



Updated July, 2023

REGIONAL MEETINGS and NATIONAL CONVENTIONS PUBLIC DAY EVENT PLANNING GUIDELINES

The General Public is permitted and encouraged to attend NAWCC Regional Meetings and National Conventions, including all activities such as marts and auctions, on payment of the usual and appropriate fee (if any) as determined by the general chair(s) of the respective event. All Regional Meeting or National Convention officers should read "Article XIII, Members" of the Standing Rules to be acquainted with member, guest and membership requirements.

PURPOSE

- 1) To introduce the general public (non-members) to the NAWCC and its educational objectives,
- 2) To educate and preserve horology through the collection of timepieces and other horological materials,
- 3) To provide educational venues including exhibits, lectures, workshops and tours to further interest in Horology and the NAWCC, and
- 4) To provide an opportunity for general public to enter and participate in marts and auctions so they can experience first-hand the benefits of joining and becoming a member of the NAWCC community.

GUIDELINES FOR CONDUCTING A PUBLIC DAY EVENT

- 1) Only NAWCC members may be table holders in a Mart or place items for sale at any live or silent auction held during the event.
- 2) The general public will be permitted entrance into the Mart on payment of the required fee beginning at a planned opening time and ending at a planned closing time (Public Day or Days). Payment of the admittance fee, if any, allows the general public to buy items in the Mart and auctions (if any). The Convention Committee recognizes that the event chair(s) determines all fees, including Public Day fees. Children under 18 are normally permitted free entrance when accompanied by an adult (general public or member).
- 3) All participants including the general public shall receive and wear an identification badge at all times. General public badges must be differentiated from member badges.
- 4) The general public may bring horological items into the Mart during Public Day hours to learn more about them, arrange repairs, find repair parts, or the like.
- 5) All attendees, including the general public shall be permitted to attend educational exhibits and lectures at no charge; and workshops, if offered, at no charge, during Public Day hours and during all hours of the event. These functions should be placed in locations that allow public access without entrance to the mart area. The event program should provide at least one educational event on the Public Day.

- 6) It is recommended that Public Day hours start after the entrance time for NAWCC members to allow NAWCC members first opportunity in the Mart, and that the advertised closing time should be at least one hour before the scheduled breakdown time. The Convention Committee recognizes that members may have an opportunity to experience the mart during setup / early-bird hours, and that the event chair(s) have ultimate scheduling discretion. Free entry of the general public on the last day of the show, afternoon of the last day, or last hours of the show is at the discretion of the event chair(s), however this should not be advertised.
- 7) Advertising and publicity should be a major and integral part of event planning to maximize public awareness and participation.
- 8) Provisions should be made for general public to join the NAWCC, including the distribution of a package that minimally includes an NAWCC membership application form, information on the host and/or local chapters including where and when they meet, and be offered an opportunity to join the NAWCC by their choice of an appropriate membership category. The application leaflet should be pre-stamped with the name of the Regional or National. Do ask and record where public attendees learned about the show for future planning and process improvement.
- 9) Providing a table or other convenient means for signup either in or immediately adjacent to the mart room or registration desk is advised.
- 10) Raffles or door prizes should be considered for the Public Day event as decided by the Event Committee.
- 11) Names and email addresses for all Public Day event attendees should be collected for follow-up by the host Chapter(s) for NAWCC and Chapter membership.

MEMBER ENTRY AND TABLE HOLDER ARRANGEMENTS

- 1) Regional Meeting or National Convention rules, as posted online, on registration forms, and at the event to pre-register or register on-site should be consistent and follow all rules defined in the Convention Committee Guidelines and Standing Rules. These must include legal and tax disclaimers.
- 2) A prominent notice of event rules, such as firearms, smoking, pandemic disclaimer, and mart sales should be posted at the entrance to the mart.
- 3) Normal arrangements for Table Holder unloading and setup oversight, safety and security shall be present.
- 4) Table holders should be strongly encouraged to remain through the full schedule, but minimally through the Public Day schedule. Empty tables especially at the beginning of the Public Day should be offered to members who may be on a waiting list, allocated to existing table holders, removed from the layout, or utilized for literature.

SECURITY

Each Regional Committee should assess their particular situation and, if needed, change or add security. It is recommended that all event volunteers be briefed on security arrangements, given contact numbers including emergency contact numbers, and advised of fire exits and related security and safety accommodations.

ADVERTISING AND PUBLICITY

A well-planned advertising and publicity campaign should be conducted to maximize both member and general public attendance at the event. Maximum effort should be made to utilize free or low-cost venues for advertising and publicity. Local tourism, chamber of commerce and the convention center itself are all possible sources for free or discounted advertising, including on their respective website and social media sites. Also, check with NAWCC Membership Services in Columbia about printing and mailing flyers and notices, as they may be able to provide these at lower cost than local sources. NAWCC is prepared to provide assistance, “best practices,” and recommendations to achieve best results. The following points have been useful for previous events.

FOR NAWCC MEMBERS:

- 1) Prior year table holders should be contacted when the event date is confirmed and asked to reserve the dates and to remain set up for the entire event.
- 2) Registration forms including notice of the Public Day should be distributed at as many Regionals as possible, prior to your Regional or National, up to one year in advance. The Registration form (print or preferably online form) should also be available on your event website with links to the NAWCC website / event registration.
- 3) MART advertising should include the schedule, programs, and the public day notice.
- 4) Announcements will be made via NAWCC Internet venues (website and social media sites). Requests should be submitted to NAWCC Member Services at least 2 months in advance of desired internet posting date.

FOR THE GENERAL PUBLIC:

- 1) Place notices in local throwaway papers, and area newspapers where reasonable costs are possible, and when available free notice of public events will be utilized.
- 2) Place notices / flyers in local jewelry, clock or watch repair shops, antique shops and area antique mailers. Request that they provide a link on their website to your event website.
- 3) Consider local public service television and radio announcements depending upon budget and availability.
- 4) Local public service television and radio entities should be invited to visit on the most anticipated active day of the event, normally the first day, to help promote the event and attract general public to attend.
- 5) Other venues:
 - a. **NAWCC Forums** - post a message with photos of last year's event at least one month prior to the Regional.
 - b. **Facebook** - post information and pictures before and during the Regional on chapter's Facebook page and/or member pages.
 - c. **Craigslist** - use Craigslist to advertise the Regional in large neighboring cities starting about one month prior to the Regional.

RECORD KEEPING AND REPORTS:

- 1) The standard Regional or National Chair report including attendance and other information are to be completed using the approved form submitted within the timeframe prescribed on the form following the event.
- 2) Pre-numbered and readily identifiable badges are recommended for all Public Day attendees to assist in collecting statistical information, showing “VISITOR” or “GUEST” on the badge, and with space for the entry of the surname of the visitor. The number of paid and unpaid visitors should be reported.
- 3) The number of table holders and tables available are to be recorded as shown in the Regional/National Chair Report.
- 4) Additional costs and entrance revenues for public admittance need to be tracked and reported in addition to the normal financial information, to include public advertising and other expenses not normally related to a member-only event.