those you wish as exhibitors, giving any details as to what they can expect in facilities and request any details needed for their displays. For example, will they furnish their own case and/or liner?
- ✓ Arrange a proper layout for planned exhibits and give a copy to the Set-up Chairman
- ✓ Arrange for suitable souvenir to be given each exhibitor. Ribbons, trophy, certificate, etc. should be considered. Check with Board for financial approval.
- ✓ Advance registration may be offered for special exhibitors. If so, see that the Advance Registration Chairman is notified in order that a packet will be made up for them. Be sure the exhibitor knows of this so he will not pay his advance registration fee.

DISPLAY LAYOUT

The bulk of the work will be placed on this committee during the last several weeks prior to the show. But it is exceedingly important that the layout be done with complete accuracy. Exhibitors coming in from a long hot drive will be tired and irritable and will not understand why their exhibit space cannot be found or is too small to accommodate their display.

Duties:

- ✓ Your specific assignment is to: Prepare space for a specified number and size exhibits for competitive displays and prepare and make space assignments for non-competitive display space.
- ✓ The Rules Committee (NFMS) personnel in charge of exhibits registration will notify you about one week prior to the show of the number of spaces needed for competitive exhibits. (You can check earlier, as there is supposed to be a deadline of one month prior to the show, but, historically, competitive exhibitors have not been turned down for late registration.) If it can be arranged there should be some means of allowing last minute compromises, both enlarging and shrinking the area. Have some exhibits in reserve which can be brought in to fill cancellations. It might be wise to also have space available on the end of a row where an extra display could be brought in in case of some miscalculation.

- ✓ The competitive display exhibitor assignment is altogether a Rules Committee duty. Your only obligation is to supply the correct amount of measured display area which the Rules Committee will request. Each display area should be numbered according to arrangements between you and the Rules Committee member in charge of registration and in consultation with him (only he will know the size of each display area needed.) The Rules Committee member will make the actual exhibitor assignments. It is suggested that these assigned spaces be spread out through the entire display area.
- ✓ Non-competitive exhibits can be arranged at your discretion.
- ✓ Although final arrangements cannot be made until the final week, you should be able to have an estimate by at least a month in advance. Advance registration will be receiving forms for the non-competitive cases. You will have also by then have enlisted club members and those with special displays. Work with these figures to plan out your display area. Plan on leaving a couple of inches between cases to be certain fronts fit and everyone has sufficient space. Remember to plan ahead to have some expansion room, if necessary. (You can occasionally leave a larger space with a large specimen planned, e.g. large geodes or petrified wood. (Something not easily damaged and not requiring a case.) In case additional space becomes necessary, these could be eliminated from the plan to allow a last minute redistribution of display area.
- ✓ If you have the means, consider having your display cases raised to about a counter height instead of table height. They are much easier to view and show off the material much better.
- ✓ **Exhibits Registrar for the NFMS Rules Committee must receive copies of the layout area. He may request sufficient copies to distribute to the clerks. Check with him for details related to number needed.**
- ✓ At the conclusion of the show the Rules Committee acknowledges the competitive exhibits with a certificate of appreciation. However, no one has the obligation to thank the non-competitive exhibitors for participation. Many feel this should be done, and perhaps this committee is the one to do it. Consider ribbons or certificates identifying the show with the year and club, etc. and a thank you.
- ✓ For both competitive and non-competitive exhibits, the rows need a designation so that they can be found easily by displayers and judges alike. The rows need a letter designation, but not one which might correspond to that used for exhibitor divisions. For example, A-F should not be used since these letters refer to rules divisions. Likewise, each exhibit area receives a number. The numbers are consecutive for each row, running across and around the back side of the row, but starting again at one for the next row. It will cause less confusion to assign two numbers for a larger case, so if re-arranging becomes necessary, two displays could replace an 8 or larger case. The letter and number assignments are important to the Rules Committee since each competitive display must be identified by a location number (it appears on the exhibitor card also.) This identifies the display until after judging since no name can appear on the exhibit or exhibit space. The Exhibits Registrar will need to know this number ahead so his judging cards can be completed. Actually he is the one who will assign the number, but he must know the letter identifier for the rows which he will be assigning exhibitor and how many exhibits he can allot to each row. It is most important that you get this information to him at least two weeks in advance of the show.
- ✓ The Set-up Chairman will need to know the number and length and height of rows for exhibit area. By two months before the show a very close estimate should be given to him followed with the final plan one week prior to the show.
- ✓ Some exhibitors will need to have cases furnished them. The Rules Committee will give this information to you and what location these cases will occupy, if they are competitive. (The majority of those displaying competitively have their own cases, but you will need to be appraised in the event you need to furnish a case and/or liners.) In the case of non-competitive, you will be told who needs cases, however you will decide on the location where they should be set up. Hopefully these cases will be set up prior to the

show, but you will need to tell the Set-up Chairman where to place them. Several months before the show try to get an estimate of total number of displays so you will know how many cases will be needed. Remember, the Special Exhibits Chairman will also be assigning cases so you will need to work together. Locate and plan to borrow the number of cases you will need in addition to your club's cases. You will also need to make arrangements to get the cases to your show site before the show and back to the owners after the show.

TIME SCHEDULE

- ✓ By two months prior to the show give an estimate of display area needed with length of rows and number of rows to the Set-Up Chairman. Give the Custodian an estimate of the number of display cases which will need to be furnished to exhibitors. (Most clubs today have the area figured into the plans soon after they submit a bid, since they usually include such information in the bid.)
- ✓ By ten days prior to the show a final layout should be completed with a list or schematic of where cases should go, which areas should be left empty for those who furnish their own cases, and designations for Competitive Exhibits. Be certain to consult with the Rules Committee for approval of layout for the competitive cases. Supply a copy of the schematic to all who will need such: Custodian, Rules Committee, and Set-up Committee.
- ✓ Check on set up day to be certain all are being placed according to plan.

COORDINATION

- ✓ Work very closely with the Uniform Rules Committee, particularly the first year member who is the Exhibits Registrar. Plan to be in contact several times
- ✓ Work closely with the set-up Chairman concerning construction of rows for exhibit area.
- ✓ Check with Special Displays Chairman to see if any exchange of space might be indicated, particularly as show date approaches and space plans become more settled.
- ✓ Decorations Chairman will need information to prepare for skirting and covering end row cases, as well as space fillers for exhibit area.

CASE LININGS

Although some will provide linings and risers for their own displays, there will be exhibits which will need a lined case made ready. Perhaps you obtain an exhibit from a museum. It could be your responsibility to prepare the display case. Besides this responsibility, there are other public relations jobs which this Committee should provide, particularly by having materials handy for exhibitors to borrow in setting up their displays.

Duties:

- ✓ In cooperation with the Special Exhibits Chairman determine who will require lined cases provided for exhibits. For each case determine size requirement, if a special color has been requested and any other special needs.
- ✓ Purchase material needed with approval of Board of Directors of the Show.
- ✓ Arrange to have cardboard or other backing available, both for your own needs and some for emergency use at the show on set up day.
- ✓ Prepare the cases needed a week or so ahead of the show if at all possible to avoid last minute pressure. Try to have materials available on set-up day for the convenience of the exhibitors. You know that it is impossible to arrive at the show without leaving some necessity as home: thumbtacks, scissors, window cleaner and towels, double sided tape, screw drivers, etc.
- ✓ Enlist some help for yourself both prior to the show and on set-up day.
- ✓ Work with the Special Exhibits Chairman for information needed.

