

CONVENTION HANDBOOK



SOUTHEASTERN REGION NATIONAL MODEL RAILROAD ASSOCIATION

SER Board Approved:
Jan 29 2011

CONVENTION CHAIRPERSON'S NOTE

As of January, 2011, the SER Board resolved to take over the functional and financial responsibilities of the annual SER Convention. The Board feels the SER should bear the financial responsibility of the annual convention while still allowing the host group an opportunity to make a profit based on their efforts.

The Board believes this major change will allow smaller Divisions and 100% NMRA clubs the ability to host a SER Convention in their geographic area. With the increase in deposits required by the venues the seed money will no longer cover preconvention expenses. The bargaining power of the Board with a venue may also enable more facilities at the same or lower cost.

In addition, the SER will no longer fund the facilities or participate in the expenses or income of a train show. **The host organization may hold a train show in conjunction with the SER Convention, but will bear all costs as well as keep all profits.**

Convention and train show facilities will be accounted for separately *except* for the following condition: If the facility costs for the convention and train show being combined in the same contract results in a lower cost to the SER convention, the SER will sign the contract for both facilities. However, the host of the train show will *reimburse* the SER at contract signing for the *train show host* portion of the facility. This reimbursement will be non-refundable as the failure of the train show host to actually hold a train show is not an SER responsibility. The SER will allow free advertising in the SouthErneR and on the SER Convention Web Site indicating there is a train show being held at or near the convention location, given that the train show host pre-determines an admission discount of at least 50% for SER convention attendees, not SER members in general.

Should the host group NOT hold a train show, an appropriate split in any profits will be pre-determined based on host participation and actual proceeds. There will no longer be any 'seed' money, as the SER is completely financing the convention.

Please consider the above as you read through this handbook.

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INTRODUCTION

Welcome to the SER Convention Handbook. You are reading this Handbook for one of the three following reasons:

1. You have already committed to doing a convention,
2. You are thinking about hosting a convention,
3. You want to know what it takes to host a convention.

This handbook is designed to provide answers and is a guideline to help you put on a convention. The handbook is an evolving guide and it will not answer all your questions. The handbook should be a reference guide to give you inspiration, ideas and let you know there is assistance available. You will be encouraged to try new things, deviate from old ways and experiment with new innovations. Just because something worked before does not mean it is the best way for now or the future. You are encouraged to make changes and "Embrace Innovation".

It is the SER Board's obligation to hold an Annual Member Meeting. This is usually done at the SER Convention. In years that the SER hosts a National Convention the member meeting will be held at an alternate site, even 4-6 months after the National Convention. This may be a mini-convention. The SER has an additional obligation to put on an annual convention, gather information and statistics from each convention so the Board can update the handbook for future convention hosts. In this manor future convention hosts will be better able to respond to current membership requirements and circumstances.

You, as a host, will be provided various documents, including a spreadsheet based on previous conventions, which will assist in your preparation. We want to make your hosting a convention as easy and enjoyable as possible. One of the sections included in the handbook is a general timeline you should follow that will make preparations easier.

Hosting a convention should not be a stressful, gut wrenching, white knuckled, stroke producing event. This handbook is designed to alleviate all of these fears and make hosting a convention an enjoyable and rewarding experience. We are all volunteers and therefore will all work together.

The Convention Chairperson and the SER Board of Directors are there to guide, assist and answer any questions in making your convention a success. The Board hopes that you will make the decision to host a future convention at your location.

SER Board of Directors
SER Convention Chairperson

GENERAL OVERVIEW

CONVENTION PHILOSOPHY

With everything that follows it is time to think about convention philosophy. Ask yourself what your group can offer that will draw conventioners and make them happy?

Among the items you need to keep in mind are:

- Cost
- Attractions around the city that may have broad appeal
- Number of high-quality layouts and the ease of getting to them
- Lodging facilities
- Prototype activities
- Extra Fare clinics or tours
- Transportation Costs to tour or home layouts

The emphasis of a particular activity may well bear on the fact that you are in a large hotel or in a convention center with unconnected lodging. Every city has something unique to offer and those assets should be utilized if at all possible.

There are of course the traditional offerings that are done and redone each year regardless of the host city. That does not mean that your convention must be a carbon copy and you are encouraged to experiment and do some things differently. Regional conventions are drawing more and more spouses. Many spouses are becoming involved in the attendee's model railroading. They will be attending clinics, visiting home layouts and attending prototype tours. This should be encouraged.

However, at the last few conventions a Non-Rail program has been developed which includes a Friday night Social/Activity and a Saturday program. Many still enjoy tours of the host city, shopping, demonstrations and clinics on non railroad topics. Embrace the Non-Rail program as they should have as much fun attending the convention as the Full Fare attendee.

DETERMINING IF YOU SHOULD HOLD A CONVENTION

Determining if you can/should hold a convention is an easy task. Ask your group these simple questions.

1. Do we have 5-8 members willing to serve on the convention committee?
2. Do we have additional folks (number depends on your plans) willing to help during the convention week-end?
3. Do we have adequate facilities? What type of facilities needed is discussed later in the handbook.
4. Do we have home/club layouts available to show attendees?
5. Do we have any prototype tours available?
6. Do we have any unique tourist/railroad oriented venues for our show attendees?
7. Do we have any local prototype or modelers who can give unique clinics?
8. Do we want to host a train show?
9. Can we develop a non-rain segment during the convention?

If you can answer yes to numbers 1-3 (#4-9 are recommended additional options but not requirements), you can now move on to the *following* steps.

1. Assemble an exploratory committee. Be sure to add a representative for a non rail program.
2. Obtain information and cost about various facilities available.
3. Create a budget using the budget spreadsheet supplied by the SER Convention Chairperson who can/will assist you.
4. Have your committee review the budget, gather your questions and contact the SER Convention Chairperson to discuss it with you. Remember, even though it may not look viable to you other alternatives may be available that you do not see.
5. If everything looks favorable, make a presentation to the SER Board and secure the convention. The SER Convention Chairperson will assist you with the presentation.

DO YOU (QUALIFY?)

You should begin thinking about placing a bid for the convention 3 or more years out. This will give you plenty of time to plan and organize activities. It can be done in 18-24 months but that makes the first few months very hard on the SER Board and your Host Convention Committee. Getting the first few tasks done can take some time and you only need 5 to 6 persons to get started.

Planning a convention is no small task but as long as you put together a plan and follow it, a convention is not an overwhelming project. The planning function is

the least manpower intensive activity but the most important. If you coordinate a good plan with the SER Convention Chairperson, and follow the plan, you *WILL* have a successful convention. Remember, a good modeler does not always make a good manager. Select your convention and committee chairperson wisely.

