



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

# **NATIONAL CONVENTION GUIDE**

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## INTRODUCTION

### Overview

This Guide originates from the successful efforts of Host Chapters and National Committees through the years. If you develop an idea that works well for your National Convention, 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

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 restrict originality of National Conventions. However, this Guide does reflect requirements found in other Convention Committee Procedures or NAWCC governing documents. Every National Convention has its own unique personality due to the theme of the Exhibit, the lectures presented, and the venue among other characteristics.

A National Convention usually has at least one host Chapter, though it is not required to have any host chapter. If no chapters volunteer to host the convention, the Convention Committee must find willing Activity Chairs and support the thus formed convention committee toward a successful event. These events provide a means for members to combine their talents into a meeting of two 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.) may be organized as part of the National (e.g., controlled tailgate mart). Public access to educational and exhibit activities is required as part of the NAWCC's commitment to its 501(c)3 status.

Characteristics of a successful Event are:

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

All participants in a National activity must conduct themselves in an ethical and responsible manner at all times. Offensive conduct or language is not acceptable and may result in expulsion from the event. The NAWCC Code of Ethics, found at the footer (bottom banner) of the NAWCC website, provides further information.

The National Convention Committee, whether supported largely by host chapters or organized independently, must gain NAWCC legal counsel for all contracts before requesting signature by the NAWCC Authorized Signer, normally the Executive Director. All contracts associated with the National Convention MUST be signed by the Executive Director or Authorized Signer. The NAWCC maintains a liability contract covering all activities associated with the National organization. It is the responsibility of the National Convention Committee to obtain a copy of the liability contract with the names of the insured (normally the convention center, possibly the associated food and beverage supplier, any major sponsors, and the hotel). The Exhibit Chairs are responsible for obtaining value estimates from those supplying exhibit items and then securing insurance for the exhibit either locally or through the NAWCC insurance agent. Details are in CCP Appendix F. If host chapters are involved in planning and execution of a National Event, profits are split 75% to the NAWCC, and 25% to the Host Chapters. Advertising will be provided by the NAWCC publications and IT departments. Any advertisements, programs, and other materials as appropriate shall contain the following: "Participation in any National Convention 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 National Convention."

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

- NC: National Convention
- NAWCC: The National Association of Watch & Clock Collectors, Inc.
- CC: Convention Committee (operational committee of the Board of Directors)
- BOD: Board of Directors of The National Association of Watch & Clock Collectors, Inc.
- RMG: Regional Meeting Guide
- CCP: Convention Committee Procedures
- 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.
- Signature: May be a physical signature, an electronic signature, or an email from the responsible source.
- NMG: National Meeting Guide
- CVB: Convention Visitors Bureau

The National Meeting Guide (NMG), the Regional Meeting Guide (RMG), and their Appendices and the Convention Committee Procedures and its Appendices are found on the NAWCC Website under ABOUT —Association Documents – Committee Documents – CONVENTION COMMITTEE.

## Chapter Assistance

### NAWCC

The Chair of the NAWCC Convention Committee 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 is found in “RMG Appendix B Convention and Visitors Bureaus (CVBs)”

### Management Tools

- A. “RMG Appendix C Site Evaluation Questionnaire”
- B. Timelines:
  - a. “RMG Appendix D Timeline of Tasks (High Level)”
  - b. “RMG Appendix E Timeline of Tasks (Detailed)”
  - c. Task List
- C. “CCP Appendix E Budget Worksheet for Events”

## SECTION 1: BASIC GUIDANCE

The activities, schedule, and pricing of the National Convention is determined by the National Convention Committee. The location, dates, and budget must be approved by the BOD. The cost of public entry to the Mart, if offered, may be set much lower than the member registration fee to attract new members. Please note that while the cost of NAWCC membership cannot be negotiated, the NAWCC may offer incentive pricing (i.e., subsidizing) for new memberships.