PUBLIC RELATIONS

Remember that as a service of the Federation, the Show Coordinator for the NFMS sends your show information to the NFMS Newsletter as well as other hobby publications. She also suggests utilizing Facebook and Craig's List.

PUBLICITY-LOCAL:

In the final analysis, the success of the show will depend on good publicity. Unless the public and the rockhounds are inspired to attend the show the purpose of the show will have been defeated and there will not have been any financial profit, nor promotion of the interests of the "rockhounds". The responsibility for publicity is divided into three main headings: Local Publicity - Newspapers, etc., Publicity within the Hobby - Hobby publications, Club and Federation Websites, etc., and TV and Radio Publicity prior to and throughout the show.

It will be necessary to work with the Show Board of Directors in determining the budget allotment for publicity. This can be one of the major expenses of the show, or, with careful planning it may be done economically. If material of public interest is provided to the news media it may be possible to obtain considerable free publicity. However, the possibility of paid announcements must also be considered. In many respects, however, the free publicity can be more productive than plain announcements.

Duties:

- ✓ Prepare a schedule for public interest news releases to local newspapers with the climax several weeks prior to show time.
- ✓ In preparing material for the papers, work closely with the Special Displays Chairman. Information of feature exhibits being brought to the show should provide material having good public interest.
- ✓ Check with the Chairman for Demonstrations and educational Programs for material of interest.
- ✓ Check records of past shows for attendance, trailer attendances, etc. The local people and merchants may find this of interest.
- ✓ Check with the Chamber of Commerce in local area and recruit any help they might give toward publicity.
- ✓ Get estimates for paid advertising. Evaluate what value this might be, particularly in nearby metropolitan areas.
- ✓ Consider other means of reaching other hobby groups, service clubs, etc. within commuting distance of the show area.
- ✓ Several weeks prior to the show the range of papers receiving information should be broadened, including those within commuting distance. The Chamber of Commerce might help with addresses.
- ✓ Most papers have columns devoted to what's happening in the area and carry such announcements as the Gem Show as a Public Service. Try to investigate such possibilities.
- ✓ Timing the presentation of your information packets to the papers can be the difference between success and failure. Too early allows them to be cast aside. Too late prevents their inclusion. Investigate with the papers as to the time required for processing – form in which they wish the material presented – what should be included in your information packets.

TIMING

- ✓ Local newspapers should be kept stimulated periodically throughout the year with a climax the week prior to the show. Check with newspapers to find out how much advance they need in receiving information before publishing.
- ✓ Information to the "What's Happening" columns should arrive at the newspapers office sufficiently ahead that it will appear in the papers at least the Sunday before the show opening.
- ✓ Commuting area papers should receive information sufficiently in advance so material will appear between one and two weeks prior to the show opening.

- ✓ Paid announcements must be planned well in advance. They should be scheduled to appear the week prior to the show and possibly two weeks prior.

Coordination:

Work closely with the other two Publicity Committees and check often with the Special Exhibits Chairman for information. Check often with the Demonstrations and Speakers Chairmen as well as the Field Trip Chairman. You can also check with camping and Accommodations Chairman for interesting statistics or activities during the show.

PUBLICITY – HOBBY:

The type publicity planned for the local area may or may not be of the same type as that which will be of interest to the hobby publications. In examining the expenses from past shows it seem that this can be a major expense if paid advertising is sought. However, in past years, feature articles have been included in the hobby publications from persons in the Hosting Societies. However, the material presented must be of general interest to rockhounds. If this type material can be provided it should receive more attention than the paid advertising. However, both must be considered and evaluated. Remember to research and utilize the internet as a free source of advertising.

Duties:

- ✓ Plan ahead which publication you feel will serve the purpose best for obtaining publicity. Also, consider such magazines, and other travel oriented publications. There may be opportunities for free publicity in some of these, particularly if they have "What's Happening"
- ✓ Prepare some articles which might be of interest, and don't forget to give the show a little publicity along with the articles. * E. g. the hobby publications might accept articles on: Fossils, minerals or lapidary material in the area, with field trips planned to the materials featured. Or prominent people such as geologists or mineralogists for the area, or special exhibits or demonstrators of special interest might provide material for articles.
- ✓ The NFMS Operating Procedures provide that the Directory contribute the centerfold space to the Host Society for advertising. Information for this must be sent to the Directory Chairman as soon as possible after the identity of this Chairman is announced. This should be ready by September or October. (This would most likely only be a feasible approach if the show was far enough past the Mid-year meeting when Directories are ready for dispersal.)

Time Schedule and Coordination: Material for publication must be provided well ahead of expected publication dates. Inquire as to how much ahead is necessary and make your target date, perhaps about six months in advance. This gives people a chance to plan ahead for their vacations. Work closely with /Special Displays, Education Programs, Field Trips and Demonstrations Chairmen as well as the other two Publicity Committees. Accommodations and Camping Committees may have items of interest.

(Following are statements from a recent chairperson about her endeavors in the Publicity realm.)

I put together a list of every rock club in the Northwest Federation, a lot were not correct on the Federation website. I included Wyoming due to their vicinity to us. Then I researched online to find any other rock clubs that were not related to the Federation in all the states, which were an amazing amount. I also added companies that dealt with the sale of stones for energy work or companies that focused on petrified bones, coral and other sea life. This became my Base List that I then added to my email contact list. I emailed every contact a packet to attend our show or register to display in our show. I continued to send all of them emails every time there was a new flier, poster or additions to our venue. This brought in a lot of emails on what we were doing and where we were located, which I answered and included maps. Sent articles to the Federation website contact. Sent an article to the Federation newspaper for the Show Chairperson.

PUBLICITY – TV & RADIO:

Getting information to the public on radio and TV will be a major factor in the attendance of the show. Unless we have good attendance we cannot succeed financially nor advance the hobby. The hobbyists will be reached through the regular channels and are not the same problem that getting the general public to the show will be.

DUTIES:

- ✓ Evaluate the possibilities for paid and free publicity on TV and radio.
- ✓ Provide an estimate of what paid publicity might be, and its value to the show.
- ✓ Check with the Chamber of Commerce for information on public service opportunities which might be available.
- ✓ Prepare news release information which would be acceptable to the stations. Check in advance with them as to deadlines or receipt or information they are to use.
- ✓ If at all possible it would be beneficial to arrange interviews. Particularly if visiting celebrities are available, this might become more feasible. Check with the Special Exhibits Chairman, Demonstrations Chairman or lecturers that might be coming, as to possibilities.

Timing: The greatest impact with TV and radio would be within a two week period of the show, and during the first two days of the show. Great care must be given to sending information to the stations at the proper time. Not too early – it may be put aside. Not too late – it can't be used. Be certain to check with stations so the timing will be correct.

Coordination: Check with Field Trip, Special Exhibits, Educational Programs, Demonstrations, for any material of interest, as well as available personalities. Work closely with the other Publicity Members. (Before any paid publicity is contracted, check with the Show Board of Directors for approval.)

PRINTING:

Various items will require the services of a commercial printer. The importance of conveying the proper information to them as well as finding the best printer at the best price is obvious. The material which we send out in the name of the show represents the show. If it is attractive and neat, and conveys precise information, a favorable impression will be made on the recipients.

DUTIES:

- ✓ Prepare information for advertising material such as fliers, placards and small cards and see that proper instructions are given to the printer chosen.
- ✓ Stationery should be provided for the Show Committee use. The amount ordered depends on whether or not it is used in advance packets.
- ✓ A major duty will be preparation of the program brochure. Inspection of past years material will provide some basis for planning. It is important that a program that is attractive and informative be prepared. However, we should not be over-extravagant. Selection of papers and designs will rest largely on your shoulders. Statements from the Host President and Federation President could be obtained for the front pages. Listings of each day's events is traditional, as is a list of dealers and special exhibits.
- ✓ Considerable copying may be required. It will be your responsibility to provide the paper at the best price you can obtain. (It will need to be decided if printing from a personal computer or professional printing will be most economical. Small Jobs will most likely be easiest to do yourself.)