MANPOWER

You will need volunteers to help execute your plan. Depending on the size and number of activities you are planning, you will need 6 to 25 workers. Do not leave spouses and family members out of your count. Who better supports us in our hobby than our family? Also, there are many members in the SER that will volunteer to help you. All you need to do is ask. (These workers are separate from any train show held in conjunction with the SER Convention.)

Along with SER Active Divisions, 100% NMRA Model Railroad Clubs are invited to bid as a host group. It is possible that a club may be better equipped to sponsor a convention than a local division. You may want to make it a joint convention with another SER Division or another NMRA Region. If there is not an active Division in the area the club/host should contact the SER Convention Chairperson. Remember: The SER does not know your desire to host a convention unless you make it known to the SER Convention Chairperson.

MAIN FACILITIES

Once you have the manpower issue addressed, the next critical issue to address is surveying facilities. Previous thinking has been that we need to have a large hotel with enough space to house all activities dedicated to our convention. This is not the case anymore. You also have other options open to you.

1. You can have attendees stay at nearby hotel/motels of their choice while having all functions at a convention, exposition center or other facility.
2. You can have attendees stay at a hotel which has meeting rooms but have the optional train show at another nearby location.
3. You can have attendees stay at a hotel which *HAS* banquet facilities while having the meeting rooms and/or optional train show at another site.
4. Or you can have any combination of the above.

You can see the mix and match capabilities are broad. Determine the combination that will work for you based on cost, accommodations and availability.

The general space requirements are:

Hotel Rooms - you need between 25 to 125 room nights for 2 nights. (Unless the attendees are making their own arrangements.)

Clinic/Meeting Rooms - you need 3 to 5 meeting rooms able to seat 30 to 60 people.

Banquet Room - you need a room that will seat 100 to 220 for dinner and/or breakfast attendees. There needs to be media presentation capabilities available at the banquet.

Registration Area - you need an area to greet your convention attendees.

Train Show -- you need an area to host a train show (if you have one). This space is a financially separate entity.

When getting your space bids remember to get everything spelled out in writing. (A list of items needed will be discussed later in the handbook and on the spreadsheet.) Take into account how attendees will get to the different areas being used. What parking is available?

Consider that some attendees may have a problem walking or are wheelchair bound. Take into account the location of facilities, home layout tours you are including. Are there unique rail fanning or other historical sites in the area?

BUDGET

If you have the manpower issue in hand and facility quotes obtained, it is time to put together a budget. Putting the budget together is not as scary as it seems. The biggest cost is the facilities and meals. Most other expenses listed on the spreadsheet can be either obtained or estimated with little effort. Some will be pre-filled based on past conventions. Remember, a budget is nothing more than an estimate. It will be revised and modified over the coming months. Once you have the expenses defined you can then calculate what you will need to charge for the various functions based upon "What If" attendance estimates on the spreadsheet.

NOTE: The budget spreadsheet will evolve into your accounting worksheet and finally will become your Expense/Income and Profit/Loss worksheet. The same is true with the train show worksheet. (See Appendix A & B)

DO WE BID?

Once this is done it is time for you to determine if the convention bid is viable or we need additional information or help. Remember that the SER Convention Chairperson and the SER Board are resources to help establish and review your findings. Assuming it is a YES; it is time for you and the SER Convention Chairperson to put together your bid and present the bid to the Board of Directors. We are certain that if you have gotten this far it won't be long before the SER Annual Convention will be in your area.

SUBMITTING A BID

Submitting a bid requires your group make its desires known to the SER President and SER Board. This is accomplished by submitting a formal letter of intent to both the SER President and SER Convention Chairman. You will be asked to attend a board meeting to discuss your plans. You and the SER Convention Chairperson will be prepared to answer questions about your plan. You should also submit a letter and/or contract to the board that will serve as an agreement between your host group and the SER. Sample Regional Convention Agreements are in the appendix at the end of the handbook.

When your request is approved, the SER will coordinate funding for the convention portion. If you are hosting a train show in conjunction with the convention the SER Convention Chairperson will help coordinate SER advertising with your train show group.

The SER Board of Directors will hold their winter board meeting in your area 18 months before the convention to get a convention update and tour the facilities you will be using.

REMEMBER: THE SER CONVENTION CHAIRPERSON AND MEMBERS OF THE SER BOARD ARE AVAILABLE TO GUIDE YOU THROUGH ALL PHASES OF HOSTING A CONVENTION. YOU ARE NOT ALONE IN THIS ENDEAVOR.

RESPONSIBILITIES

Responsibilities of each party to a convention are contractually few. **Those** not explicitly stated in the contract are considered to be optional, while others are historically recognized. Division of responsibilities is not always clear and some overlap. It is imperative that decisions made in these areas by each group not be made in a vacuum. As of the revision date of this document the responsibilities of each party are defined as follows:

For The Region:

- Sanction the convention of the host group
- Schedule all events, meetings, clinics, tours, display/AP Judging and meals in coordination with hosts
- Provide hospitality functions
- Conduct all recognized display/AP judging venues
- Recognize contest winners with certificates and trophies
- Provide free publicity for the event in the "SouthErneR"
- Provide convention working capital
- Provide planning for the convention by supplying forms based on past conventions
- Provide an insurance policy or rider covering the host and SER-NMRA Convention

For The Host Group:

- Locate and provide facilities for the convention activities and train show (if applicable)
- Provide convention facilities to be open from 10AM – 11 PM on Friday; 8 AM – 11 PM on Saturday, 8 AM – Convention Close on Sunday
- Provide a Saturday dinner banquet and Sunday morning breakfast (if applicable)
- Provide for Non-Rail activities
- Provide Prototype Tours, Layout Tours and Tourist tours
- Agree to provide within 30 days after the event a detailed report of the hosts assessment of the convention and if applicable, the train show

All other activities are considered optional and at the discretion of the host group.

Additional information and descriptions areas of Responsibilities are on Page 22.

Let's look at the general timeline to accomplish what you have read so far.

GENERAL TIMETABLE OF TASKS

Remember: The SER Board will be the lead on many of these items. You and the host committees will assist in coordination.

24 to 60 Months Out

You have read this far and are seriously considering that your group wants to and qualifies to host a convention and/or train show. *At times we may have* three to five upcoming conventions planned. Other times we may only be one to two years planned. If you want to host a SER convention check with the SER Convention Chairperson to see what convention years are available.

Once you know what year you want to host you need to file the proper paperwork with the SER requesting that year be awarded to you.

Once this is done and you have your year assigned you will have time to plan. The more time you *have* the more you can expand your *timeframe*. The times listed below are the recommended minimums for completing the schedule. This schedule is not meant to list all items you need to take care of but to hit the major items. You will continue to add to this list based upon you needs.

22 to 24 Months Out

Visit possible convention sites and determine which will best fit our needs.