National Convention pricing is set by the General Chair and is guided by the anticipated expenses of holding the Event coupled with the function of the NC as a fund-raising event for NAWCC, Inc. The fund-raising aspect should be balanced with attracting the greatest possible attendance.

### EDUCATIONAL REQUIREMENTS FOR NATIONALS

National Conventions should include both educational session(s) and an exhibit.

**Education:** Two to four programs, workshops, or horological classes per day.

**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.

### ADDITIONAL REQUIREMENTS FOR NATIONALS

**Insurance:** Liability insurance is provided by the NAWCC under its group policy for National Conventions. Appropriate covered entities must be added.

Exhibit insurance for a National Meeting may be purchased from the NAWCC's insurance provider. See Convention Committee Procedures for details.

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**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 National Convention 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.

Forms and fees related to Membership applications initiated at the National Convention 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, partner, and student/youth). It is common for Member Services to attend National Conventions to support membership applications in conjunction with Registration activities.

**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 residing in the same household, and children of the member and/or their spouse/partner under 18 (Immediate Family) may pre-register. They must pay appropriate admission fees and wear appropriate identification badges. 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 National Convention and immediately enjoy all the rights and privileges of membership. New members should be provided an NAWCC Membership Application for completion. Introductory memberships, for attendees who have never been an NAWCC member in the past, may be available at a reduced cost with regular membership options.
- **Guests:** Guests are non-members. At any time, they may attend programs (other than those requiring fees for members, such as School of Horology classes) 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. Non-members must pay appropriate admission fees to enter the mart and wear identification badges that indicate they are non-members.
- **Escorted Visitors:** attendees who are not Guests. 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) or NAWCC National Convention Staff. Typically, Escorted Visitors are members of the media, contractors, or event volunteers.
- Guidance for Public Day(s), if offered, is found under “RMG Appendix F Regional Meetings and National Conventions Public Day Event Planning Guidelines.”

## 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 or 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 NATIONAL CONVENTION

### **General**

A National Convention is generally held once per year. Every odd year the National Convention may be held near corporate headquarters to accommodate seating of the new board. Every multiplier of ten years from NAWCC, Inc inception (1943), a 10<sup>th</sup> year anniversary NC is customarily held near headquarters in Columbia, PA (Lancaster or York) with activities at the museum included in the NC program. The NC should be held in the month of June. If June is not possible, a July date can be substituted.

The National Convention may be hosted by one or more chapters, or by a group of members assembled especially for the purpose of filling the necessary chairmanships.

The recommended event name is the year plus “NAWCC National Convention.” For example, in 2015, the name should be “2015 NAWCC National Convention.” On an anniversary year, the number of the anniversary year will precede “NAWCC National Convention.” For example, in 2023, “80th Anniversary NAWCC National Convention.”



## Location, Host Hotel, and Facility

The location chosen for the National Convention should consider accessibility for the maximum number of members in the area as well as the presence of a facility large enough to support:

- The predicted number of attendees
- The predicted number of mart tables needed
- The availability of rooms for
  - Mart
  - Exhibit
  - Craft Contest
  - Lectures
  - Workshops
  - Banquet
  - Live Auction
  - Board of Directors meeting

Contact the Convention Committee Chair for a spreadsheet of historical metrics, “NAWCC National Convention Summary Statistics,” which should help planning for the size as well as fee structure and budget.

Having a host hotel with adequate size attached or adjacent to the facility is most desirable. Hotels should be nearby, preferably in walking distance or a short drive away. Availability of restaurants should be considered. It is very desirable to have a restaurant at the host hotel. There may be cases in which securing a host hotel with reasonable block pricing is not achievable. The address and phone numbers of the host and nearby hotels and their rates should be included on the registration information. If there is a host hotel, the code under which any discounts are available for the Event attendees should be noted on the registration form.

