



National Association of  
**WATCH & CLOCK**  
Collectors, Inc.

# REGIONAL MEETING GUIDE

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# INTRODUCTION

## Overview

This Guide originates from the successful efforts of Host Chapters through the years. If you develop an idea that works well for your Regional, and think it would benefit others, please contact the Convention Committee Chair at:

Convention Committee Chair, c/o NAWCC, Inc.

514 Poplar Street

Columbia, PA 17512-2130

Convention Committee Chair: [CCchair@nawcc.org](mailto:CCchair@nawcc.org)

Regional Meeting Coordinator: [Regionals@nawcc.org](mailto:Regionals@nawcc.org)

It is recommended that this Guide be distributed to appropriate Committee Chairs or members responsible for various phases of the event. Then, everyone will have clearly defined duties and responsibilities and will be aware of the tasks they are expected to perform.

This Guide is not intended to control Regional Meetings. In fact, a responsibility of the Host Chapter(s) is reflecting the uniqueness of the Host Chapter(s) and the event's destination. However, this Guide does set forth requirements by the NAWCC that must be followed at all Regionals.

As a gathering of NAWCC members hosted by one or more Chapters, a Regional provides a means for Chapters to combine their talents into a meeting of one or more days. Additionally, it offers a wide variety of horological programs and an expanded mart. Activities outside of the mart or auction room (e.g., hotel lobbies, parking lots, etc.) are permissible *if organized as part of the Regional* (e.g., controlled tailgate mart). Public access to educational and exhibit activities is encouraged.

Characteristics of a successful Regional Meeting are:

- Enjoyment by attendees and the Host Chapter(s),
- Encouragement of public attendance to provide the opportunity to increase membership,
- Educational activities,
- A spirit of hospitality,
- A friendly, helpful, low-key atmosphere by the Host Chapter(s), and
- Ample opportunities to network with members and develop good memories that will create goodwill for future meetings.

All participants in a Regional activity must conduct themselves in an ethical and responsible manner at all times. Offensive conduct or language should not be condoned. [The NAWCC Code of Ethics](#) provides further information, including the responsibility for complying with the sales tax regulations of state and local governments. Here is the full NAWCC [Sales Tax Policy](#).

The Host Chapter(s) assume(s) *all* legal and financial responsibilities. These include contracts and other legal documents as well as the sharing of profits and covering of losses. Contracts should *not* obligate the NAWCC. Any advertisements, regional programs, and other materials as appropriate

shall contain the following: "Participation in any Regional activity is entirely voluntary, and neither the NAWCC, Inc., Chapters, nor officers and members thereof assume any responsibility for damages, losses, torts, or misunderstandings arising from the operation of a Regional."

### **Terms Used in This Guide**

- Regional: Regional meeting or Regional event
- NAWCC: The National Association of Watch & Clock Collectors, Inc.
- CC: Convention Committee
- BoD: Board of Directors of The National Association of Watch & Clock Collectors, Inc.
- Partner: A member's "significant other" in the broadest terms that includes spouse, partner, husband, wife, boyfriend, girlfriend.
- Reference to either gender shall be deemed to include masculine and feminine wherever necessary or appropriate, and the singular shall include the plural, and vice versa.

### **Chapter Assistance**

#### NAWCC

The Chair of the NAWCC Convention Committee ([CCchair@nawcc.org](mailto:CCchair@nawcc.org)) is always available to provide guidance and answer questions.

#### Convention and Visitors Bureaus (CVBs)

CVBs are experts and help meeting planners find locations for events. They are the quintessential source of information about hotels, facilities, attractions, restaurants, and activities. They should always be the first contact when planning your event. Sometimes CVBs can provide funding!

Best of all, CVBs are free. They provide the following services:

- Destination expertise
- Request for Proposal (RFP) distribution
- Site inspection details
- Event and off-site selection support
- Political/Community liaison
- Attendance promotion
- More information on [these services](#).

#### Management Tools

- [Site Evaluation Questionnaire](#)
- Timelines:
  - [High Level](#)
  - [Detailed](#)
  - Task List
- [Budget Worksheet](#)

## **SECTION 1: BASIC REQUIREMENTS**

To the greatest extent possible, the Regional is in the hands of the Host Chapter(s). Regional officials set the pricing for all Regional-related activities, including mart entrance, which may differ for Public Day, if held. Please note that while the cost of NAWCC membership cannot be negotiated, Regional officials are able to provide incentive pricing (i.e., subsidizing) for any and all Regional-related fees, as they deem appropriate.