- Gather cost for convention sites, rooms, and meals. Fine tune budget.
- Determine theme of convention.
- Determine committees and chairman.
- Select banquet speaker and make arrangements for attendance.
- Select potential home layouts and contact owners.
- Select potential prototype tours and contact agents.
- Contact clinicians and start clinic schedule.
- Contact vendors if having a train show.
- Begin train show floor plan.

18 to 24 Months Out

- Select convention site and negotiate cost.
- Select meals and negotiate menu and cost.
- Continue fine tuning convention budget items.
- Select home layouts to be put on tour - give layout owners time to work on layout.
- Select prototype tours and determine if attendees will drive or take a bus.
- Begin web site information preparation.

12 to 18 Months Out

- Finish refining budget.
- Prepare registration form.
- Prepare presentation to *be given at* SER Convention giving details about your convention.
- Finish Coordinating banquet program with keynote speaker selection.
- Contact potential clinicians
- Stay in contact with convention site and caterer to make sure no problems occur.
- Prepare registration log. Decide if early registration fee will be in effect.
- *Begin signing dealers for train show.*
- Coordinate articles with SER Convention Chairperson and Editor for the Southerner.
- Confirm clinicians and prepare clinicians bio and clinic description for web site.

6 to 12 Months Out

- Make sure hotel(s) are ready to accept reservations.
- Make sure WEB site information is accurate and complete.
- Start soliciting door prizes (if you are going to raffle or give)
- Begin preparing maps of convention site, home layout tours and prototype tour(s).
- Start contacting advertisers if you are going to sell ads.
- Contact keynote speaker and make sure everything is set.
- Prepare descriptions of tour layouts.
- Prepare floor plan assignments at convention site. Clinics, contest room, banquet, etc.
- Continue signing up dealers for train show.

6 Months Out

- Send request to magazines to advertise your train show.
- Confirm home layout tours.
- Confirm clinics.
- Confirm banquet and breakfast menu and times.
- Begin laying out convention book. If using a printer, contact with requirements.
- Update maps of convention site, home layout tours and prototype tour(s).

3 Months Out

- Finalize clinics, home layout tours and floor plans and all maps.
- Finalize convention book.
- Gather information to go into registration packets

1 Month Out

- Confirm final details with convention site, hotel and caterer.
- Confirm that all committees have staffing in place.
- Make last minute adjustments to programs.

Take a breath.

ORGANIZING YOUR STAFF

Now let's see what you should consider when organizing your convention staff and what duties they perform.

CONVENTION STAFF ORGANIZATION

Organizing to accomplish a goal requires careful consideration in two areas: definition of the tasks to be accomplished and proper staffing. Once the staff is defined then the organization chart generally follows that flow. Running a convention is not unlike running a company or a large project; you must have various levels of management in order to make the whole thing work properly.

Convention activities are not islands unto themselves; many activities have overlapping and related requirements. A host organization based on a host convention chairperson and various host committee chairpersons is suggested. Positions may need to be combined due to manpower constraints.

The SER Convention Chairperson is responsible for all convention preparations and activities. He coordinates with the hosts the program, develops the schedule and sets the policy. He also handles communications between the host committee and SER Board of Directors. In order to do this, he should hold regularly scheduled meetings with the host committee chairpersons and report to the SER President and/or the SER Board of Directors as required.

The Host Committee Chairperson is responsible for handling the activities assigned to that host committee. The host committee is responsible for developing and executing the host's programs. A convention is serious business and the host chairperson should be selected with great care. Host Chairpersons should be picked for their management skills not modeling skills. Running a convention is not a popularity contest nor is it an exercise in ego massage. There is no room for people who take their "bat and ball" and go home if it doesn't go their way. The results can be disastrous if everyone finds out one month in advance of the convention that the responsible person cannot produce.

Several committee host chairperson positions could benefit from people having varying degrees of technical knowledge. Most notable are the Train Show Treasurer, Facilities and Publicity Chairpersons. Bonding the Treasurer should be considered if holding a train show. Each of those chairpersons should be able to operate a personal computer and use word processing, spreadsheet and Email software. Also, the Host Treasurer should have accounting knowledge as the train show, if applicable, will be your bread and butter.

HOST COMMITTEES

Following is a list of the general areas that you need committees. Remember many of these activities take place at different times so one person can wear two or three hats if your group is small.

Registrar: This is the person who will assist in the creating the registration form and help at the attendee registration desk.

Treasurer: This is the person who keeps all the financial records for the train show. The Host Treasurer will also fill in the numbers with the SER Convention Chairperson for the Budget, Worksheets and Final Income/Expense worksheet for the convention portion. It is very common for the registrar and treasurer to be the **same person**.

Facilities & Banquet: This is the person who puts together the meal menus and deals with your food service provider and the facilities for the different venues.

Clinics: This is the person who gets people to do the clinics, sets the schedule, makes sure the rooms are set up and all equipment needed is there on time. He works in conjunction with the SER Board of Directors representative.

Home Layout Tours: This is the person who makes contact with local modelers and gets them to agree to show their layouts and prepares the schedule (with the SER Convention Chairperson) and maps to the homes.

Models: This person is the liaison to the SER AP Judging/Display Chairperson and assists in having the room set up for the displays and AP Judging.

Non-Rail Activities: This person sets up alternative programs for those not interested in attending the model railroading agenda. It is a good idea to have a female in this position as the SER has many ladies willing to assist in setting up activities for our Non-Rail people. Don't forget to include family members, especially if you are located in a tourist hot spot.

Prototype Tours: ... This person finds and makes the arrangements for the tours. Prototype Tours are a heavy draw for attendees.

Volunteers: This person is responsible for getting your volunteers lined up for those activities requiring extra help during the convention.

Train Show: This *person* finds dealers, handles hall set up and tear down and **everything** else to do with the train show. The SER Convention Chairman will provide you with a spreadsheet to assist in your sponsoring a train show. (See Appendix B)

FINANCIAL PLANNING

Neither your group nor the SER are entering into this agreement to get rich and we certainly do not wish to loose money. The Regional Convention Agreement details the financial collaboration required between the SER Board of Directors and the Host convention committee. It may include another Regional organization of the convention is being presented as a co-host or Super Convention. The SER will fund the convention portion but not the train show. Your hosting contract will spell out the details of your part in any financial planning. There is no longer any 'seed' money for conventions.

Financial planning is so fundamental to the success of the convention yet almost everyone takes the process for granted. There are techniques and tricks that can be applied which make the difference. There is nothing mysterious about this process. It all has to do with sound, conservative financial planning. Your Train Show Treasurer should be one of the early selections to the committee. He should be bondable if he is going to handle any convention or train related funds. It will also be a significant plus if he has a financial background and understands basic accounting.

The host committee should set up a special checking account to handle the train show financial functions. This account along with your "books" should remain separate from any other financial transactions of your group. All financial transactions of the train show should go through this checking account. Some simple cost accounting procedures should be established. All train show receipts and dispersals should go through the Host Convention Treasurer.

