

Trade Shows and Exhibit Handbook

A guide for CAV units in setting up displays at motorcycle events and shows.



Show Preparation

Contacts and Contracts

- 1 Prior to a show ensure that a full list of vital contacts is obtained and that a CAV unit rep has made contact with each. If a contract is needed, ensure the amount is clearly stated and any additional charges maximums are included. Only a member of a unit executive should sign the contract.

Budget

- 2 The budget should be well worked out in advance of the display date(s). Although The CAV may contribute and subsidize a unit display, nonetheless, it is the unit's responsibility to raise sufficient funds to pay for any contracts or material rentals. Material rental considerations for display at large shows normally consists of:

- /// Space rental - Normally 10 feet by 10 feet is sufficient;
- /// Carpet rental;
- /// Chairs rental – 2-3 chairs will be required;
- /// Table rental – 1-2 tables will be required;
- /// Table blouse rental;
- /// Electrical usage;
- /// Other.

- 3 Normal costs for a display at large shows can range as high as \$500.00.

Information Coordination

- 4 The following minimum information will be needed:

?? Site/booth location

- ?? Show rules
- ?? Show hours
- ?? Show service location
- ?? Show Office location
- ?? Supplies needed
- ?? Volunteer registration at Show Office
- ?? Passes
- ?? Parking and costs
- ?? Vender entrance and loading bay locations

Equipment Requirements

5 The following equipment should be considered:

- ?? 6 foot tables (1-2)
- ?? Chairs (2-3)
- ?? Table blouse
- ?? Display Board
- ?? Banners
- ?? PPnS, including tape, pins banner hangers, scissors
- ?? Hanging posters and The CAV flag
- ?? Receipt book if a The CAV kit shop is opened
- ?? Sufficient brochures and business cards for hand out
- ?? Brochure stands
- ?? Cash box with a minimum float of \$50.00 if a TheCAV kit shop is opened
- ?? Calculator
- ?? Member Application Sheets (blank)
- ?? Pictures display
- ?? Donation Jar
- ?? The CAV merchandise display if a kit shop is opened
- ?? TV/VCR/PC for slide or video shows of The CAV
- ?? Other promotional docs and give-away as available and/or required

ARFS and RFS Merchandise

6 Merchandise should be ordered well in advance of the show dates, to allow The Kit Shop time to produce and ship. The following are ideas for Kit shop items that may be sold:

- ?? T-Shirts
- ?? Sweat Shirts

- ?? Hoodys
- ?? Pins
- ?? Stickers
- ?? Caps
- ?? Bandanas
- ?? Coffee cups



(An example of a table layout. Courtesy of Coriano Ridge Unit)

Lessons Learned

- 7 On completion of the Show, send a quick email to the President on the success of the show and any particular points that need to be added or amended to this Handbook.