Other considerations in choosing a facility are:

- Facility charges, discounts, and price negotiations
- Logistics of Mart loading and unloading
- Parking for table holders and attendees
- Registration area
- Security
- Secure storage area
- Audio/Video Equipment (lectures, banquet, auction, and Mart announcements)
- Availability of Mart tables and chairs
- Food and Beverage
- Internet availability and security
- Unions

## National Convention Contracts

Contracts with entities supporting the National Convention, such as the facility, hotel, and equipment suppliers, are generally negotiated by the NC General Chair(s) with assistance of the CC Chair and with input from the affected committee chairs. The budget is also formulated by the General Chair(s).

The contracts and budget must be submitted to the Convention Committee Chair. These are first presented to the Board of Directors for approval of the location and the budget.

All contracts for the National Convention must be submitted by the CC Chair for review by the Legal Counsel. After any necessary adjustments, the contracts must be executed by an authorized signer for the NAWCC, Inc, normally the Executive Director.

Contracts must explicitly state the following:

- National date(s)
- 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 banquet meal cost
- Any items offered by the facility at no charge (e.g., tables, chairs, table coverings, transportation to and from airport, shuttle services, etc.)

“RMG Appendix G Hotel Contract Addendum” contains the verbiage recommended for inclusion in the facility, hotel, and other contracts, as applicable. Legal clauses required for National contracts are found in “RMG Appendix Q Venue Contracts – Legal Clauses.”

In many cases, the National 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.

See Convention Committee Procedures for further details.

## National Representatives

The Board of Directors meets in person at all National Conventions. Only very unusual circumstances would prevent this. All Directors are generally available to assist with the Convention Activities.

At the banquet, it is customary for the Chair of the Board of Directors to provide a short overview of actions of the Board and assist with conferring Host Committee Chairs and National level awards.

## Final Report

The NC Chair must submit, within 120 days of close of the Event, a comprehensive final report to the CC Chair that contains detailed income and expense data and a narrative section discussing all aspects of the NC, expounding on problem and success areas. Recommendations to improve future NCs should be included.

## SECTION 3: LEADERSHIP AND ORGANIZATION

Leadership begins with a General Chair assisted by a Vice Chair, and follows with Committee Chairs. A full description of General Chair and Vice Chair responsibilities are found in Section 4 of this document.

A successful National Convention 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/Food Functions
- 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 as indicated 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. See RMG Appendix J for a detailed discussion of Finance/Treasurer responsibilities.

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

These committees, which may be combined, handle all aspects of recording the Event's attendees. The Pre-Registration/On-Site Registration Committee and Advertising Committee should work closely together inasmuch as both involve prospective attendees. See RMG Appendix J for a detailed discussion of Pre-Registration/On-Site Registration 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. See RMG Appendix K for a more detailed discussion of Mart/Unloading/Loading 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 and potential relaxation of these guidelines in certain circumstances. 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 National Convention day. In the interest of education, all Nationals must have horological programs. See RMG Appendix L for a more detailed discussion of Program Committee 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 for a National event. See RMG Appendix L for a more detailed discussion of Exhibit Committee responsibilities.

## **ADVERTISING**

The Advertising Committee arranges publicity, promotion, and advertising for the National Convention. Headquarters plays the primary role in promotion of the National Convention. The Advertising Committee and Pre-Registration/On-Site Registration Committee should work closely together inasmuch as both involve prospective attendees. See RMG Appendix L for a more detailed discussion of Advertising Committee responsibilities.

## **BANQUET/FOOD FUNCTIONS**

The Banquet Committee, in coordination with the General Chair, arranges the banquet, the banquet meal, head table seating, table decorations, optional banquet entertainment, and distribution of door prizes and agenda. This committee also arranges other food functions at a National Convention, including Concessions, continental selections for the Annual Member Meeting (if applicable), and possibly others. See RMG Appendix M for a more detailed discussion of Banquet/Food Function Committee responsibilities.