There are three separate basic types of accounting forms you need to prepare for both the convention and train show. They are a *budget*, an income and expense worksheet and a final Expense/Income worksheet. You will be provided with these worksheets by the SER Convention Chairperson. You will not have to create it yourself. The worksheet will morph through all 3 required forms as the convention and/or train show goes from beginning to end. The worksheet has both a "What If" scenario to help you ascertain registration costs and attendance as well as a Profit/Loss function to show how you are doing during the process and at the end. Once these spreadsheets are prepared, they will give your group an immediate view of how you are doing. They will be given to the SER

Convention Chair at various intervals to satisfy your reporting requirements without any extra work.

BUDGETS

Just the mention of the word can cause some folks to break out in a sweat, run off screaming into the night or just plain wetting their pants. Don't panic. As I've been saying all through this handbook, we are here to help. In fact, we have done the hard work for you. All you have to do is fill in the worksheet we provide with the numbers in the appropriate areas you already have or will obtain and the rest is done for you. We are here to help you. We won't leave you hanging on that branch waiting for it to break. The worksheet also has items you probably never thought about or they may just have zeroes in them. (See Appendix A)

While you will have exact numbers for some items, others will be an estimate right up to the start of the convention. The budget will be constantly updated as you get more accurate numbers. One of the most important reasons for a budget early on is once you see the bottom line number you will know your expected profit or loss. Based upon this number it will help you determine how much attendees need to be charged as a registration fee. A sample *budget spreadsheet* can be found in the appendix. While each convention will have some of the same basic items each will have items others do not. The worksheet will be constantly evolving.

INCOME/EXPENSE WORKSHEET

The income portion of the train show worksheet will be filled in when you start to receive income as will the expense side if additional expenses are incurred or actual expenses replace estimates. The Convention Worksheet will be maintained by the SER Treasurer and SER Convention Chairman. Periodic updates will be sent to your Host Convention Chairperson so this person will be able to know how many attendees are signed up for various events. This is the Budget worksheet evolving into an actual worksheet.

TAX AND LICENSES

In this day and age you will find that many government agencies will require you to have various licenses, collect sales tax and/or post sales tax bonds. This is especially true with train shows. Check with your local agencies to find out the rules. You do not want them showing up on opening day and shutting you down.

PUBLICITY

The SER Board of Directors will publicize the convention and will have all financial responsibility for convention publicity. If you are hosting a train show you will be responsible for all publicity of the train show. The SER will put in the SouthErneR the announcement of your train show to show attendees provided you give the Convention Attendees a minimum of 50% discount on admission. You do not have to give non attendee SER members a discount. There are two important parts to publicity. First is getting the word out to the membership about the convention and what it has to offer. The SER Convention Committee will accomplish this segment.

Second is getting the word out the general public about your train show (if you are having one). The train show is the biggest money maker you can have and getting the word out to the public is important. This will be the host committee's responsibility.

The initial step in getting the word out to the membership is at the convention prior to yours. At the Saturday night banquet you should have a 10 to 15 minute presentation informing the membership what they can expect. You should have the program and schedule 85%-100% complete. There will be registration forms and lodging information provided by the SER Convention Committee. You will be surprised how many members will register early that night, especially those who want that early registration number.

The SER has its own WEB site and will post information on the convention web site. The hosts do not have to obtain a domain name or web site. If you have someone talented that enjoys working on the WEB, you can develop your own logo for the convention. We encourage you to develop a logo and a Convention Name as well as the convention/model theme.

The SER also has its publication the "SouthErneR". The SER is committed to helping make conventions a success and will give your host convention as much space as needed to get the word out. The SER Convention Chairperson, the SouthErneR editor and the SER Convention Committee will create an article with the Host convention committee to present the convention in the best possible light. Articles will promote what you are going to offer and include photos as available.

The issue that comes out before your convention will contain as much program information as is available as of the publication date along with the convention and hotel registration forms. This issue is mailed to every member of the

SER.

The second important part of publicity is advertising your train show locally if you are having one. Each area should have an idea of what works for them. Examples are: ads in modeling magazines, newspapers, radio, local TV, etc.

Another item you may want to put under your Advertising committee is sign making. Your convention will require an incredible number of signs. With the coming of laptops and color printers, sign making has become very simple. The committee should plan on having a laptop and printer on site so last minute signs can be printed as needed. The SER has some signs that are used at every convention and these will be available for your convention. This will be coordinated with the SER Convention Chairperson.

In summary, remember the purpose of publicity: to entice people to come to your convention and train show. We cannot tell them too much in advance or in too much detail. If we fail to do so you will get the convention regulars but we may not get those that are not convinced WE have done our job properly.

WEB SITE

With the coming of the internet we now have an easy way of communicating with our membership. Convention records show 98% of convention attendees have an Email address. Responses from previous convention attendee's confirm that they do visit the convention web sites and EXPECT to find certain information about the upcoming convention. Each convention **will have** a WEB site dedicated to our convention provided by the SER.

The web site should have the following sections. You may check with the current convention web sites at www.ser-nmra.org and click on the convention logo(s) to see their content. Some will have more sections than others depending on the type of convention. The SER will develop and maintain the web site with your logo and information.

- 1) General Information-home page
- 2) Registration
- 3) Hotel Information
- 4) Clinics
- 5) Home Layout Tours
- 6) Prototype Tours
- 7) Model Display/AP Judging
- 8) Non Rail Activities
- 9) Train Show

10) Area Attractions

I know many of you reading this will say this is over kill or repetitious. But let me assure you it is not. This has become the information age and people want to get information and lots of it. They use this information in helping them determine if they want to attend the convention and if their affiliates want to attend.

Additional Information and Descriptions of Responsibilities

CONVENTION FACILITIES

The requirements for convention facilities can be loosely divided into three major categories: Physical Facilities, Food Service, and Security.

PHYSICAL FACILITIES

Host Organization in coordination with SER

The first thing you need to find is a place to hold the daily activities. As previously discussed there are many possible combinations you can put together.

1. You can have attendees stay at nearby hotel/motels of their choice while having all functions at a convention, exposition center or other facility.
2. You can have attendees stay at a hotel which has meeting rooms but have the optional train show at another nearby location.
3. You can have attendees stay at a hotel which *HAS* banquet facilities while having the meeting rooms and/or optional train show at another site.
4. Or you can have any combination of the above.

As you can see the combination is endless. The days of having to have one big complex are past.

Whatever combination you choose you will find that the staff at the site will offer you ideas on how to make things work. They do this for a living. They know what works and what does not work in most cases. You do not need to follow their advice *but it is* worth listening to.