Time Schedule:

- ✓ Advertising materials such as fliers, placards and cards should be provided as soon as necessary information becomes available. Distribution to dealers, gem shops and shows should begin as early as possible.
- ✓ Stationery and copy paper should be provided for as soon as possible.

- ✓ Program Brochure printing will have to be postponed until as late as possible. Check with the printer to find out when his deadline will be. If at all possible we should have programs to send to NFMS Officers two weeks prior to the Show, but this depends on information as to scheduling of each day's events, arrangements of special exhibits and final list of dealers.

Coordination:

- ✓ Check with Board of Directors for Schedule of Days' Events.
- ✓ Special Exhibits Chairman will provide names and information for brochure.
- ✓ Dealers Chairman will provide list of dealers.
- ✓ Field Trip Chairman may wish some information included, particularly in Schedule of Events for each day.
- ✓ Luncheon Chairman will provide information for daily events.

INSURANCE:

DUTIES:

- ✓ Check with the manager of the building where the show will be held regarding requirements for insurance coverage.
- ✓ Check with the insurance agent for the Host Club as to further recommendations he may have concerning special needs during the show. Get cost estimates and make recommendations to the Show Board of Directors.

COSTUMES:

Whether or not to use distinctive costumes is up to the Hosting Society. The costumes may be complete, or just vests or headgear. The use of costumes of some sort does assist visitors in locating members of the Host Society.

HOSPITALITY

HOSTESSES:

This committee will be responsible for seeing that the show is kept orderly and clean, and will assist viewers in getting questions answered. The courtesy with which the host members greet their guests can leave a lasting impression. We will be identified by our HOST ribbons and costumes (if any), so any grouchiness or friendliness of a member will immediately be identified with the entire club. Also, the neatness of the show, clean window glass, etc. has a subtle effect on the viewers. Anything we can do to provide an attractive show with a friendly atmosphere should be done.

DUTIES:

- ✓ Keep the glass on the displays clean. There may be more than one room with displays, so you will have to recruit others to assist with some assigned to each room and for different time intervals.
- ✓ Keep the floor litter free. During the day the bulk of the material can be kept picked up. At the conclusion of each night the area should be swept. Check with the custodians for equipment.
- ✓ Different types of floor coverings are used, and here are often some areas in the walking paths where material will have to be joined, one piece to another. These are potential dangers for tripping and should be watched very carefully. Paper is often used as a cover and must be taped down. Check for tears and even for fire in case someone is careless with anything that might be flammable.
- ✓ On set-up day have extra waste receptacles convenient. It would also be good public relations to have some materials available to assist exhibitors in getting their displays ready. E.g. glass cleaner, pins, ape, etc. Work with the Case Lining Chairman on this as one will also have materials handy for such assistance. Perhaps a central area for such aids could be set up. But be sure things are marked so they will be returned.
- ✓ Have a number of persons assigned to be on the exhibit floor at all times during show hours. They should be prepared to answer questions or at least be able to direct individuals to someone who can. Know

where the restrooms are. Also become acquainted with the show layout and know where demonstrations, programs, meetings, etc. are taking place.

- ✓ Arrange for care of the restrooms if it is not done by the building custodian.

Coordination: Check with the information Booth and know what is available from them. Check with First Aid Chairman and know where facilities are located. Work with Case Lining Chairman in preparing materials for set-up day.

ADVANCE REGISTRATION:

This committee will have two major responsibilities: 1 Preparation and distribution of the advance information packet, and receipt of the returned applications and registration forms. 2. Preparation of advance registration envelopes and their distribution at the show. This is truly a Public Relations Committee. The first impression of the show comes with receipt of the information packet. A well planned clearly presented, and neatly arranged information packet will be a good start. Prompt acknowledgment of all applications returned to you will make the second favorable impression. But when the guests arrive at the show, hot and tired and even irritable from a long hard trip and find you smiling faces ready with all their registration material in proper order, you'll have it made.

All applications must be very carefully planned to provide the information needed while not being over cumbersome and confusing to the applicant. Receipt of applications and registration material must be handled with nit-picking thoroughness. A year's labor will culminate in a few hours work at the beginning of the show. This will be your moment of truth. If your work has been well planned it will be a pleasant experience to greet the guests.

DUTIES:

- ✓ Packets should be prepared for distribution at the Mid-Year or Organizational Meetings. This saves considerable postage and comes at about the proper time for such distribution. The packets can be in envelopes or, as many do, in a bag or tote. Do some careful planning as to the format and contents.
- ✓ Some things which should be considered for inclusion in the packet: motels, trailer spaces, a map of the show area, locations of conveniences, an invitation letter from the Host Club, field trip information and propaganda for the show itself.
- ✓ The actual application can usually be condensed to a neat one page form. Information to include: camping, show registration, meeting registration, banquet, Editors breakfast, luncheon, display – non-competitive or competitive, if the applicant is a dignitary, and possibly field trip or other special activity for which a count is needed. This form should also include the prices and an address for return. (This can also be an online feature for the website.) Check with those who have prepared for shows in the past. Perhaps they have a form that can easily be revamped.
- ✓ All applications will be returned to you, as well as any money to cover same. It will be your responsibility to properly process each application to get information you need for preparation of advance registration envelope which the applicant will receive at the show door.
- ✓ Distribution of the information packets can be done quite well at the Mid-year or Organizational meetings. Have bundles prepared based on a percentage of total members.
- ✓ As applications are returned to you each should be acknowledged. A prepared post card with check off lists might make this an easier job. (If you include an email address as part of your advance application form, you could easily send a quick email to the application acknowledging receipt, thus saving on cost of postage as well as giving a rapid response.)
- ✓ As each application and accompanying payment is received and acknowledged, prepare an envelope with each applicant's name clearly marked on the outside in such a way that it can be filed alphabetically and quickly picked out from a group of similar envelopes. If several apply for advance registration from one family, each member should have an envelope.

- ✓ Prepare a name tag and insert it into the envelope. Add tickets that are requested such as for the banquet or luncheon.
- ✓ If the applicant is an Officer of the Federation, or a Past President, appropriate ribbons should be inserted. (Ribbons are supplied by the Rules Committee.) Judges and clerks ribbons will be distributed by the Rules Committee.
- ✓ Distribute all information for requests for camping, banquet tickets, advance field trips, etc. to the proper Committees. Keep the original on file for reference if needed.
- ✓ As each application is processed and items are added to the envelope, mark some sort of indication on the envelope so you know it is completely processed and ready for the guest's arrival. (The program brochure may be placed in later since they won't be ready until late.)
- ✓ Be prepared at the show on set-up day with sufficient help that all guests can be quickly assisted in getting their advance registration information. Your desk must be conveniently located near the entrance, and since it will remain up during the show it must be compatible with the rest of the show. The show committee will assist you in locating it properly.
- ✓ As applications arrive check each to see that the money accompanying application is correct. All checks should be payable to the show and the money turned over the show treasurer.
- ✓ Complementary advance registration envelopes should be prepared for: a. Judges and Spouse – Information supplied by NFMS Judging Director. b. Special exhibits exhibitors (check with Show Board) and c. Dealers and their helpers, including name tags and ribbons. Check with the Dealer Chairman.