## **HOSPITALITY**

The Hospitality Committee arranges for refreshments and manages the hospitality area. See RMG Appendix M for a more detailed discussion of Hospitality Committee responsibilities.

## **SECURITY**

The Security Committee makes all the arrangements and supervises security for the National Event. See RMG Appendix K for a more detailed discussion of Security responsibilities.

## **SIGNAGE / POSTERS**

The Signage / Posters Committee designs and produces printed programs for a National Convention, name badges (though the name badges are generally printed from the Registration Program), ribbons, signs, posters, and any other necessary printing or artwork. This committee works with other Committee Chairs to identify all needed material. See RMG Appendix K for a more detailed discussion of Signage/Poster Committee responsibilities.

## **WEBSITE**

This committee creates and maintains the National Convention website with input from the General Chair, Pre-Registration / On-Site Registration, Programs, and Donations / Door Prizes / Sponsorships (among others). Headquarters is generally responsible for the website template and populating the banner topics with information provided by the General Chair or others providing important input.

## **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. Door prize solicitations are often limited to requests of monetary donations from the chapters with the ability to support this function. Door prize certificates for use at the Museum Gift Shop have worked well with minimal effort. Sponsorships are generally handled by the corporate officers and the BOD Development Committee. See RMG Appendix M for a more detailed discussion of Donations, Door Prizes, and Sponsorships Committee 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. See RMG Appendix N for a more detailed discussion of Live Auction Committee responsibilities.

## **SILENT AUCTION**

The Silent Auction Committee organizes and conducts periodic silent auctions in the mart room. See RMG Appendix N for a more detailed discussion of Silent Auction Committee responsibilities.

## **PHOTOGRAPHY**

The Photography Committee is responsible for photographing the activities of the National Convention. See RMG Appendix N for a more detailed discussion of Photography 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 National Convention Planning Committee. See RMG Appendix N for a more detailed discussion of responsibilities.

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

The General Chair has overall responsibility for the National Convention. The position may be appointed by the Host's (if applicable) 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 recent or in-process changes 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 facility),
- the selection of the host hotel(s),
- that conduct at the event 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 in accordance with all applicable NAWCC requirements.

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 National Convention 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 National Convention. *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.

Determination of which documents should be preserved should be made by the General Chair assisted as needed by the Convention Committee Chair, with understanding that the NAWCC Controller or designee will maintain appropriate financial documents to satisfy tax exempt requirements for the IRS and the state of Pennsylvania. These documents may include committee reports, financial reports, contracts, budgets, insurance papers, and receipts. If it is deemed desirable by the Convention Committee Chair to maintain these documents digitally for access by designated groups, the repository should be determined by consensus of the Convention Committee Chair, the Executive Director, and the NAWCC IT specialist.

Final documents provide a “road map” the following year for the General Chair to facilitate improvements as appropriate. To secure previous year convention documents, consult that year’s General Chair or the Convention Committee Chair.

**Committee Reports**

The General Chair should require each Committee Chair to submit a final 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 four weeks after the National to review the reports is recommended.

**Financial Reports**

The National Convention Chair provides periodic financial reports to the CC Chair and includes the final financial results in the Final Report. A sample Budget Worksheet is found at CCP Appendix E Budget Worksheet for Events.

**Contracts**

All National contracts must be reviewed by NAWCC Legal Counsel and executed by an authorized signer for the NAWCC, normally the 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. Typical Expenses by Committee are found in RMG Appendix H. 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 improved.

**Liability Insurance**

Liability insurance is *required* by the NAWCC for National Conventions. -Liability insurance for Nationals is negotiated on a yearly basis by the NAWCC, Inc.

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 through the NAWCC Controller 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.

See Convention Committee Procedures for insurance details.