The following are required in order to maintain NAWCC and Host Chapter(s) tax-exempt status, cover legal liability, and provide NAWCC reporting information.

**Education:** One or more programs.

**Exhibit:** A horological exhibit. An exhibit theme is suggested (e.g., Seth Thomas clocks, railroad pocket watches, etc.) but not necessary. Consider a walk-through demonstration for attendees in which further information is provided.

**Insurance:** Exhibit and Liability insurance. *Exhibit* insurance is purchased from the NAWCC under its group policy. [Contact the Insurance Coordinator](#) for more details and costs. *Liability* insurance should be purchased by the Host Chapter(s).

**No Smoking Policy:** Generally, no smoking (cigarettes, cigars, pipes, e-cigarettes, vaping devices, etc.) is the rule of the day. Check with the facility for its smoking policy.

**Media:** Media must be escorted by Regional officials. Be aware of applicable privacy-related laws for recording and/or photographing (especially children).

### **Registration System:**

- Online: The NAWCC offers assistance in setting up Internet-based online pre-registration. This includes acceptance of payments by credit card. [Contact NAWCC Member Services](#) for details.
- PC: Special computer software is available for both pre-registration and on-site registration. [Contact NAWCC Member Services](#) for details.

**Reports:** Forms and fees related to Membership applications initiated at the Regional Meeting should be submitted within one week to [NAWCC Member Services](#) by the Registration Chair. This is for all types of members (existing, reinstated, new, introductory, spouse, and student/youth).

The Regional Chair must submit a [final report](#) to [NAWCC Member Services](#) within thirty (30) days of the Regional.

**Attendee Classification:** It is important to distinguish attendees with respect to their NAWCC membership. Please inform your volunteers of these categories:

- Members and Their Immediate Family: Only NAWCC members, their spouse/partner, and children under 18 (Immediate Family) may pre-register. They must pay appropriate admission fees and wear appropriate identification badges. They must reside in the same household as

the NAWCC member. Photo identification is required for members who do not have their membership cards with them.

- **New Members:** Non-members can join the NAWCC at the Regional and immediately enjoy all the rights and privileges of membership. New members should be issued an [NAWCC Membership Application](#). Introductory memberships, for attendees who have never been an NAWCC member in the past, are also available at a reduced cost with regular membership options.
- **Guests:** Guests are non-members. At any time, they may attend programs and exhibits at no charge. This important requirement supports the education mission of the NAWCC and allows it to maintain its tax-exempt status. Non-members should always be encouraged to join the NAWCC and be provided materials that encourage them to join. They must pay appropriate admission fees to enter the mart and wear identification badges that indicate they are non-members. Guest categories are:
  - **Friends:** attendees known personally to an inviting member, who are not Immediate Family. Friends can include relatives of the inviting member.
  - **General Public:** attendees who are not Immediate Family nor Friends. They are admitted to the mart only during designated times known as Public Days. The [Regional Meetings and National Conventions Public Day Event Planning Guidelines](#) provide the details. Public Day attendees should be identified by a special badge recognizable to table holders, but do not need to be escorted by a member.
  - **Escorted Visitors:** attendees who are not Immediate Family nor Friends nor General Public. They may be in attendance at any time during the event. However, they must be under the control/supervision of a designated member of the Host Chapter(s). Typically, Escorted Visitors are members of the media, contractors, or event volunteers.

## Special Rules

**Service Aides:** Attendees with disabilities may be accompanied by service aides or animals. Service aides need not pay admission fees. They must accompany and remain with the attendee at all times. Also, they may not themselves participate in buying nor selling. Badges are to be issued similar to those provided for an Escorted Visitor. Health documentation is not required and should not be requested.

## SECTION 2: HOLDING A REGIONAL MEETING

When a Chapter or group of Chapters decides to sponsor a Regional Meeting, they should proceed as follows:

### Select a Regional Name

Select a single, recognizable name that is representative of the particular region and acceptable to all sponsoring Chapters.