Timing and Coordination:

Prepare packets so they can be distributed easily at a NFMS mid-year or organization meeting. Have your show desk prepared the evening before SET-UP DAY. Be at the show prepared for distribution of envelopes on the set-up day—bright and early, and plan to assist throughout the show.

Coordinate with all the parties as mentioned in the advance preparation of each area.

COURTESY NOTE: When NFMS hosts the AFMS Show, packets should be mailed to AFMS Officers, Regional Presidents and Vice Presidents, AFMS and Regional Rules members. In other years, mail to at least AFMS Officers and Regional Presidents. Names can be obtained from AFMS Newsletter.

ACCOMODATIONS:

Visitors staying over-night in the area during the show may choose one of the following options: trailer camping, commercial trailer park, motel lodging. Working with the Show Board of Directors, one large motel complex is usually chosen as Show Headquarters. If possible this should be near the show area. Most of the meetings, luncheons and breakfasts which cannot be held at the show site can be held at the Show Headquarters. Often the Motel chosen as Headquarters will provide a block of rooms at a special rate in exchange for naming it the headquarters and encouraging members to use its facilities by such an offer.

DUTIES:

- ✓ Select the Show Headquarters with the Board of Directors.
- ✓ Compile a list of motel-hotel accommodations available in the area along with rated and facilities. This might be obtained from the Chamber of Commerce.
- ✓ Likewise compile a list of commercially available trailers spaces with hook-ups, listing their prices and facilities.
- ✓ Check into the possibility of providing a shuttle bus to run between the Show Headquarters and the Show
- ✓ At least seven month prior to the show all information concerning show headquarters, motel and trailer accommodations should be collected so it can be included in the show packet distribution. Work closely with the Advance Registration Committee.

INFORMATION DESK:

This will be the central grouping area. Although the bulk of the work will come during the show there is also considerable preparation which can be done ahead. Pamphlets and information which might be useful to visitors in the city should be accumulated before show time and be available for distributions during the show.

DUTIES:

- ✓ Become acquainted with the show facilities and layout of the area.
- ✓ Learn where different functions are taking place. E.g. NFMS Business Meeting, fluorescent display, lectures, demonstrations, silent auction area, etc. Also know where various breakfasts, luncheons and banquets are being held and have direction for reaching them.
- ✓ Have a large map of the show area available on your desk to assist people in finding their way around. Other maps of the city, camp ground, etc. will prove helpful.
- ✓ Smaller maps might be found which can be passed out. Try the Chamber of Commerce.
- ✓ Have information available to direct people to parks, stores, laundromats, churches, dump stations, propane, trailer courts, etc.
- ✓ Have field trip maps available as well as further information on club sponsored trips.
- ✓ Become acquainted with the committee make-up and responsibilities of persons can be directed to someone who can help them with their needs. For example the Lining Chairman and Hostesses should have materials available to assist individuals in setting up displays.
- ✓ Be prepared to use the PA system for paging, announcements, etc.
- ✓ Recruit assistance and prepare them to be proficient in the above duties and prepare a schedule so several persons are on duty at the desk during show hours and set-up time.
- ✓ Have information available for obtaining emergency first aid, nurses, ambulance, doctors, fire department and police.
- ✓ Consider having a bulletin board of posting messages.
- ✓ No particular time deadlines apply except as good judgment dictates in being prepared by show time with material needed.

Coordination:

- ✓ Set-up Chairman will need to plan ahead for construction of the information booth.
- ✓ The indoor Signs Chairman will need some help in planning signs for the booth.
- ✓ Advance Registration, Camping and Accommodations will also be distributing information sheets. Work with them in coordinating your efforts.
- ✓ Work with Parking Committee so you will know their plans for: Set-up Day and where and how unloading will work and Special Parking assignments during the show and how they will be worked out.
- ✓ Check with the Chamber of Commerce for information hand-outs.
- ✓ Know how the First Aid Committee is set up.
- ✓ Be certain you know how field trips are being handled. If there are trips from the show, the Chairman may want you to handle a sign-up sheet.

BANQUET, BREAKFAST AND LUNCHEON:

The banquet, breakfast and luncheon may be held at the headquarters motel, at the show, or at other restaurants around the city. The biggest item is the awards banquet where attendance may range from 80-130 depending on seating capacity and the price charged. Following is a tentative schedule for a 3-day show. (When the NFMS hosts the AFMS, it becomes a 4-day show, with additional functions.)

Set-Up Evening and/or 1st morning

First Noon???

Morning 2nd Day

Volunteers and Dealers Meal

Judges Luncheon???. (Check with the Judging Director)

Editor/Webmaster Breakfast

Evening 2nd Day

Awards Banquet

Noon 3rd Day

Past Presidents, Committee Chair Luncheon

At one time there was a Dealers Breakfast the morning the show opens. However, many dealers seem to prefer an evening meal (buffet) on set-up day. They have more time then and can relax better as they are in a hurry to get ready for the show opening the next morning. (It would be nice to keep coffee and possibly rolls and fruit on hand for those who are in need of a bit to start their day, but it is not a requirement.)

The Editors/Webmaster and Past President/Committee Chair meals are no host with each individual paying for his own meal. The Volunteer/Dealer meal is paid for by the Host Society. The Judges Luncheon (if there is one) is paid for by the NFMS.

The banquet is paid for by individuals. (Complementary Banquet tickets are generally given to the AFMS Scholarship Honorees.) Any additional complementary tickets would be at the digression of the Hosting club and paid for by them.

DUTIES:

- ✓ Arrange for the locations of the various functions.
- ✓ Recruit help so that there will be someone (or a couple) available at every function to act as host. They must see that the table favors are properly placed, seating has been arranged, and that people are guided to the proper room.
- ✓ Arrange for personal invitations to be sent to: all Dealers and spouses, (perhaps their helpers, NFMS Officers and Chairmen and their spouses and past Presidents. It would also be appropriate to include the current AFMS President and Regional Federation Presidents. Replies are requested on all invitations.
It would seem that this function could easily be done via computer in this day and age, thus saving an extensive amount of time, energy and money.
- ✓ Arrange ahead for details of financial transactions. In some instances meals may have to be paid for by the individuals during the meal, or collected for at the door as they enter. In host sponsored meals make arrangements for the treasurer to pay either at the time of meal or, perhaps better, at the end of the show after all meals have been completed, and with just one check.
- ✓ (This seems to work best to have all things prepaid at advance registration so appropriate numbers can be planned for and the caterer can be prepaid-since they don't usually work on a "Promise of Payment" basis. (The caterer may agree to take partial payment at the time of booking. You can work out the details.) Consider having some "padding" though, in the event people decide to attend at the last minute. You might plan for 5-10 additional meals for the banquet and be prepared to take payment from the attendees at the time of service.)
- ✓ Be certain that each host keeps accurate records of how many eat at each function. These records will not only be necessary for financial records, but also will be valuable to future show.
- ✓ Contact NFMS President and those in charge of Bulletin Editors Breakfast, Past Presidents Luncheon, etc. regarding how they wish the room to be arranged. If round tables are available, they can make for a nicer arrangement.

Time Schedule

- ✓ Arrangements for location and prices should be completed early enough to be included in the advance registration packets. Invitations should be sent out six weeks prior to the show.
- ✓ Coordination
- ✓ Work closely with the Table Favors Committee, furnishing them information as to each function planned and estimates of expected attendance. Also plan table centerpieces.
- ✓ Confirm arrangements with restaurants or motels a few days prior to show and give them final estimate of number planning to attend.