When you are *ready to* draw up a contract between you, the SER and the site make sure your contract contains the following items, at a minimum:

- Date of the event
 - A specified time you can begin setup
 - A specified time you have to perform move out
 - *The cost basis* on which the bill will be calculated and the cost for those items.
 - The amount required for a deposit
 - Any utilities, housekeeping, and other such costs we will be responsible for
 - Compliance with fire and safety laws
 - A list of services provided by the facility.
- * Whether the facility is to be used exclusively by the group, and if not, what

- limits of exclusion between the co-renters will be guaranteed by the site.
- Anything else deemed important to the host group.

The contract will be signed by the SER and the facility. This contract should be signed as soon as the SER knows you want the site so you lock in the pricing. Sample contracts are in the Appendix.

EVENT MEMO

Host Organization in coordination with SER

Depending upon the type of site an event memo should be prepared with the site. This is nothing more than a planning document which is used by all parties in setting up the convention. This will be as lengthy as both parties deem necessary. It should specify usage, times, equipment inventories, and arrangements for all rooms and halls. Generally the more detailed the document, the smoother the event. It is a document that supports what should be where and who is responsible for seeing to it. So if something doesn't appear where it's supposed to you have only yourself to blame. Great care should be exercised in its development. This will go far in reducing any last minute hassles. This document should list things that both you and the site will supply when and where.

There are many forms of event memos and you should work with our site rep to prepare what will fit our needs. A well organized guideline will win the lasting gratitude of the convention center and all the convention committee.

FOOD SERVICE

Host Organization in coordination with SER

This is another area that has changed greatly in the last few years. Convention used to be very formal sit down affairs with fancy meals being served to convention attendees. This has become a thing of the past. Everyone now prefers to come in casual dress and accepts and enjoys various forms of meal service. Depending upon your facility and budget you can offer sit down meals, family style, BBQ, buffet or something new you dream up. Our group has learned to adapt and enjoy new adventures.

In planning our meal(s) remember we have members of all ages and needs.

We should offer items for those that cannot eat fried, *greasy or fatty foods*. Each of us is aware of how health conscience people are today. We should work with your caterer to plan a *menu that will satisfy the members*.

Make sure our contract with your food supplier contains the following:

- 1) What items will be served
- 2) Cost per meal
- 3) Deadline for you giving them the head count
- 4) How many (if any) extra meals they will have on hand
- 5) Time(s) meal service will begin

One hour prior to the banquet it is customary to have a bar serving refreshments. Again with a group of 200+ it works best if you can have more than one bar open. You also need to have at least one bar open during and after dinner.

SECURITY

Host Organization in coordination with SER

Security is an important issue to everyone. The combination of size and the number of people, plus the presence of the public can pose problems. Your need to work with the sites you will be using to make sure everyone is safe and feels comfortable.

REGISTRATION AND LODGING

Host Organization in coordination with SER

This is another area that has changed greatly over the years. In the past the Host would handle both the convention and hotel registration.

Now it is best and easiest to let the attendees make their own hotel reservations directly with the hotel they wish to stay at. The convention staff is then only left to handle the convention registrations.

Registration is handled by the SER Treasurer and Secretary.

REGISTRATION FORM

The registration form will be developed by the SER Convention Chairperson in coordination with the SER Treasurer and Convention hosts.

REGISTRATION PROCESS

The SER has developed a registration spreadsheet and the SER Treasurer will fill in the spreadsheet as registrations are received.

REGISTRATION DESK

**SER in coordination with host group-dependant on a train show.
The host group may be asked to supply relief people on occasion.**

One of the first impressions a registrant has of our convention is how easy is it to register and get on with the events at hand. If he has difficulty in registering, his attitude will be biased from that point on.

It is recommended we put together a registration packet with all the information attendees need in it before the big day arrives. We should put the attendees name and number on the outside of the packet. Sort the envelopes by last name and have them stacked in boxes behind the registration desk. Label the boxes with first letter of the last name in that box. We should also put together some extra envelopes before hand so we have them available at the registration desk for walk ups and missing registrations.

There are three distinct procedures at the desk:

- 1) Checking-in those who have pre-registered
- 2) Registering those who have not registered, but know what they want
- 3) Registering those who do not know what they want

We should have three or four persons at the registration desk. Two will handle preregistered attendees and one or two others will handle problems and walk-ins. **DO NOT LET THE MAIN DESK HANDLE WALK-INS AND PROBLEMS.** This will just slow everyone else down. Have two tables for registration. One table should handle preregistered attendees and the other should handle walk-ins and problems. This will make the process quick and smooth for the pre-registered.

When an attendee walks in ask him if he pre-registered. If he is not, ask him to step over to the next table to register. If he did, ask him for his name and pull his packet. Review the contents with him and he will be on his way. The whole process will only take 2 or 3 minutes. If we do not have a packet for the attendee, ask him if he has his registration number or email confirmation. If he does, see if you can locate his packet using the number. If he does not have either of those or you still cannot find his packet ask him to step over to the other table.

The second table should handle walk-ins, problems, refunds and exchanges. A walk-in should be asked to fill out *the form* and come back to the desk when he has completed it. That will free up the person at *the* desk to handle the next person.

If the person claims he pre-registered, first check to see if you have him on the spreadsheet we created as each registration came in. If the person is on the spreadsheet then you know he registered. Quickly check *to* see if the envelope has been misfiled. If you still cannot find it use one of the extra packets you have and get the attendee on *his* way. If he is not on the spreadsheet pull the book containing the registration forms to see if you have it. Based upon what you find you will have to work out the problem with the attendee on a case by case basis. Being organized and having everything you need close *at* hand should make most check-ins quick and painless for the attendee.

PROGRAM PHILOSOPHY

Host Organization in coordination with SER

Trying to forge out a program that hit all the bases is not an easy task. Our biggest problem will be that there are only 24 hours in a day. You probably won't have time to include all the activities you want, so here is a good place to evaluate the quality of the offering, and cut those of questionable value. To aid in this process the following guideline may help.

INDOOR PROGRAMS

CLINICS

Host Organization in coordination with SER

Clinics fall into two categories:

1. Those that are lecture based with either slides, video or PowerPoint presentations or
2. Hands on clinics where the attendees actually build something or try the topic being discussed.

The number of attendees which can be accommodated depends on the size of the room and the type of clinic. It goes without saying that some consideration should be given to this.

We should try to present two or three clinics at a time with all of them starting and ending at the same time. Clinics are normally 45 minutes in length with fifteen minutes in between clinics to allow attendees to get refreshments and use the facilities. A clinic schedule should be prepared and passed out to all convention attendees. REMEMBER to coordinate clinic times with prototype tours. Attendees like to do both. This may mean having a clinic more than once. Consider the clinicians wishes to attend a prototype tour.

Topics are normally on modeling but do not be afraid to trying something different.