### Establish Host/Co-Host Relationships

If a Regional will have a Co-Host Chapter, the relationship should take the following into consideration:

- Share workload and responsibilities,
- Plan to either change locations and host duties each year or remain in one destination but rotate host responsibilities, Agree on a plan of action in the event a Chapter may not be able to fulfill its hosting obligations in a particular year,
- Decide that one Chapter is to be a “permanent” host and other Chapters are co-hosts,
- Agree on the division, if any, of surplus gains or losses.

## Select a General Chair

Members of the Host Chapter should be selected as General Chair and Vice Chair. The Chair may appoint, or the membership may elect, a planning committee to plan the Regional. It is strongly recommended that a Vice Chair be selected at least in the event the Chair is unable to fulfill their duties through the completion of the Regional and the reporting to the NAWCC.

## Choose a Date

A Regional’s chosen date MUST be approved by the NAWCC Convention Committee. The earlier this is done, the more likely the date requested will be available and approved. Two to five years in advance is not too early! If no conflict exists with other event dates, a tentative hold will be placed on that date. [A Regional Meeting Agreement](#) will be provided. It requests specific information and approval signatures of the Host’s Chapter President and the Regional’s General Chair. Upon approval by the Convention Committee, the date of your Regional is finalized.

Upon approval, the fully executed agreement will be sent to the Regional Chair and NAWCC Member Services. NAWCC Member Services will publish pertinent information in *Mart & Highlights* and on the website beginning approximately one year before the meeting.

Other considerations include:

- You may be able to secure a greatly reduced price if you can find a date that no other group is requesting.
- A proposed Regional date should not conflict with another Regional, the National Convention, or the NAWCC Ward Francillon Time Symposium.
- As soon as possible, contact the Regional Meeting Coordinator at [Regionals@nawcc.org](mailto:Regionals@nawcc.org) to discuss and reserve a date.
- The date should not be scheduled on religious holidays. These include: Christmas, Easter, Passover, Rosh Hashanah, and Yom Kippur. Additionally, consideration should be given before choosing dates that are typically times spent with family (i.e., Valentine’s Day, Mother’s Day, Memorial Day, Father’s Day, July 4th, Labor Day, Thanksgiving, and New Year’s).

## Choose a Location

Contact and visit the available meeting facilities in your area. [Here is additional information.](#)

## Choose a Host Hotel

Give preference to hotels that are close to the Regional (if not in the same facility) with reasonable rates and accommodations for disabled guests. [Here is additional information.](#)

## Choose a Facility

Many considerations must be addressed in choosing a facility, including the following:

- Price negotiations,
- Logistics of mart loading and unloading,
- Parking for table holders and attendees,
- Registration area,
- Security,
- Facility charges,
- Facility discounts,
- Function rooms,
- Facility equipment/furnishings,
- Food and beverages,
- Internet availability, and
- Unions.

[More information is here.](#)

## Regional Meeting Contracts

The Host Chapter should enter into written contracts with the hotel(s) and/or convention facility of the Regional. Contracts must explicitly state the following:

- Regional date,
- Number of hotel rooms reserved and agreed room rates,
- Rooms for programs and hospitality,
- Desired function rooms (mart, exhibit, meeting, auction, banquet, etc.) reserved and rental fees,
- Agreement on complimentary rooms,
- Statement of a banquet meal cost, and
- Any items offered by the hotel at no charge (e.g., tables, chairs, table coverings, transportation to and from airport, shuttle services, etc.).

[Here is a sample of a Hotel Contract Addendum.](#) It contains the verbiage for specific paragraphs that should be included in the facility, hotel, and other contracts, as applicable. If the pertinent paragraphs are not included in the contracts, the contracts should be rewritten with the paragraphs inserted or attached as an addendum and initialed by all signing authorities.

In many cases, the Regional contracts may be signed several years in advance of the event. Because of high turnover of hotel personnel, it is important that you maintain contact with the facility on a periodic basis.

**IMPORTANT:** The NAWCC, Inc., has no legal responsibility for Regionals. The organizing Chapter(s) assume(s) all legal responsibilities, including verbal and/or signed contracts and other legal documents associated with the Regional. All contracts (verbal and/or written) associated with a Regional Meeting must not obligate or reference NAWCC, Inc. All contracts (no exceptions) obligating or referencing the NAWCC, Inc., must be reviewed and must be signed only by the NAWCC Executive Director.