- ✓ Contact the Rules Committee Judging Director for names of Judges and clerks and their spouses. He should be able to get information for you on whether they plan to attend. If you are having a problem with getting the information, consider asking the NFMS Secretary to help as a liaison.
- ✓ Work with the NFMS Bulletin Aids Chair concerning the Bulletin editors Breakfast.

SNACK BAR

Food service at Federation shows is usually operated as a service to the guests rather than as a profit maker for the Host Society. Therefore, it is usually turned over to a service club or to a catering service. It is most important adequate meals at a reasonable price, plus snacks, be available at the general show area.

Traditionally, free coffee has been provided for the dealers and club members. There may be a lounge available where this could be provided. Check to make sure this is compatible with the food service concessionaire.

Sometimes church groups provide snack bar service or special meals.

The main function of this committee is to make sure adequate food service is available.

Be sure there is adequate seating and tables.

CAMPING:

Many collectors come to the show each year with trailers, campers etc. City parks are often made available for camping. An ideal situation is with the camping area adjacent to the show area. If the camping area is some distance from the show, look into shuttle bus service.

DUTIES:

- ✓ Investigate availability of areas and determine parking capacity and arrangement of vehicles. Check city/county fire, electrical and sanitary codes for proper spacing of vehicles.
- ✓ Plan provisions for water to the area.
- ✓ Plan for restroom facilities to be brought in and taken care of if need be.
- ✓ Arrange for garbage and waste water disposal.
- ✓ Work with the Advance Registration Committee to include information on the application for camping space. This will go out with the information packet.
- ✓ Recruit assistance for time of arrival of campers so someone will be available at all times to register the campers and direct them to their proper locations and assist in parking properly to meet fire regulations.
- ✓ As applications for camp space are returned to the Advance Registration Chairman he will turn over the information to you. Keep good careful records of everything and make a master plot of all space assignments. Check back periodically with the Advance Registrations Committee to make sure your records agree with his and that no applications have been lost.
- ✓ After space assignments have been made acknowledge this to the applicant with a post card/email containing info to assist his on arrival.
- ✓ Arrange for an "office" at the entrance to the camping area where you can register the guests. A trailer works fine.
- ✓ Have literature available as to special regulations that need to be observed. E.g. Waste water, litter, etc., as well as information of the local area.

Time Schedule:

Application for camping space must be planned to go into the Advance Registration form. Arrangements for camping area must be made as soon as possible. Arrangements for sanitary toilets should be made as soon as possible if they will be needed.

Coordination:

Work closely with Advance Registration: to help prepare application and receive the returned information. Check with the Outdoor Sign Chairman so he will know your needs. Check with the Fire Chief for general regulations concerning space requirements. Work together with the Advance Registration Chairman, Information Chairman

and Accommodations Chairman concerning information sheets which might be useful to the guests. These Committees will also be interested in the same thing.

PARKING:

Parking facilities vary greatly from show to show. The more limited the parking, the more planning will be required. Separate arrangements will usually be necessary for set-up day, during the show, and take-down. Perhaps dealers can be encouraged to set up the morning of the day before the show and exhibitors during the afternoon and evening. This would relieve some of the congestion in the prime unloading areas.

To aid the congestion during unloading it would be well if this Committee could provide assistance at the curb for dealers and for exhibitors. The faster the vehicle is unloaded and the material transported to the show area, the quicker he can move out and let the next person drive up. *(Keep in mind, though, many dealers [and exhibitors alike] do not want others handling their items. Be aware of this and respect their stand on this. Always ask if they would like assistance before simply stepping up and taking over.)*

Having dollies available at the curb to transport material into the show area would be a big help.

DUTIES:

Set-Up Day:

- ✓ Become acquainted with the best areas for unloading in order to reach certain parts of the show area. In other words, if you are able to direct an individual to the most convenient spot for unloading his material it will be appreciated and help speed things along.
- ✓ Arrange for dollies, hand carts, etc. to facilitate unloading. These can possibly be borrowed from a grocery store.
- ✓ Recruit help for assisting with unloading. Stress that care must be given to delicate materials. We will not be helping if we cause damage to materials being unloaded.

During Show:

- ✓ Dealers are usually given special parking near the show. If further space is available in this area it may be assigned to VIPs.
- ✓ Make a survey of available parking and discuss with Show Board of Directors whether some may be reserved for workers, etc.
- ✓ Where space is going to be reserved, plan some sort of identification for the vehicle and arrange with Advance Registration Chairman for distribution. Be sure the spaces are clearly marked as being closed to the general public.
- ✓ Arranged for some method of policing closed areas.
- ✓ Appraise the possibilities available for assisting the general public to nearest parking available.

Close of Show:

- ✓ Arrange for an orderly flow of traffic as dealers and exhibitors pack up their material and load their vehicles.

Time Schedule:

About four months before the show you should have the area well in mind with suggestions for special parking arrangements. Give the Sign Committee instructions for direction and identification signs you will need. By at least a month before the show tell Advance Registration Chairman your plans for reserved parking areas, and who will qualify.

Coordination:

Coordinate with the Dealer Chairman and Layout Chairman as to where individuals might best unload for particular types of displays. Work with Advance Registration and Outdoor Sign Committees so they may assist you with your needs.

TABLE FAVORS:

This is a big project but can be done over a period of time and in groups. It can be fun. A number of individuals should be on the committee with perhaps a different person in charge of the favors for each function. (Favors could be made for each function, but the banquet will be the one function that will require favors.) Over the years people attending the Federation Banquets have come to look forward to seeing the table favors. Many collect them from year to year.

DUTIES:

The Award Banquet is the big project. The favors are usually tied to the theme of the show. Each attendee receives a favor. Table decorations can be given away as door prizes. We are not committed to supply favors for each meal, but if you want to it can certainly be done. A simpler thing might be to have a centerpiece for each table or a decoration at the food table. All add to the positive feeling that can be portrayed by the Host club and go a long way; to create good will.

Time Schedule

There is no particular time schedule. However, if this is to be a pleasant project you shouldn't let it come to the last minute. There will be so many things which can't be done until just before the show it would be nice to have this one thing done. Also you will find recruiting help much easier in the year before people become busy with other show projects.

Coordination:

The Banquet Committee will be the group you should work with. They will be in charge of arrangements for each meal and any help you can give them in table arrangements will be appreciated.

BUILDING SERVICE

SET-UP AND DISMANTLE:

Set-up usually begins at least two days before the show opens. Hopefully, by the evening of the first day things will be in order so that dealers can begin bringing in their materials the next morning and exhibitors later that day. The show usually closes at 5:00 or 6:00 pm the final day. It is usually dismantled that evening.

Even though the bulk of the work will come two days before the show opens, a great deal can be prepared ahead of time, thus making set-up much easier. It will be necessary to set up subcommittees to be responsible for particular areas or jobs. This can be done at your own discretion. On set-up day it should be expected that every able bodied person who is not obligated elsewhere would be available to assist you in whatever way you need. The more responsibilities that are determined ahead of time, the more smoothly things should run. People seem to like to know what is expected of them and then they are willing to go ahead. However, to come ready to work and find no one who can tell you what to do is discouraging.

Getting a list of materials you will need and obtaining them may well be your biggest problem. By nine months before the show you should try to get at least a general idea of the layout and arrive at an estimate that will allow you to begin seriously arranging the details. By three months prior to the show all but the booth areas, etc. should be completely settled. Since exhibit registration goes on until a few weeks prior to the show, exact details of the exhibit space must remain somewhat flexible. However, pretty close estimates should be possible.

