

WASHINGTON SCHOOL NUTRITION ASSOCIATION

Job Description Conference Exhibits Chair

1. Be familiar with exhibit site and decorator's contracts.
2. If necessary, meet with exhibit hall management and decorator to coordinate all phases of show set up including load in time, exhibit time, and break down time. Executive Director will generally perform these duties but may ask Exhibits Chair to assist.
3. Work with Executive Director to ensure that arrangements are made for any necessary outside contracting such as security, police, medical personnel, electrical, trash collection, etc. Each site has different rules and procedures regarding specific items. Normally the exhibit management can be of assistance in scheduling needed services.
4. Arrange for a refrigerated truck to be at the exhibit site from the beginning of move-in until one half hour after the show ends.
5. Be available in the months before the Conference to answer questions from exhibitors.
6. Make contact with new potential vendors in order to interest them in exhibiting in the show.
7. Submit an article regarding etiquette, theme, prizes, etc., for the spring issue of the *Apple Press*.
8. Be present at all times during exhibit hours, load in and close out to answer questions and coordinate as activities needed. Make announcements as necessary during exhibit hours.
9. If exhibits are judged for the best booth award, the criteria for this should be established by the Exhibits chair and Conference Committee and normally reflects judging as most appropriate to the theme of the conference. The President should be included in judging for the best booth award.
10. Facilitate other forms of recognition for exhibitors (example: sponsors).
11. Put exhibits prizes/awards/game information together.
12. Facilitate any drawings for prizes provided by vendors for attendees at exhibits.
13. At clean-up time exhibitors often wish to donate leftover food to local food banks and soup kitchens. If this is done, make sure those taking the supplies sign any necessary waivers.

Executive Director Duties in relation to Exhibits Chair:

1. Draft documents for exhibit mailing. Obtains approval for documents to be included from the Conference Committee.
2. Contract with decorator following quotation guidelines when pertinent. Some locations have exclusive decorators, and quotations are not required.
3. Maintain and update vendor database.
4. Mail exhibit packets to potential exhibitors.
5. Receive exhibit registrations and money. Tentatively assigns booths as registrations are received.
6. Complete second mailing to selected vendors if necessary.
7. Send a confirmation packet to registered vendors.
8. Answer questions and serve as a contact person (along with Exhibits Chair) during the months leading up to Conference.
9. Communicate vendor list to decorators.
10. Update Exhibit Chair as to number of vendors registered. Enlist help when necessary to sign up more vendors.
11. Provide name tags for vendors.
12. Is present at Exhibits set-up if deemed desirable or necessary by Exhibits Chair and/or Executive Director.

<p><u>October</u></p> <p>(Note: Items in green indicate Executive Director Duty)</p>	<p><u>November</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Draft documents Firm up vendor list. <input type="checkbox"/> Get a copy of exhibit hall contract <input type="checkbox"/> Write specs for booth design needs <input type="checkbox"/> Using specs for booth design, get three bids for design company to supply exhibit space with tables (with tablecloth, skirting), chairs, electrical, etc. 	<p><u>December</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Update vendor database with new contacts from Industry Seminar, industry memberships, and names suggested by others. <input type="checkbox"/> Procure mailing list materials (envelopes, postage, labels) 	<p><u>January</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Stuff and mail pre-conference memo to vendors. Include: <ul style="list-style-type: none"> ✓ Letter to potential exhibitors ✓ Application for booth ✓ Diagram of exhibit space ✓ Sponsorship Information ✓ Industry Membership Form <input type="checkbox"/> Written report to conference chair <input type="checkbox"/> Written report to conference chair 	
<p><u>February</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> As exhibitor sign up sheets come in: ✓ Input exhibit entry into MS Access database ✓ Deposit monies received ✓ Make tentative booth assignments <input type="checkbox"/> Put exhibits prizes/awards/game information together <input type="checkbox"/> Prepare article(s) (etiquette, theme, prizes, game, help sign up a vendor) for <u>Apple Press</u> by March 1 		<p><u>March</u></p>	<p><u>April</u></p>	<p><u>May – 90 Days left</u></p>
<p><u>June – 60 days</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> List of exhibitors to decorator & continue to update them. Confirm colors, layout, & equip needs <input type="checkbox"/> Second vendor mailing if needed <input type="checkbox"/> About 45 days: Send out confirmation letter with exhibit theme details, Education Session Application, Reservation for Program book ad space, Education fund or other sponsorship recognition, booth prize info, NOE tickets, and safe food info 	<p><u>July – 30 days</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Produce name badges. Send to Exhibit Chair or take to conference (determine with Exhibit chair). <input type="checkbox"/> Put together vendor packets. Include: <ul style="list-style-type: none"> ✓ Evaluation form (to be sent to VP) ✓ Name tags ✓ NOE tickets ✓ Industry seminar information ✓ Program Book ✓ Announcement for next years' conference ✓ Map of facility ✓ Exhibitors checklist & Thank you 	<p><u>August (or July)</u></p> <p>WSNA Annual Conference</p> <ul style="list-style-type: none"> <input type="checkbox"/> Be present at exhibitor set-up to welcome exhibitors, distribute vendor packets and answer questions. <ul style="list-style-type: none"> <input type="checkbox"/> Be present during all hours of exhibits. <input type="checkbox"/> Be present at exhibitor set-up if either Exhibits Chair or Executive Director deem it desirable or necessary. 	<p><u>Post Exhibits:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Update mailing list <input type="checkbox"/> Invoice any vendors still owing money (better not be any) <input type="checkbox"/> Deposit any money <input type="checkbox"/> Prepare final reconciliation <input type="checkbox"/> Attend wrap-up meeting <input type="checkbox"/> Attend wrap-up meeting 	