All profits, losses, contracts, contract disputes, legal proceedings, etc., are the sole responsibility of the organizing Chapter(s).

## **National Representative**

A National Officer or Board member will be assigned by the NAWCC Board Chair to be the official Representative of the NAWCC at the Regional. Upon assignment by the NAWCC Board Chair, a letter/email will be sent to the Regional Meeting Chair stating National Representative Accommodations.

The Representative's function is to assist the General Chair, review overall Regional activities, make suggestions, assist with resolution of disputes and ethical matters, and answer questions.

The following suggestions are offered to provide the maximum opportunity for interaction between the Representative and the attendees. Consult with the Representative to determine the best way to interact with members attending your Regional.

1. Schedule an assigned time in the agenda for a "Meet Your National Representative" program.
2. Provide a table within the mart room where the attendees can visit with the Representative.
3. Make periodic announcements to advise attendees that the Representative is available to meet with them.

At the Banquet, the Representative will speak on the affairs of the NAWCC and assist with awarding Regional- and National-level awards.

The National Representative will file an [NAWCC Regional Meeting Board Representative Report](#) on the Regional with NAWCC Member Services after the regionals.

## **SECTION 3: LEADERSHIP AND ORGANIZATION**

The Regional's leadership begins with a General Chair assisted by a Vice Chair, and follows with Committee Chairs. [Here are the responsibilities of the General Chair and Vice Chair.](#)

A successful Regional needs effective organization. This is achieved by committees. It may be decided that some committees, below, be either combined or not used. Here are committees to be considered:

Finance / Treasurer  
Pre-Registration and On-Site Registration  
Mart / Unloading / Loading  
Programs  
Exhibit  
Advertising  
Banquet  
Hospitality  
Security  
Signage / Posters  
Website  
Donations / Door Prizes / Sponsorships  
Live Auction  
Silent Auction  
Photography  
Activities

Highlights of Committee responsibilities are shown below.

A fuller listing of committee responsibilities can be found by clicking on the link in each summary, below. *The Chair of each committee should have a copy of the applicable complete list of responsibilities.*

## **FINANCE / TREASURER**

The Finance Committee is responsible for all receipts and disbursements of money and the maintenance of an adequate accounting system. [Here are the complete responsibilities.](#)

## **PRE-REGISTRATION / ON-SITE REGISTRATION**

These committees, which may be combined for small Regionals, handle all aspects of recording the Regional's attendees. The Pre-Registration/On-Site Registration Committee and Advertising Committee should work closely together inasmuch as both involve prospective attendees. [Here are the complete responsibilities.](#)

## **MART / UNLOADING / LOADING**

The Mart Chair has overall control of the mart room and tables. This includes setup and then breakdown at the meeting's conclusion. [Here are the complete responsibilities.](#)

Generally, only horological items are permitted for sale. However, certain non-horological items such as barometers, weather-related gauges, music boxes, and automata are permitted inasmuch as they either have a history with timekeeping or have mechanisms similar to clocks. The General Chair and/or Mart Chair have final say on the appropriateness of non-horological items. Weaponry is never permitted to be sold.

## **PROGRAMS**

The Programs Committee provides quality programs. The number of presentations is left to the committee to decide, but normally it should be two to four per full Regional day. In the interest of education, all Regionals should have horological programs. [Here are the complete responsibilities.](#)

## **EXHIBIT**

The Exhibit Committee solicits and displays horological items in the Exhibit. In the interest of education, an exhibit of horological items is necessary. [Here are the complete responsibilities.](#)

## **ADVERTISING**

The Advertising Committee arranges publicity, promotion, and advertising for the Regional Meeting. The Advertising Committee and Pre-Registration/On-Site Registration Committee should work closely together inasmuch as both involve prospective attendees. [Here are the complete responsibilities.](#)

## **BANQUET**

The Banquet Committee arranges the banquet, the banquet meal, head table seating, table decorations, optional banquet entertainment, and distribution of door prizes and agenda. [Here are the complete responsibilities.](#)