If the show is in a facility where floors might be damaged, e.g. a basketball court, the floors may need to be covered. The facility may have a special cover for their floor, but if not, paper mills are a good source for heavy paper which can be used if taped down. Exhibit tables for the four foot upright cases should be 40" high and the dealer tables are usually 32" high. When standard 8 foot folding tables are used, the height can be increased by putting pipes on the legs, or by using 4x4s or 4x6s on top of the tables. With plywood or particle board fastened to the top of the 4x4s. This method can also be used on sawhorses to increase the height.

DUTIES:

- ✓ Work together with the various committees which will be requiring space at the show to determine the overall arrangement and the requirements for materials and space. E.g. Dealers, Special Displays, Display Layout, Advance Registration, Snack Bar, Information, Tickets, Silent Auction Demonstrations.
- ✓ Determine the materials you will need for construction of required facilities. Make arrangements for obtaining these materials.
- ✓ Pre-construct as much of the material as possible.
- ✓ Work with other committees which will be operating in the building during set-up. (E.g. Decorations, Utilities, Cases.)
- ✓ Some preparatory work may be necessary for covering floors.
- ✓ Set up sub-committees, if you find this advantageous, to carry out your plans in each of the main exhibit areas, to obtain or transport materials, or in whatever way would be helpful. Quite a bit of responsibility rests with your committee, and the more time you have available to supervise the overall project the more continuity and smoother the operation.
- ✓ Dismantling should present no major problems. If all pitch in it can be completed in the evening following the show.
- ✓ A general recruitment can be called for help on both set-up and dismantle operations, but the more responsibilities assigned the better things will go. There are many people eager to work, and, in fact, disappointed if not asked to do things. Be sure to see that the new members are not overlooked.

Time Schedule:

- ✓ Nine Months before Show – preliminary details of show layout completed and locating materials for set-up has begun.
- ✓ Three Months before Show – Committees are instructed to present more detailed plans for set-up.
- ✓ One Month before Show – All details of set-up requirements should be complete. (Or within a few days following close of exhibit registration.)

Coordination:

- ✓ Dealer Chairman – Hopefully final contracts with dealers will be complete nine or ten months before the show, or shortly after. This will allow you to begin plans on this phase of set-up.
- ✓ Special Displays Chairman – Hopefully this committee will have their plans final a month or more before the show, and should be able to give a good estimate much sooner.
- ✓ Display Layout Committee – They will be in charge of arrangement for competitive and non-competitive exhibits. Unfortunately this cannot be completely arranged until after the deadline for registration. However, fairly accurate estimates should be available based on previous years and advance applications for space. All competitive exhibits should be in the same general area.
- ✓ Advance Registration will need an area convenient to the entrance. It will need to remain open at least through the first day or two of the show. Information will need a prominent station. Snack Bar may need some assistance in setting up a station. However, this may not be necessary since many of the buildings where shows are held have a built in snack bar.
- ✓ Work with Decorations Committee who will be in charge of placing the skirting and general dress-up of the show. Perhaps you can anticipate some areas which will need cover-up.
- ✓ Utilities will be working along with set-up and may need some assistance.
- ✓ Tickets may need some assistance in obtaining supplies and in construction of booths, if that is something you decide on.
- ✓ Silent auction will need some tables set up. This should be included in your estimates for lumber and/or tables.
- ✓ Demonstrations will be needing some tables or booths.

- ✓ Bulletin Editors and the next NFMS Show Host usually have an 8' table. (Check with the appropriate NFMS Committees on their needs.)
- ✓ The Silent Auction requires at least 24' for the auction items plus back tables or some sort for marking items for the next auctions. (The hosting club will have decided on whether to have the Federation run the auction or if the club will be in Charge.)

DECORATIONS:

The responsibility of this committee will include such things as skirting for dealers booths, exhibit areas, etc., as well as general dress-up of the show. If possible, cases at the ends of the rows should be dressed up in such a way as to hide the lights and wiring on top of the cases. Materials should be obtained well ahead of show time, but your greatest amount of work will come during set-up day. You will need to recruit extra help for this day. You may be able to obtain floral arrangements from a local flower club.

- ✓ DUTIES:
- ✓ Obtain sufficient skirting material (fireproof) to cover the fronts of the dealers' booths, competitive, non-competitive, special exhibits, as well as information booth, demonstration tables and whatever else would otherwise distract from the attractiveness of the show. It might be well to investigate what was used in some of the past shows. Some of them may have skirting available which could be borrowed. You will most likely have to purchase the material on the basis of rough estimates. This might be possible by five or six months before the show.
- ✓ Try to determine other ways in which the show might be dressed up a bit.
- ✓ Anticipate means of hiding the ends of rows, wiring, etc.
- ✓ Work with the Layout Chairman in planning small exhibit spaces in the rows for emergency expansion. Displays of petrified wood, geodes, etc. as fill-in.

Coordination:

Work with set-up Committee for ways in which you might help; also Utilities Committee. Braces, etc. might need hiding.

Coordinate with the Indoor Signs Committee as to color motif.

Work with other committees concerned with space on exhibit floor where skirting may be needed.

UTILITIES:

Practically every show has had trouble getting sufficient electricity. Not always because the show committee is unaware of its needs, but as often because those unfamiliar to rock shows will not believe the large amounts necessary.

Restrictions on the amount of lighting allowed are becoming prevalent with a suggested maximum of 300 watts (or perhaps 250 watts) for a standard 4-foot case. Likewise, restrictions are being placed on Dealers. (In this day and age, LED lights can eliminate such worries and issues.)

As Dealer contracts come in and exhibit registrations can be estimated you will have a better idea of your needs. About nine months before the show some pretty fair estimates should be made and this committee could begin locating the necessary materials.

Coordination:

- ✓ Work closely with the Set-up Committee. You will need to coordinate your efforts in a number of ways.
- ✓ Dealer Chairman will give you information of number of dealers and space occupied and power requirements.
- ✓ Display Layout Chairman will furnish you with information on exhibitors.
- ✓ Special exhibits might be in a different area. Chairman of this Committee should be consulted for information.

- ✓ Demonstrations might be in a different area. Check with Chairman to see what equipment will be used and what their special needs might be.
- ✓ Snack bar may require some special wiring.
- ✓ Silent Auction may require some special lighting.
- ✓ Ticket Sales may require some special lighting. Camping Chairman should be consulted for any particular needs they might have. While it may not be economically possible to provide electrical hookups, lighting may be required for restrooms, etc.

SECURITY:

Visitors to the Show will be of two general types: 1. Those who come for the day and purchase tickets at the door and 2. Those who have passes for all three days and are identified with name badges. There will be ticket sales at one (or more) doors with ticket takers at that door. However, some of the other doors are usually open for those who have passes, or for exits. For example, many will be camping and it might be more convenient for them to enter one of the doors near the camping area. The Ticket Sales Chairman will assign someone to watch any such doors which will be unlocked. However, it will be necessary to watch the locked doors also and this will be one of the responsibilities of the Security Chairman.

Perhaps their main duty, however, will be to guard against theft and damage to dealer materials and to exhibits. Exhibits may be in more than one room. Many of the Special Exhibits may contain material of considerable value. During the night after show hours there should be security available.

Security is especially important during the time the dealers and the exhibitors are setting up and taking down their booths and displays.

DUTIES:

- ✓ Special exhibits of particular value may require a special guard.
- ✓ There must be security planned for all the display areas, or rooms
- ✓ Security should be available during the night after show hours. Off duty police may be hired for this, as well as during show hours.

TICKET SALES:

Most of the rockhounds will gain admission to the show through advance registration. They will be identified with name badges and can come and go throughout the show without paying further admission. Those attending the show just for the day, or not desiring advance registration will be required to pay daily admission. An appropriate marker can be used to stamp the hands of those leaving the show, but wishing to return again that day. A sign to this effect should be at the door.

