

# **Proposal for Public Admittance to the 2007 Great Lakes Regional Mart**

## **Premises**

- (I.) The 2007 Great Lakes Regional will be held on Friday September 7 and Saturday September 8 as planned.
- (II.) On the first day, Friday, only NAWCC Members will be admitted to the Mart. NAWCC policies for non-Member admittance will apply. Registration fee will cover entry for both Friday and Saturday, applying the normal Regional rules for purchase of tables, regular entry, etc.
- (III.) On the second day, Saturday, the Mart will be open to the public and to NAWCC members according to the proposal outlined below.

### **A. Public Admittance Proposal**

- (1) Allow any member of the public or NAWCC into the MART beginning at 9 AM (our normal opening time) and ending at 2 PM.
- (2) Allow (and encourage!) any member of the public and NAWCC into the Exhibit and to attend the Program(s).
- (3) All non-member attendees shall receive a NAWCC application and information on Michigan Chapters, including where and when they meet.

### **B. Admission to the Public Day Mart**

- (1) Any Member of the public or NAWCC not previously registered to pay \$6 per person, minor children free.
- (2) The figure of \$6 seems to be a reasonable charge in view of local economic conditions which include high unemployment.
- (3) There will be no “spousal” reduced fee; we haven’t done this previously as it is too difficult to determine who is a “spouse”.

### **C. Publicity**

- (1) All 2007 Great Lakes Regional table holders will be contacted when NAWCC approval is received, notifying them of the proposal and asking them for their cooperation in remaining fully operational until closing.

Note: Many previous Great Lakes Regional table holders have already been contacted and all were in favor of Saturday public admittance.

- (2) MART advertising will include the public admission notice.
- (3) Notices (and flyers) will be placed in the following:
  - (a) Local “throwaway” papers
  - (b) Local newspaper(s)
  - (c) Local antique, clock and watch shops and flea markets
  - (d) The Antique Trader or similar publication(s)
  - (e) City of Dearborn publicity venues, such as the Chamber of Commerce
- (4) Cooperation will be sought with local museums such as the Henry Ford Museum & Greenfield Village.

#### **D. Record Keeping**

- (1) Different color badges will be issued to Saturday attendees.
- (2) These badges will be pre-numbered with first names only to be added.
- (3) The number of table holders who have left early will be noted. Empty tables on Saturday will be resold at a lower rate (to NAWCC members only) to keep the appearance of a full Mart.
- (4) Additional costs for public admittance will also be tracked.
- (5) Details of these and other items will be shared with NAWCC for use by other Regionals.

#### **E. Security**

- (1) We do not foresee the need for additional paid Security at this time although further planning may require it.
- (2) We plan on offering display cases and safes for rent as in years past.