AUCTION
SER and/or Host Organization

Following the banquet on Saturday night an auction is normally held. Items for the auction are brought by attendees just for the auction. The host club is responsible for supplying someone to act as "runners" (persons who help the auctioneer). Usually the SER supplies the auctioneer. If you do not have anyone experienced in these areas you can ask the SER for assistance. There are many SER members who enjoy doing this and supplying help will not be a problem. The SER gets 10% of all sales as their fee for running the auction. Traditionally the fee comes from the sales price but the auction could also have a bidders fee added.

NON RAIL ACTIVITIES
Host Organization in coordination with SER

Spouses and family members should not be treated as second class citizens at a convention. Over the last few years more and more spouses have attended our conventions. Further, the percentage of family members that participate in rail activities has been increasing. Many go on the home and prototype tours. It is not unusual to find a few of the spouses entering the modeling contest.

It is therefore imperative that the Non Rail Chairperson be selected early in the planning process and given equal billing on the convention committee. They will need to have space allocated, a budget and be integrated into the program schedule. They may also have transportation requirements based upon their activities.

AP JUDGING AND AWARDS PROGRAM
SER in coordination with Host Organization

AP JUDGING & DISPLAY AREAS
SER AP Chairperson

The model, photo and other AP Judging are the responsibility of the SER. The SER AP Chairperson will handle all areas of the contest. The SER supplies the forms, judges, prizes and all other material needed.

The convention host is responsible for having a room or rooms with tables and chairs available. These rooms must be rooms that can be locked when no one is around in order to protect the items on display. The host must also supply a person to serve as aid to the SER AP Chairperson.

All persons entering the contest must be members of the NMRA. Some of the

awards may only be won by members of the SER. A list of all rules and regulations will be supplied by the SER AP Judging Chairperson. There may be additional room for other organizations that may be attending or co-hosting the convention.

The convention host may also determine if they wish to have a Convention Model Theme Display with a popular vote. The host committee will determine what the model or theme will be and the prizes, if any.

AWARDS PROGRAM

SER

The supplying and awarding of contest awards is the responsibility of the SER. The SER needs to provide a time during the banquet on Saturday night for presentation of awards. This will be in coordination with the banquet program.

Arrangements need to be made to have media that will work with a PC and a display screen available during the banquet presentations so display pictures of the winning entries to be presented to the attendees.

SOUVENIRS

Host Organization in coordination with SER

Souvenirs have been around since the first roman soldier visited another land. I am sure he picked up some item and took it back home. Over the years SER conventions have offered just about everything you can think of. Cups, mugs, key chains, glasses, hats, golf shirts, t-shirts, patches, cup holder and even convention train cars. Unfortunately we need to tell you about the only thing that sells are shirts, (golf and T-shirts). For some reason attendees seem to feel been there, done that and don't need a reminder except for shirts. But, if **you feel you have a great idea and just have to do it** by all means go for it. The SER recommends any souvenirs be on the registration form and only those souvenirs paid for in advance be ordered.

SUPPLIES

Registration material-SER based on number of attendees. Additional pamphlets, etc.-Host Organization

During the period you are getting ready for the convention you will need certain supplies. Things like lanyards, name tags, name tag holders, envelopes, etc. Before buying anything try and get donations. If you contact your local Convention and Tourism bureau and the local Chamber of Commerce you might find that they will be willing to give you materials. Beside material they should be able to give you pamphlets or other advertising material about places of interest in your area. They may also be able to give you discount tickets to those places. Places like water parks, amusement parks, etc will help attract families to your convention.

INSURANCE

SER-Covers Convention Host Organization-Covers Train Show

Insurance coverage of the convention comes in two forms: public liability, which protects you and the SER against financial judgments due to someone injuring themselves during the convention, and physical damage/loss/theft of the registrant's property left in your care, such as models, auction items, etc.

Both of these areas are covered by the NMRA blanket policy for the Convention ONLY. This coverage is in effect one day prior to the first scheduled event and is in force up through the day following the last scheduled event.

In order to get this insurance the Convention Chairman must contact the NMRA Headquarters and supply them with the required information. One of the requirements is that all the Convention committee members must be members of the NMRA. Spouses of members are covered if serving as committee chairpersons. Layout owners are covered as long as they are NMRA members. If a non-NMRA layout owner hosts an open house he is NOT covered by the NMRA insurance.

OUTDOORS PROGRAMS

PROTOTYPE TOURS

Host Organization in coordination with SER

Your committee should evaluate the inclusion of a prototype tour into our program. They are normally big hits with the attendees but do require planning.

Tours of railroad facilities are usually very hard to arrange with the current security levels at most installations. Tours of train related facilities are well attended. An example of some would be quarries, equipment maintenance facilities, steel mills or anything that involves railroads.

Usually tours of this type involve more planning and preparation than home layout tours. One issue that comes up quite often is the facility does not want dozens of personal autos being driven on to their property. For this reason usually a bus must be arranged and since buses cost money a fee may be charged to cover the cost of the bus. It is up to the SER Convention Chairperson and the convention host how to handle this.

It is imperative that a commitment be made by the facilities being toured early in your planning stages. The presence of a highly desirable tour will enhance attendance

if it is properly publicized well in advance of the convention. It is also very important you determine early on what the facility will require of us. Things you need to take into account are:

- 1) How many can take the tour
- 2) Will there be more than one tour
- 3) Is there any age limit who can take the tour
- 4) Is any safety equipment required (such as hard hats, safety glasses, no open-toed shoes, etc.)
- 5) Are there any access limitations
- 6) Length of tour as well as travel time to and from tour

HOME OR CLUB LAYOUT TOURS

Host Organization in coordination with SER

The home layout tours are one of the most popular items on the convention's schedule. The tours are also the one item that can get the most complaints if not done correctly.

There are three parts to a good home tour handout. The first is the schedule of when the layouts are open. A one page form showing all the layouts and the time they will be open is best. That gives the attendees a quick glimpse of what and when.

Second is a description of the layout. Attendees love to know what they can see. Tell them a little about the layout. The scale, size (dimensions), its name and the owner's name. How much of the track and the scenery is complete. Plus any exceptional point's worth mentioning. This information should also be posted to the WEB site as soon as available. Attendees love to know what they can see on tour.

And finally is a sheet giving directions to the layout including a map. If at all possible, group the tours by area and give directions going from one to the next to the next. Do not make the attendee go back to the convention center for each layout or try to determine themselves how to get from one layout to the next. Layout 1 and 2 may only be five minutes apart but by reading your directions it may seem like that are an hour apart. Be kind to the attendee and tell him how to get to as many layouts as possible in the shortest amount of time.

Layout tours take a little time to set up but will not require much manpower during the convention.

Of those layouts owners wishing to participate, some may not have layouts that are representative of what the host wants to show in terms of quality, completion, concept, etc. This can be a touchy situation and hurt feelings and ruffled feathers may result. At the beginning, criteria should be established and made available to

everyone so that layouts can be upgraded and improved as necessary. This must be done early so there is ample time to accomplish what must be done. You will have about a two year lead time, and the use of work groups can speed the development process of a layout. You can keep the criteria loose and flexible without losing sight of our goals.