## **HOSPITALITY**

The Hospitality Committee arranges for refreshments and manages the hospitality area. [Here are complete responsibilities.](#)

## **SECURITY**

The Security Committee makes all the arrangements and supervises security for the Regional. [Here are the complete responsibilities.](#)

## **SIGNAGE / POSTERS**

The Signage / Posters Committee designs and produces a Regional's printed programs, name badges, ribbons, signs, posters, and any other necessary printing or artwork. This committee works with other Committee Chairs to identify all needed material. [Here are the complete responsibilities.](#)

## **WEBSITE**

This committee creates and maintains the Regional's website with input from the General Chair, Pre-Registration / On-Site Registration, Programs, and Donations / Door Prizes / Sponsorships (among others).

## **DONATIONS / DOOR PRIZES / SPONSORSHIPS**

The Door Prize Committee solicits door prizes (prior to the meeting), devises a system for distribution, distributes the door prizes, and provides a method to acknowledge donors. [Here are the complete responsibilities.](#)

## **LIVE AUCTION**

The Live Auction Committee establishes and executes auction procedures and rules and arranges for an auctioneer. This includes solicitation, registration, display, and security of auction items. [Here are the complete responsibilities.](#)

## **SILENT AUCTION**

The Silent Auction Committee organizes and conducts periodic silent auctions in the mart room. [Here are the complete responsibilities.](#)

## **PHOTOGRAPHY**

The Photography Committee is responsible for photographing the activities of the Regional. [Here are the complete responsibilities.](#)

## **ACTIVITIES**

The duties of the Activities Committee are to execute special activity arrangements (e.g., tours, shopping, etc.). This committee is optional and depends on the venue, the number of attendees, and preference of the Regional Planning Committee. [Here are the complete responsibilities.](#)

## **SECTION 4: GENERAL CHAIR AND VICE CHAIR RESPONSIBILITIES**

The General Chair has overall responsibility for the Regional Meeting. The position is appointed by the Chapter's governing board. The Vice Chair assists the General Chair and assumes the duties of the General Chair in the event that the General Chair cannot fulfill the duties of that position. Contact the NAWCC Convention Committee to discuss any in-process changes being considered, or already passed requirements, that may not yet be reflected in this Guide.

The General Chair is responsible for ensuring:

- the selection of the meeting site (to include scheduling and assigning meeting rooms for all events and communicating room setup requirements to the Regional facility),
- the selection of the host hotel(s),
- that conduct at the meeting is in the best interest of the NAWCC and Host Chapter(s), and
- the NAWCC's Articles of Incorporation, Bylaws, and Standing Rules are not violated.

## **ORGANIZATION**

The General Chair recruits, selects, and advises Committee Chairs thereby ensuring that all committees perform their responsibilities and function efficiently, within budget, and all applicable NAWCC requirements are followed.

Additionally, the General Chair serves as mediator and collaborator, and explains the level of authority and responsibility of the Committee Chair. The General Chair and Committee Chairs should have periodic meetings to discuss plans, progress, and problems.

Organizing with enough committees and committee members results in an ample number of volunteers sharing the workload. Include newer members in Regional planning, such as having a “vice chair” of a committee. These members are the Chairs of the future, and this is an excellent way for them to receive “on-the-job training.”

Volunteers are critical to the success of every Regional. *Having fun is the order of the day.* More involvement by more members participating in the event will increase the enthusiasm of the group. Ample involvement by others may also reduce or eliminate the “burnout” that may take place with very active volunteers. Recognize the efforts of volunteers by showing appreciation. As an example, this may include a Thank You letter.

**IMPORTANT:** *The chair of each committee should be provided with the detailed list of responsibilities for each committee presented.*

## **DOCUMENTATION**

The General Chair is responsible for all reporting and proper accounting of funds.

All final documents should be saved for seven years or longer as recommended by the Treasurer. Final documents provide a “road map” the following year for the General Chair to facilitate improvements as appropriate.

These documents may include committee reports, financial reports, contracts, budgets, insurance papers, and receipts.

Additionally, the General Chair should complete [the NAWCC Regional Meeting Final Report](#).