For the convenience of campers and others with advance registration it may be desirable to leave a door open at the rear of the building. This would be only for those with advance registration, others would have to go to the main entrance to purchase a ticket.

DUTIES:

- ✓ Plan for ticket offices at the main entrance. You may wish to have air conditioning. *(This is if a separate booth has been constructed.)*
- ✓ Obtain appropriate tickets. The Show Board of Directors will decide the admission price.
- ✓ Unless it is a part of the building contract, recruit help to man the ticket offices and be at the door to collect tickets. You may also need people at other entrances to see that only those with advance registration name badges enter.
- ✓ Obtain stamps and pads useable for those wishing to exit and return to the show. A different stamp, or color, for each day would seem appropriate.
- ✓ Have tickets ready a month before the show.

Coordination:

- ✓ Check with Security to be sure that between you all doors are secured.
- ✓ Check with Outdoor Sign Committee for your needs.
- ✓ Make arrangements with the Show Treasurer for change and for turning in your receipts.
- ✓ The Printer may help you if it is decided tickets are to be printed.

FIRST AID:

Some preparation ahead will be good insurance against complications arising from accidents or emergency situations which may arise at the show. The first aid equipment of the building will usually be available, but make certain that is the case, and what there is.

Recruit some help so someone will be available at all times who knows where the equipment is and how to use it. Make sure the information booth is aware of who is on duty.

Have phone numbers available for contacting a doctor, ambulance or hospital in case of emergency.

CASES:

When hosting a show, the Host Society and neighboring societies must be encouraged to exhibit, as they must provide a goodly portion of the total exhibits. Some will want their own cases and may wish to build them. Case plans may; be obtained from the Federation Supply Chairman.

Setting cases up prior to the show could allow the Lining Chairman to begin her work earlier. If it is found that additional cases will be required, arrangements should be made for borrowing them.

DUTIES:

- ✓ Arrange for a group project to build cases for any club members wishing them. This should be done long before the show.
- ✓ At least two months prior to the show, evaluate as closely as possible whether there will be enough cases to loan the exhibitors. If not, you will need to make further arrangements for borrowing additional cases. (Many Host Clubs have already set a general number of cases they plan to have in their bid for the show, so you may have a figure very early on.)

SIGNS - INDOOR:

Part of the responsibility of the Host Society is to prepare identification signs for the various dealers. There will also be a number of other signs needed for use in the show area. If all the signs are prepared in the same general motif it will set an atmosphere for the show. There are no particular deadlines. However, all that can be anticipated ahead should be completed at least several weeks prior to the show.

DUTIES:

- ✓ Prepare signs identifying each dealer. These will hang on the wall behind each dealer's sales area and should be large enough to be clearly legible from a distance.
- ✓ Prepare sign identifying the Information Booth.
- ✓ Special exhibits room entrance (if there is such a room).
- ✓ Demonstrations – each demonstrating area will probably require identification
- ✓ Snacks, Special program area, Fluorescent display area, Silent Auction, Advance Registrations Exhibitor registration desk
- ✓ Have materials available during set-up time to prepare signs which were not anticipated.
- ✓ A tripod with a poster of the show schedule is very nice to have at the entrance.
- ✓ Coordinate with all the committees mentioned above to get the information you need to prepare signs.

SIGNS – OUTDOOR:

Persons not acquainted with the city or with the show area will need direction from the time they enter town. Any help we can give them will make their visit more relaxed and enjoyable. In order for you to prepare such signs it will be necessary to become well acquainted with the area and programs which will be taking place during the show. Also, and this is very important, become acquainted with city ordinances which might control the placing of signs. Signs are usually not allowed on any city property such as light poles, street signs, etc.

DUTIES:

- ✓ Anticipate the arteries by which visitors will be entering town and prepare direction signs to the camping and show areas.
- ✓ Prepare signs to identify the following activities: Parking, Camping and Ticket sales.
- ✓ Have materials available during set-up time to make further signs which were not anticipated.

Time Schedule and Coordination:

There are no particular deadlines, however, whatever can be done well ahead of show time should be done. There are always last minute things which were not anticipated which will take up your time during set-up. Work with the Camping Director, Parking Director and Accommodations Chairman and Ticket Sales Chairman concerning their needs.

PROGRAMS

EDUCATIONAL PROGRAMS:

One or two rooms should be available for Programs. Attendance is usually not more than 25-30, although especially attractive programs may require seating of 50 or more.

DUTIES:

- ✓ Provide for guest lecturers. Check to see if someone appropriate might already be coming as a special exhibitor or demonstrator, etc. Also check with local colleges.
- ✓ Seminars have been successful at some past shows, e.g. fossils, faceting, wood identification, etc.
- ✓ Video programs other than those in the Federation library are possibilities, however, they should be outstanding if they are to replace live lectures.
- ✓ Set up program schedule with sufficient time between presentations to give attendees time to ask questions.

Time Schedule:

Arrangements for programs should be completed well ahead of show time. Hopefully, you will have made your contracts and have arrangements well toward completion three months before the show. About a month before the show you should have completed the arrangements for all equipment which will be needed. This would include microphones, screens for power point presentations, perhaps extension cords, etc. Check with the presenters to find out what their needs will be.

Coordination:

Work closely with the Special Displays Chairman and Demonstrations Chairman for ideas. Also, the Federation Judging Director may know of individuals already planning to attend who would fit in to your plans. Advance Registration Chairman may have suggestions.

FIELD TRIPS:

For some individuals the Annual Northwest Federation Show is not the show itself, but rather, an opportunity to go on some planned field trips. The Host Society should try to accommodate them.

DUTIES:

- ✓ Quite often caravan trips are planned prior to the show (one week or so), ending in time to be at the show on set-up day.

- ✓ Some trips should be planned to originate at the show. They should be short enough that participants can be back by dinner time, more or less.
- ✓ A post show field trip of several days is sometimes scheduled.

Time Schedule:

Get information to the Advance Registration Chairman concerning field trips about three months prior to the show. This pertains particularly to the advance (pre-show) field trip. Also work with this committee to prepare an application form for those desiring to go on a pre-show trip.

Coordination:

Work closely with the Advance Registration Chairman, not only in getting material to them for the advance information packets, but also to keep advised on return applications. All return applications will be sent to this one address and they will see that the information which concerns you is forwarded.

Plan for a method of keeping track of the members on the field trip, especially if it is a large group. Use walkie-talkies or cell phones to keep in contact. Also, use of distinctive markers for each vehicle such as a flags could be an excellent method.

ENTERTAINMENT:

The entertainment for the Annual Show is always limited to the awards banquet. Quite often the banquet is a long and tedious evening, particularly if it is hot, or if the show is combined with the AFMS. Any entertainment planned should not be lengthy nor too serious, but of good quality. Ten to fifteen minutes would be ample. The Show Board of Directors will have to approve a budget allotment for this item and your estimate should be made for inclusion in the budget. *(It is not mandatory to have entertainment, although there have been times when a light-hearted skit or an audience participation activity has lightened the evening and added good will. Your entertainment, in these cases most likely would not require any budget.)*

Cost of the entertainment (as well as banquet favors) can be included in the cost of the banquet tickets.

SILENT AUCTION:

For many, the silent auction is like the yard sale of the rock show. People enjoy the bidding process and the opportunity to gain some specimens for their collections. Novices and the dealers alike have taken part in the process. Material is donated by members throughout the Federation, so a variety is usually on hand.