The Layout Tour committee will need to do the following before the convention:

- 1) Prepare a list of those willing to display their layouts
- 2) Visit the layout and determine if it is worth the attendee's time
- 3) If it is of value prepare a description of the layout, include things like scale, size of layout, amount completed - track 100%, scenery 80%, be honest with your appraisal. Don't make your attendees drive 25 miles to see a layout that only has 60% bench work, 40% track and 0% scenery. Give them a good description and let them make the choice.
- 4) Prepare a map to the layout location. If at all possible try and prepare a recommended tour route. This should take the attendee from layout A to layout B, to layout C in the most direct and easiest route to follow. Do not be afraid to group the layouts into groups or areas. Whatever seems most logical. Map quest is a great aid in preparing the maps. Directions should include the owner's name, phone and street address. Many will want to use their GPS systems as navigation aids.
- 5) A layout schedule should be prepared and passed out to all convention attendees. You should also make some type of signage to be placed in the front of the homes to be visited so folks on the tour know they are at the right place.

CONVENTION REPORTING

Host Organization in coordination with SER Convention Chairperson

One of the reoccurring problems that convention planners have is the lack of hard data about previous conventions that is in a consistent form. We are changing that.

At the end of each convention the convention committee needs to supply the SER with information about the convention.

To satisfy the reporting obligation of your committee, the report must contain a description of what worked, what did not, and any hassles, suggestions, etc., to be passed on or added/changed in this handbook for those who follow.

Income/Expense information will be supplied by the final worksheet.

CO-HOSTING A MULTI REGION CONVENTION

For those wishing to co-host a multi region convention the rules will change slightly. Perhaps the biggest issue with a multi region convention is finances. One region (usually the region the convention is physically located) should be in charge of all finances. An agreement as to how any profits are split should be arranged and presented in the contract agreement between the regions. Everything should be spelled out in a Memorandum of Agreement between the regions as to:

1. Who chairs the convention committee
2. Who is on the convention committee
3. What will each region provide to the convention
4. Will separate member meeting rooms or times be needed
5. The volunteers and clinicians supplied by each region

Since multi region conventions are usually held on the borders of the participating regions attendance may be less than expected due to travel time for attendees from the far reaches of all regions. Therefore, a realistic attendance estimate should be made when filing out the worksheet. Various functions such as AP Judging and Display rooms, Banquet facilities, Clinic facilities should be considered as if the participating attendees were from one convention. All events except Regional Board and/or member meetings should be held jointly. Careful consideration to the needs and desires of all participating regions should be kept foremost in the minds of the organizers. This isn't a time for ego boosting or one upping. Conventions are meant to be fun for both the attendees and the hosts.

Obviously there is too much involved with multi region conventions to include in this handbook. The SER Convention Chairman will guide you and the other regions through the process of setting up a multi region convention. Key here is to be sure there is plenty of advance planning and publicity for the convention.

CO-HOSTING A SUPER CONVENTION

What is a super convention? Simply put, a Super Convention is a convention held involving 2 or more Regions PLUS other groups. These might be Historical groups, Museum groups, multiple NMRA Divisions, NMRA 100% clubs, etc. You get the picture. There may be as many as 500 attendees. This type of convention usually occurs very rarely at the Regional level. It can, however, happen.

In the case of the Super Convention the rules for a Multi Region Convention still apply. The biggest difference is that groups OTHER than the regions should

have their responsibilities clearly spelled out in the Memorandum of Agreement since they will in all likelihood have fewer attendees than the Regions involved. As for financial reimbursement, that can be calculated based on their members registrations and should be handled as a donation of a specific amount based on any convention profits beyond a predetermined amount. You should consider any admittance to their specific tour as an Extra Fare and part of a tour fare. Do not allow the tour sponsor to give free admittance to the convention attendees. A major portion of any organization's attraction is from their gate receipts. If an admittance charge is not charged at the attraction, an Extra Fare can be charged for the tour that would be equivalent to an entrance fee. That Extra Fare will then become part of the donation.

If you want to hold a Super Convention, the SER Convention Chairperson and the SER Board will work closely with you to make the convention happen.

TRAIN SHOWS

As stated early the SER is not in the train show business and therefore will not host a train show. This does not mean you can't have a train show at the same location or another location at the same time the SER convention is being held. It just means you finance the train show and you keep any profits. If you do decide to have a train show your contract with the SER for the convention will state that the SER is not financially responsible for the train show expenses and that you, as local host, will share in any profits from the convention per the contract agreement. The SER has developed a spreadsheet for train shows that you should follow. It consists of many categories of expenses and income that you might not have considered. Certain aspects of hosting a train show remain constant and one of them is to start planning a minimum of 24 months before the train show. Getting lists of vendors who show an interest in attending the train show should be gathered as early as possible. Consider other train shows in your area at the same time or at another time of year that are already established. Vendor participation is paramount and having new vendors will draw attendees faster than the same ones from the past. Consider a mix of 50% scale, 25% tinsplate and old trains and 25% railroadiana and non rail items (cast vehicles, art works, signs, etc.). Other Divisions and members of the SER have put on successful shows and can give you valuable information. The SER will not provide manpower or have a company store at the train show.

That's it, get your committee together and let's have a convention in your area. Together we will put the fun into conventions.

APPENDIXES

Appendix A Convention Spreadsheet

This Worksheet includes MAXIMUM price estimates, not actual in some cases.

Instructions:

1. Only the light green area will be the Budget, worksheet and final Profit/Loss.

2. Ignore the numbers below the red line except:

The 2 Light Blue areas are for "What If" Registration fee scenarios and can be changed.

3. Income is for registration fees only - Extra Fare Items are either totally offset (clinics) or partially offset (tours).