### **Committee Reports**

The General Chair should require each Committee Chair to submit a report. The report should emphasize problem areas, solutions, and suggestions for improvement. Major successes and the results of new ideas and procedures should also be discussed. Each report should also include the amount of money spent by the Committee Chair versus the amount budgeted. Significant differences should be explained.

A meeting with Committee Chairs within two weeks after the Regional to review the reports is recommended.

### **Financial Reports**

The General Chair reports the financial results of the Regional to the governing board of the Chapter. In turn, the governing board provides these results to the members of the Chapter. Here is a sample [Budget Worksheet](#).

## **Contracts**

The General Chair should be authorized by the Regional's governing committee to negotiate and sign all contracts on behalf of the organization executing the Regional Meeting. The NAWCC, Inc., has no legal responsibility for Regionals. The organizing Chapter(s) assume(s) all legal responsibilities, including verbal and/or signed contracts and other legal documents associated with the Regional. All contracts (verbal and/or written) associated with a Regional Meeting must not obligate or reference the NAWCC, Inc. All contracts (no exceptions) obligating or referencing the NAWCC, Inc., must be reviewed and must be signed only by the NAWCC Executive Director.

Contracts may be made with the following entities:

- Convention facility
- Hotel(s)
- Caterers (food and beverage providers) for banquet
- Equipment and furnishings providers (e.g., tables, chairs, display/exhibit furnishings, pipe and drape, stanchions, audio/visual)
- Security
- Service providers such as auctioneer, photographer, and/or videographer
- Transportation providers between facility and hotel site, and to special off-site venues
- Recording professionals for videography of programs, exhibit, etc.
- Other needs as required and appropriate

## **Budget**

The General Chair should develop a budget, based upon the budgets from the Committee Chairs. Here are some [Typical Expenses by Committee](#). A Budget Worksheet can be used to document the budget. Expenses incurred outside the scope of a committee's budget shall be approved by the General Chair.

## **Survey**

Consider developing a survey to be completed by attendees upon their departure. A survey can produce helpful suggestions on what went well and what can be approved.

## **Liability Insurance**

Liability insurance is *required* by the NAWCC for the Regional. The policy should name the NAWCC as an additional insured.

It is *recommended* that Chapter liability insurance be purchased that can cover all of a Chapter's activities for the year, including the Regional Meeting. This may be a cost-effective way to obtain coverage for the Regional as well as the Chapter's year-round activities (i.e., Chapter meetings and social events). The Regional may then reimburse all or part of the cost of this insurance to the Chapter.

The NAWCC has arranged with one or more brokers to provide year-round Chapter liability insurance. However, most Chapters acquire general liability insurance through a broker of their choice. Feel free to contact the NAWCC regarding liability insurance if the Host Chapter does not already have year-round insurance for all activities. [Here is information on liability insurance.](#)

*A certificate of insurance naming the NAWCC as an additional insured must be submitted to NAWCC Headquarters prior to the event.*

Additionally, most convention facilities and hotels require that they be named as an additional insured on a liability insurance policy, and that a certificate of insurance be provided to them. Provide this information to the insurance broker so that the issued policy reflects the additional insureds.

Be aware that most facilities require a minimum of \$1,000,000 coverage and some require more.

### **Exhibit Insurance**

Exhibit insurance is required by the NAWCC for the exhibit at Regional Meetings. Exhibit insurance is available through the NAWCC Controller. [Here is more information.](#) All persons planning to loan items for exhibits should complete a copy of the [NAWCC Loan Form](#), which should be reviewed by the Exhibit Chair. The Exhibit Chair or General Chair should forward copies to the NAWCC Controller as soon as possible, so the insurance can be put in place prior to accepting items. The dates that coverage will need to be in effect and the total value of loaned items are needed to provide the cost of coverage.

## **OTHER RESPONSIBILITIES**

### **Meetings**

The General Chair is responsible for establishing meetings and meeting agendas to prepare for and execute the Regional.

### **Appreciation Certificates**

The General Chair should prepare a list of committee members and other volunteers to receive appreciation certificates at the Regional (usually at the banquet). Member Services will send a [Recognition Certificate Request Form](#) to the General Chair.

