

## MSNA EXHIBITS/INDUSTRY CHAIR CALENDAR

### January

1. Discuss at the convention committee meeting fees for booths.
2. Find out what your budget will be. Include budget for best booth award and or prizes. There will also be expenses with copying and postage for the mailings. Postage may be included with in the MSNA executive secretary's budget.
3. Have discussion at the convention committee regarding timing for the shows.
4. Update the exhibitor registration packet. The packet should include the first vendor letter and the convention registration. Send it to the MSNA executive secretary.
5. Check with the Industry Chair and the Advertising Chairperson to see if they wish their information to be included in the same mailing. This worked well in the past.

### March

1. Discussion at the convention committee meeting regarding room set up, and colors for carpets and drapes.
2. Finalize discussion at the convention committee meeting regarding timing for the shows.
3. Finalize mailing.

### April

1. First mailing to go out via email from MSNA executive secretary to all vendors who were at the show the previous year.
2. Have the mailing ready to email vendors upon request.
3. Early arrivals for booth will arrive soon after the first email.
4. Recommend that a second email should go out 4 weeks later.
5. Checks received should be recorded and sent to the treasurer. Watch out for checks that may be payable to you as you will need to endorse them before you send them to the treasurer.
6. Using the registration spreadsheet enter exhibitor information as it is received. Reserve booths and enter funds received. It is very important to keep good records on the payments received. If vendors have ordered signs and name tags enter the information in the excel spreadsheet. It is easiest to do this as you go rather than do it in as the convention nears. Email each vendor as soon as their check was received. Emailing sets up a system of communications that is very valuable. Confirm booth numbers and money received. Tell them they will receive further information closer to the convention.
7. Ask MSNA executive secretary for updates regularly for the list of sustaining members, so discounts can be applied accurately.
8. Ask a vendor(s) to supply bags for the convention attendees.
9. Continue to receive checks and report to the convention committee the progress on checks received.

## **May**

1. The middle of May send a reminder flyer to all exhibitors who attended last year's convention but have not responded. Remind vendors that the early bird deadline is May 31<sup>st</sup>.

## **June**

1. Make sure the MSNA executive secretary sends out an additional mailing to vendors not heard from and any other vendors from previous years.
2. Use common sense regarding the early price. Keep in mind that large companies sometimes take a while to cut the checks. Be fair but consistent.
3. Do not hold a booth space for anyone who did not send a deposit.
4. Contact the Convention Center to tell them the colors for drapes and rugs, and to request a set of forms for the MSNA executive secretary to scan for her email distribution of the booth packet.

## **August**

1. Keep contact with MSNA executive secretary and any absent vendors.
2. Make phone contact with the convention center just to touch base. Make sure they are aware of the Thursday early set up, if this option is available. Let them know that you will send a room set up with the vendor's names so when they are contacts for electric set up they have a floor plan for reference. Reserve the small room on the right as you enter the hall. This room will give you a place to store things that you may need to lock up. Reserve a booth for your registration out in the hall.
3. Find out from the Convention Center if refrigeration is available or if they have a contact.
4. Have MSNA executive secretary mail or email the final letter to vendors with the convention center information on it.

## **September**

1. Order signs that are needed. Most sign places want about a months notice.
2. Decide if you will make name badges ahead of time or at the show. If you will make badges ahead of time the MSNA executive secretary will need the names.
3. Purchase/make/whatever your plaques or prizes for best booths. (one prize for single booth and one prize for multiple booths)
4. Send Convention Center a final version of the show room set up.
5. Report the booth sales to the convention committee.
6. Email any vendors who owe you money and try to collect before the show.
7. Type and print a survey for the vendors to give you before they leave the show.
8. The Program Chairperson will want the list of vendors and their addresses to be published in the program.

9. Email the most recent excel file with vendor names to the MSNA executive secretary.
10. The MSNA executive secretary will need a list of vendor names for the labels placed on vendor programs.
11. The MSNA executive secretary will E-mail vendors to get any updates for name badges.
12. The MSNA executive secretary also needs this information for Friday night evening tickets for the vendors. In the past they received 2 tickets per booth purchased.

### **October**

1. Make plans to be at convention center by 10 on Thursday and plan to stay till 4:30 or so. Ask everyone to leave at that time.
2. Place numbers on each table to help vendors find their booth(s).

### **Show Time**

1. Arrive at Convention center by 6:45 a.m. to make sure you are there before the vendors. Have programs for all the vendors on your table and make sure they get one. (May want to place them directly in booths)
2. Wear comfortable shoes!
3. Stay in the show hall or near by all day until the final vendor leaves.
4. 5:00 is happy hour. Enjoy
5. Saturday morning is much easier. Pass out the survey.
6. Collect numbers in the afternoon before they break down.
7. Watch out for those who try to break down early.

### **Sunday**

1. Attend meeting in the morning to sum up the show and talk about any issues with exhibits.
2. Turn in any receipts that you have and treasurer will pay you at that time.