**Exhibit Insurance**

Exhibit insurance is required by the NAWCC for the exhibit at National Conventions. Exhibit insurance is available through the NAWCC Controller. The form to request Exhibit Insurance through the NAWCC can be found in "CCP Appendix F Chapter and Regional Insurance Program." All persons planning to loan items for exhibits should complete a copy of the NAWCC Temporary Exhibit Loan Form (found at CCP Appendix G) which should be reviewed by the Exhibit Chair. The Exhibit Chair or General Chair should forward the request for exhibit insurance 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. If Exhibit Insurance will not be provided, Exhibit Artifact providers must be notified and should be asked to sign a waiver. A sample waiver is available in "RMG Appendix Q Release of Event and Event Organizers from Liability for Lost or Damaged Artifacts."

See Convention Committee Procedures for insurance details.

## **OTHER RESPONSIBILITIES**

### **Meetings**

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

### **Appreciation Certificates**

The General Chair should prepare a list of committee Chairs and other volunteers to receive appreciation certificates at the National Convention (usually at the banquet). The General Chair should send a Recognition Certificate Request Form (RMG Appendix I) to Member Services at least two weeks before the National to allow time for processing.

### **Complimentary Benefits**

Often, hotels provide complimentary hotel rooms based upon certain levels of occupancy by Event attendees. The General Chair distributes complimentary hotel rooms in accordance with such criteria as VIP status, major sponsors or donors, Executive Director, etc. Any remaining complimentary rooms may be divided among the General Chair, speakers, and major Committee Chairs, according to National Committee policies developed in advance of the National Convention.

Consider awarding complimentary hotel rooms as a prize. The prize may be awarded at the National Convention banquet (or at another time during the Event). 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 National Convention that will not lose money. The General Chair and the Finance Chair, with input from the various Committee Chairs, should create an Event Budget. The budget will permit fees to be calculated to determine the amount that will provide sufficient income to cover expenses.

Importantly, considering fees and expenses from prior National Conventions can provide considerable guidance and comfort to organizers.

A set of fees, suitable for one National Convention does not mean they are suitable for another event or location. The following factors affect 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
- Banquet meal (dinner, lunch, or breakfast).

### CALCULATING FEES FOR REGISTRATION AND MART TABLES

Former General Chairs can furnish attendance figures for registration, banquet, and mart tables from previous National Conventions. It may be helpful to obtain figures over several years. Having this information will be extremely useful.

The Convention Committee Chair can provide historical statistics of National Conventions as an aid to determining attendance figures and fees for National Conventions.

### INCOME

National Conventions generate 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 event. Consequently, 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 National Convention. 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 General Chair and Vice Chair collaborate with each Committee Chair to estimate the expenses for that committee. Typical Expenses by Committees are estimated in RMG Appendix H.

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

Also, take into account the sharing agreements, if any, discussed in “Overview” in the Introduction of this Guide.

Surpluses from National Conventions help support the mission of the NAWCC, Inc.

**RMG APPENDICES (applicable to both Regional Meetings and National Conventions)**

- A. Sales Tax Policy
- B. Convention and Visitors Bureaus (CVBs)
- C. Site Evaluation Questionnaire
- D. Timeline of Tasks (High Level)
- E. Timeline of Tasks (Detailed)
- F. Regional Meetings and National Conventions Public Day Event Planning Guidelines
- G. Hotel Contract Addendum
- H. Typical Expenses by Committee
- I. Recognition Certificate Request Form
- J. Finance/Treasurer and Pre- and Onsite Registration Committees Responsibilities
- K. Mart, Security, and Signage Committees Responsibilities
- L. Programs, Exhibit, and Advertising Committees Responsibilities
- M. Banquet, Hospitality, and Donations Committees Responsibilities
- N. Auctions (Live and Silent), Photography, and Activities Committees Responsibilities
- O. Sample Waiver of Liability and Event Rules
- P. Sample Registration Form
- Q. Release of Event and Event Organizers from Liability for Loss or Damaged Artifacts
- R. Venue Contracts – Legal Clauses