Over the last several years, the MT Hood Club has graciously run the silent auction for the Show with the idea that all the proceeds go to the Federation. This has taken the burden of setup and manning the tables away from the Host Club so they can concentrate on other aspects of the Show. (The Host Club has the option of negotiating with the Federation about the running of the auction and the split of the monies. This is generally done at the time of the bid, but a final decision may be possible much closer to show time.)

DUTIES: (If you have chosen for the Federation to run the auction, they often have the supplies and a method in which they would like to set up the area. You can work with them to facilitate the process.)

- ✓ Appraise the Set-Up Committee of the space you will need and the number of tables to allow for at least a 40' area plus back tables if at all possible.
- ✓ Check with Publicity and Advance Registration to help get the word out about the need for material for the auction. Be certain to request clean material of good quality.
- ✓ Let the Hostesses know where people will need to bring the materials on set-up day.
- ✓ Arrange the area so it can be conveniently manned.
- ✓ Have on hand, pencils, silent auction forms, spray bottles and any lighting that will be used in the area.
- ✓ Arrange a schedule of workers who will man the booth. (If you are running the auction.)

Time and Coordination:

Within nine months of the show, let the set-up Chairman know what you will be needing in the way of tables. Let the Indoor Sign Chairman know your sign needs by this time. The tables should be in place the evening prior to opening of the show. Check with the Printer to see that information concerning the silent auction area gets into the program brochure.

DEMONSTRATIONS:

Demonstrations can add an excellent element to the show, as people become interested in how something is made. Demonstrators can be wonderful public relations people, as they draw the individuals into something they themselves love to do. There are many folks in the Federation who have volunteered to demonstrate for a day or two, or for the entire show. You may also have some people with great expertise who will be glad to give demonstrations. It is important to have a variety of demonstrations to appeal to a wider base of enthusiasts. It is also important to have demonstrators who feel comfortable interacting with the public as they ply their hobby. People will want to ask questions and learn techniques, so be certain your demonstrators are aware of the benefit of personal interaction during the process.

DUTIES:

- ✓ Find and recruit a variety of individuals who are willing to demonstrate at your show. Work closely with the Programs Chairman and the Special Exhibits Chairman in case individuals already coming to the show may be qualified to also demonstrate.
- ✓ Check with the Rules Committee Exhibits Registrar. He may give you some names of individuals coming, as will the Advance Registration Committee
- ✓ Be certain the areas will accommodate their needs. E.g. is power needed? Does someone need access to water? Are there fragile items which should not be placed near someone who is doing percussive knapping?
- ✓ Work with the Show Board of Directors on any matters of budget.

Time Schedule and Coordination:

Try to complete all arrangements for demonstrations three months ahead of the opening of the show. Check with Set-up Chairman so he will know your needs. Give him an estimate six months before the show and final plans two months before. Inform the Decorations Chairman to allow for skirting and the Printing Chairman so the information will be included in the program brochure.

(Details of scheduling will be left to your discretion. Some areas may have continuous demonstrations, while in others you may have only periodic demonstrations as scheduled in the program.)

MISCELLANEOUS INFORMATION

Following is some information from a key people involved in setting up many aspects for a recent NFMS Show.

(It is included here as a quick reference of some duties needing to be performed. The more comprehensive manual covers these in a more organized manner, but by reviewing this list, one can use it as a quick reference to many of the things that need to be in place at the time of the show.)

- Have plenty of outside signage (for multiple buildings), used a banner near streets, and lots signage inside.
Keep the tickets or wristbands as they enter (helps for later cash-ticket reconciliation)
Write down starting number of tickets or wristbands for each day, count out the number available to be used for each day (for later ticket-cash reconciliation)
- Admission coordinator should show up the day before show starts to make sure ALL is set and ready for show start.

- Need scotch tape, duct tape, pens, markers, blank paper, stapler at admissions
List of any who get in free; those with free give-away tickets (promotions), vendors, exhibitors, Federation officers (past and current), volunteers, judges. We used ticket/wristband checkers at all doors in all buildings.
Make sure there are PLENTY of \$1's in every in every area where cash is used, such as raffle sales, kids activities, etc.
- Admissions table needs to be large enough, or use two, to hold programs, schedules (speakers and demonstrations times and place), cash box, tickets/wristbands, shopping bags, and literature for other clubs or upcoming shows. (Some of these things might be on the Federation table.)
- Make signs for admission prices.
- Made a map of interior of main building (vendors, auctions, kids activities, restrooms, food vendors, or where to buy show pins. Map of off-site events (if needed) Use consistent building names with map for visitors and station list for volunteers.
VIP ribbons at admissions along with "stuffed" envelopes or the spreadsheet of who gets them.
Have 2-3 people + admissions coordinator at admissions.
- Volunteers at admissions: arrive at assigned station at least 20 minutes before shift time list of volunteers at admissions by day, shift, and station map of volunteer stations.
ATM - make sure it is working and has cash before start of day. Have contact info for ATM in case there is a problem
Have tickets or a check off list for people attending the banquet.
Pre stuff shopping bag with, show program or schedule and maps.
Pre-stuff envelopes for VIPs, pre-registered, have ticket/wristband, filled-out application in envelope
put name on outside of envelope (plus, if person still owns \$ for something, such as awards banquet.
Need lots of space for parking
Encourage ALL club members to wear name tags
Provisions for trash containers and trash pickup
Check the need for any type of fencing or use of people for parking control.
It's a good idea to have water, soft drinks, snacks for volunteers
Need people responsible for: mobile microphone if used and making announcements of what is going on throughout the day.
Order tickets/wristbands for each day (different colors) a year ahead.
Federation handles the ordering of awards
Made sure club insurance covered show
May have potluck for club members/volunteers/vendors on evening before show starts.
- Make sure Start and End times are shown on schedule, in program, and on website
Make phone calls to check on hotel room availability for members staying.
- Check on rooms available for the banquet, contact catering companies for prices and meals to make a decision, and schedule all of the above.
- Figure on how many might be attending each sit-down meal/meeting by working with a spreadsheet with every registration form that comes in. This was paramount to the success of all the meetings.
- Create the banquet program (The NFMS Executive Officers can help with information that needs to be included.)
- Design graphics for the cover of the program
- We used tickets in pre-registration for the Banquet. Placed a sticky note randomly on the bottom of the chairs in the Banquet so the person sitting in a seat with the note would get something off the table they were sitting at.

- Two members were delegated to purchase food from Costco only a few weeks ahead of the show and some from a local grocery store four days prior. The doughnuts were purchased the day of use. (This Host Club did its own catering for the Editors' Breakfast and the Luncheon.)
- Create decorations for the meetings and add the centerpieces at the banquet.
- Greet the people attending each meeting, making sure that they wanted for nothing.
- Create the Schedule of Events with drawn map on the back of the schedule to show the building layouts.
- New case liners were made for about 32 of our display cases. This was handled by a member who collected the cardboard pieces as well as purchased the material to cover the cardboard, then cut all the cardboard and the material into the correct sizes. He had work parties to complete the project.
- Every building was measured and professional Blue Prints (including electrical outlets) were drawn to scale with copies.

NOTE: THIS INFORMATION WAS RETYPED AND EDITED BY ME FROM A SHOW MANUAL OF THE 1970'S. I ATTEMPTED TO KEEP THE INTEGRITY OF THE MANUAL, WHILE CONSIDERING REASONABLE UPDATES. IT IS MEANT AS A GUIDELINE, AND HOPEFULLY WILL SERVE WELL AS SUCH. JUDI ALLISON, NFMS EXECUTIVE SECRETARY 2017