4

5

6

7. Some expenses are estimates and may be high or low until actual amounts can be tabulated.

| Projected/Actual Profit/Loss Worksheet - CONVENTION | | | |
|---|--------------------|--------|--------------------------|
| EXPENSES | | | |
| Banquet Speaker(s) | Rooms (\$xx + Tax) | \$0.00 | |
| | Transportation | \$0.00 | |
| | Sub Total | | \$0.00 |
| Advertising | Direct Mail | \$0.00 | |
| | Flyers | \$0.00 | |
| | Pre-Convention | \$0.00 | |
| | Sub Total | | \$0.00 |
| Banquet | Facilities | \$0.00 | Included In Banquet Cost |
| | Banquet | \$0.00 | Reg Offset-\$23.80 per |
| | Breakfast | \$0.00 | No Sunday Breakfast |
| | Bartender | \$0.00 | |
| | Bar Supplies | \$0.00 | Beverages |
| | Misc | \$0.00 | Coffee, Danish, Etc. |
| | Sub Total | | \$0.00 |
| Door Prizes | | \$0.00 | \$0.00 |
| Tour Costs | Prototype 1 | \$0.00 | Bus to Brosnan Yard |
| | Prototype 2 | \$0.00 | |
| | Layout Costs | \$0.00 | |
| | Sub Total | | \$0.00 |
| Clinic Supplies | Non Fare | \$0.00 | |
| | Extra Fare | \$0.00 | Offset by Extra Fare |

| | | | | |
|-------------------|--------------------|---------------|---------------|-------------------------|
| | Sub Total | | \$0.00 | |
| Facilities | Main | \$0.00 | | Convention Facilities |
| | Security | <u>\$0.00</u> | | |
| | Sub Total | | \$0.00 | |
| Non-Rail | Materials | \$0.00 | | Friday Night Social |
| | Transportation | \$0.00 | | Bus for Historical Tour |
| | Tour Tickets | <u>\$0.00</u> | | Offset by Extra Fare |
| | | | \$0.00 | |
| Registration | Printing | \$0.00 | | |
| | Tag, misc | <u>\$0.00</u> | | |
| | Sub Total | | \$0.00 | |
| Shirts | Cost Each 7.50 | \$0.00 | <u>\$0.00</u> | |
| | | | - | |
| Rail Pass Fee | | \$9.95 | <u>\$0.00</u> | |
| | Total Expenses | | \$0.00 | |
| | INCOME | | | |
| Registrations | Full | \$0.00 | | Quantity 0 |
| | Affiliate | \$0.00 | | Quantity 0 |
| | New Member | \$0.00 | | Quantity 0 |
| | Late Full | \$0.00 | | Quantity 0 |
| | Late Affiliate | \$0.00 | | Quantity 0 |
| | Rail Pass | <u>\$0.00</u> | | 0 |
| | Sub Total | | \$0.00 | |
| Brosnan Tickets | \$5.00 Each | \$0.00 | | Quantity 0 |
| Historic Tour | \$10.00 Each | <u>\$0.00</u> | | Quantity 0 |
| | Sub Total | | \$0.00 | |
| Clinic Extra Fare | \$25.00 Each | \$0.00 | <u>\$0.00</u> | Quantity 0 |
| Drink Tickets | Wine | \$0.00 | - | Quantity 0 |
| | Beer | \$0.00 | - | Quantity 0 |
| | Total Cost | | <u>\$0.00</u> | |
| | Total Income | | \$0.00 | |
| | Profit/Loss | | \$0.00 | |

THE AREA BELOW IS FOR ESTABLISHING THE REGISTRATION CHARGES AS WELL AS THE QUANTITY OF ATTENDEES NEEDED FOR VARIOUS SCENARIOS. DO NOT CHANGE

ANY NUMBERS NOT IN A COLORED SECTION.

This is a sample spreadsheet and shows the entries that should be considered but not the included 'what – if' area.

Appendix B
Train Show Spreadsheet

Notes:

1. Fill in only the areas in white or Description column. All others are formulas.

- 2
- 3
- 4
- 5
- 6
- 7
- 8

| Projected/Actual Profit/Loss Worksheet - TRAIN SHOW | | Total Column | | | | | Description |
|---|-----------------|--------------|--------|-------|-------------|--------|---------------------|
| EXPENSES | | | | | | | |
| Advertising | Direct Mail | \$0.00 | | | | | Postage, Printing |
| | Flyers | \$0.00 | | | | | Printing |
| | Magazines, Etc. | \$0.00 | | | | | Paid advertising |
| | Sub Total | | \$0.00 | | | | |
| Door Prizes, Raffles | | \$0.00 | \$0.00 | | | | |
| Facilities | Main | \$0.00 | | | | | Train Show Facility |
| | Security | \$0.00 | | Qty 0 | Rate \$0.00 | | |
| | Tables | \$0.00 | | Qty 0 | Rate \$0.00 | | |
| | Chairs | \$0.00 | | Qty 0 | Rate \$0.00 | | |
| | Sub Total | | \$0.00 | | | | |
| Layout Compensation Dealer | | \$0.00 | | | | | Layouts Displaying |
| Materials | | \$0.00 | | | | | |
| Other Expenses | | \$0.00 | | | | | |
| | Sub Total | | \$0.00 | | | | |
| Raffle Layout | | \$0.00 | \$0.00 | | | \$0.00 | Raffle Profit/Loss |
| | Bond | \$0.00 | | | | | |
| | Insurance | \$0.00 | | | | | Liability, Etc. |
| | Promoter | \$0.00 | | | | | Sales License |

| | | | | | | | |
|----------------------|--------------------------|--------|--------|-------|---|-------|--------------------------------|
| | License Train Show Taxes | \$0.00 | | | | | x% of Ticket Sales |
| | Sub Total | - | \$0.00 | | | | |
| Worker Shirts | Cost | | \$0.00 | Qty | 0 | Price | \$0.00 Cost Per Shirt = \$x.xx |
| | Total Expenses | | \$0.00 | | | | |
| | INCOME | | | | | | |
| Tables Sold | | \$0.00 | | Qty | 0 | Rate | \$0.00 |
| Tables Sold Discount | | \$0.00 | | Qty | 0 | Rate | \$0.00 |
| | Sub Total | | \$0.00 | Total | 0 | | |
| Admissions | Adult | \$0.00 | | Qty | 0 | Rate | \$0.00 |
| | Child | \$0.00 | | Qty | 0 | Rate | \$0.00 |
| | Other | \$0.00 | | Qty | 0 | Rate | \$0.00 Military, Scouts, Etc. |
| | Sub Total | - | \$0.00 | | | | |
| Raffle Tickets | | - | \$0.00 | Qty | 0 | Rate | \$0.00 Raffle Receipts |
| Donations | | | \$0.00 | | | | |
| | Total Income | | \$0.00 | | | | |
| | Profit/Loss | | | | | | |
| | s | | \$0.00 | | | | |



1. Tables rental should pay all Expenses

The 'What If' below is used to decide how many tables need to be sold at various prices to cover expenses. Income from admissions should be profit.

NO entries are needed unless you wish to change table quantities.

| | | | | |
|-----------------|-----|-----|-----|-----|
| Qty Of Tables | 25 | 50 | 75 | 100 |
| Price Per table | | | | |
| \$20 | \$0 | \$0 | \$0 | \$0 |
| \$30 | \$0 | \$0 | \$0 | \$0 |
| \$40 | \$0 | \$0 | \$0 | \$0 |
| \$50 | \$0 | \$0 | \$0 | \$0 |
| \$60 | \$0 | \$0 | \$0 | \$0 |
| \$70 | \$0 | \$0 | \$0 | \$0 |

Appendix C
Sample Contract

The following appendixes may or may not contain samples of contracts.