### **Complimentary Benefits**

Typically, hotels provide complimentary hotel rooms based upon certain levels of reservations by Regional attendees. The General Chair distributes complimentary hotel rooms earned as a result of these reservations. At a minimum, the NAWCC Representative should have a complimentary room. Any remaining complimentary rooms may be divided among the General Chair, speakers, and major Committee Chairs, according to Host Chapter policies developed in advance of the Regional Meeting.

Consider awarding complimentary hotel rooms as a prize. The prize may be awarded at the Regional banquet (or at another time during the Regional). The winner “redeems” the complimentary hotel room at check-out. Any prepaid hotel fees are to be credited back to the winner. This creates a tremendous amount of excitement and goodwill. Be sure that the hotel is aware of this arrangement.

## SECTION 5: REGISTRATION AND MART TABLE FEES

Determining fees (mart table, registration, and other) is critical in hosting a Regional that will not lose money. The General Chair and the Finance Chair, with input from the various Committee Chairs, should create a Regional Meeting Budget. The budget will permit fees to be calculated to determine the amount that will provide sufficient income to cover expenses.

Importantly, giving consideration to fees and expenses from prior Regional Meetings can provide considerable guidance and comfort to organizers.

A set of fees, suitable for one Chapter's Regional, does not mean they are suitable for another Chapter's meetings. The following factors affect Regional fees and should be considered in determining the rate of fees that will offset expenses:

- Expected attendance,
- Amount charged in previous years for the meeting,
- Amount charged for hotel rooms,
- Food and labor costs in different parts of the country, and
- Whether the meeting will have a banquet meal (dinner, lunch, or breakfast).

### CALCULATING FEES FOR REGISTRATION AND MART TABLES

NAWCC Member Services can furnish attendance figures for registration, banquet, and mart tables from previous Regional Meetings. It may be helpful to obtain figures over several years. Having this information will be extremely useful.

### INCOME

A Regional Meeting generates income from these major areas:

#### **Registration (pre-registration, "early bird," and on-site registration):**

- Members: Many factors (e.g., location and date) affect attendance; therefore, choose a number slightly lower than the previous year's attendance as the base attendance number.
- Non-members: Especially in the early years of Public Day offerings, it may be very difficult to estimate the number of Public Day attendees. In addition, having a Public Day can incur larger publicity expenses for the Regional Meeting. As a consequence, until such time as you have more experience with Public Days, it might be better to assume they will generate little or no income.

Various price points can be used to calculate total registration fees. Combined with the calculations for mart tables (below), and subtracting estimated expenses, registration fees can be determined.

Take into account the various registration fees paid by attendees in prior years. Too much of an increase may weaken demand.

**Mart Tables:** A first step in calculating the fee for mart tables is to determine the number of tables that can be accommodated by the facility. Various price points can be used to calculate total fees from mart tables. Combined with the calculations for registration fees, and subtracting estimated expenses, a fee per mart table can be determined.

Again, consider mart table fees from prior years. Too much of an increase may weaken demand.

**Banquet:** The banquet is one of the highlights of a Regional Meeting. Committee Chairs and volunteers are acknowledged, and the National Representative presents a number of awards. It is also a great opportunity for everyone to relax and socialize with each other. Everyone should be encouraged to attend.

Consider establishing a limit on the number attending the banquet. This facilitates determining a reasonable fee for the banquet, given that expenses for the meal can be established in advance with the provider of the meal. When determining fees, the banquet should be reasonably priced. If the banquet is too expensive, it could impact attendance.

**Auction and Silent Auction:** These fees, if any, should be as nominal as possible in order to encourage greater participation.

## EXPENSES

The Regional General Chair and Vice Chair collaborate with each Committee Chair to estimate the expenses for that committee. Here are [Typical Expenses by Committees](#).

Total estimated expenses, subtracted from projected registration and mart table fees that are calculated at various price points, establishes a projected profit or loss.

## SURPLUSES

Surpluses from Regional Meetings should not be allowed to accumulate excessively year after year. They should be used to promote educational activities and other worthwhile horological projects on the Chapter, Regional, and National levels. For example, surpluses from one year might be used to improve the quality or number of speakers and programs in the next. Strongly consider a donation of a portion of any surplus to the NAWCC, as many others have in the past.

Also, take into account the sharing agreements, if any, discussed in the paragraph “[Establish Host/Co-Hosts Relationships](#)” in Section 2 of this Guide.