

# 2010 Silver Dollar Regional Proposal for Public Admittance

## PREMISES

- 1) The 2010 Silver Dollar Regional will be held on Saturday, August 14 and Sunday, August 15. Proposals and rationale follow below.
- 2) First day (Saturday) will be NAWCC Members only; with rules for admittance of non-members using the Escorted Visitor and Sponsored Visitor policies to apply. Registration fee will cover entry for both this day and the public day, applying the normal Silver Dollar Regional rules and fees for pre-registration, purchase of tables, regular entry, etc.
- 3) Second day (Sunday) will be open to the public and to NAWCC Members, according to the proposal outlined below.

### A. Public admittance proposal (Sunday, August 15, 2010).

- 1) Allow any member of the public or NAWCC into the MART beginning at 10:00 AM and ending at 3:00 PM.
- 2) Allow any member of the public or NAWCC into the lecture(s) (title and presenter to be confirmed) held at 10:00 AM – 3:00pm (insert times).
- 3) Allow any member of the public or NAWCC into the exhibit display (title to be provided) beginning at 10:00 AM and ending at 3:00 PM.
- 4) All **non-Member** attendees shall receive a NAWCC application leaflet and information on local Chapters, including where and when they meet. The application form will be stamped or otherwise identified with the Silver Dollar Regional name.
- 5) A convenient sign-up facility will be provided to enable visitors to join the NAWCC or for lapsed members to renew their membership.

### B. Admission to the Mart (Sunday, August 15)

- Any Member of the public or NAWCC member to pay \$10 per adult, minor children free (see item 3 below).
- Rationale
  - 1) \$10 entry fee per adult is reasonable by comparison to similar events.
  - 2) There is no “Member specific time” on Sunday as our normal entry would be 10:00 AM (specify normal regional policy). This might also encourage members who have never been to a Regional to attend at the \$10 fee.
  - 3) There is no “spousal” reduced fee in this market as it becomes too difficult to determine “spouse”. In this way, every adult is \$10, no questions asked.

### C. Publicity

- 1) All 2010 Silver Dollar Regional table holders will be contacted as soon as NAWCC approval is received, notifying them of the proposal and asking for their cooperation in remaining fully operational until closing.
- 2) MART advertising will include the public admission notice.
- 3) Notices will be placed in local throw away papers.

- 4) Notices will be placed in local newspapers (if cost effective).
- 5) Notices will be placed in local antique shops.
- 6) Notices will be placed in the Antique Trader or other local antique publications.
- 7) Notices will be placed in the exhibition venue newsletter if available.
- 8) Contacts will be made with local radio and TV media, with invitations given to attend the first day to take video clips for evening announcements. Invitations will include second day participation as well.

#### **D. Record Keeping**

- 1) Different color badges will be issued to Saturday attendees, clearly marked "Guest" or "Visitor".
- 2) These badges will be pre-numbered. First names only will be printed using our label printers, full name and address will be recorded for future contact purposes.
- 3) Note will be made of the number of table holders who leave early. Empty tables on Saturday may be resold at a reduced rate (only to NAWCC members) to keep the appearance of a full Mart. We traditionally have more requests for tables than we have tables.
- 4) Additional costs for the public admittance will also be tracked.
- 5) Details of these and other items will be shared with NAWCC for use by other Regionals.
- 6) Public Day Event Summary Report (attached) will be submitted within 60 days of the event, covering the above and other information.

#### **E. Security**

- 1) No need for additional paid security is seen at this time although further planning may necessitate it.
- 2) It may be possible to secure watch cases and small safes. Further inquiry is necessary on this item.

Please note that on Sunday, Public Day, we are planning to have a table set up in the Mart Room for the Horological Arts Chapter #120 of the NAWCC. Charles Schubert, President of 120, will be at the table showing and discussing the art of stenciling on glass.

There will also be a table showing the museum in Bellingham, WA that houses the collection of Chapter 180, The Friends of the West Coast Clock and Watch Museum.

There will be an informational table before entry into the Mart Room with material from the National. We will also pass out pamphlets to the Public about the NAWCC upon entry into the Mart/Exhibit Room.

The times advertised to the public will be 10:00AM to 3:00PM. Actually Mart breakdown will be at 4:00PM and Security will end @ 5:00PM.

As an add incentive for Mart Table holders we are having a \$300 cash drawing for all Mart Table holders that are still set up at the end of the member scheduled time.

Also, a notice will be included in the Mart holder confirmation letter encouraging that they stay the full day because of the Public admission on that day and also the cash drawing.

We have already put the announcement into our 2 full page ads in the Mart before I was told about your approval.

We are planning on local ads and write-ups in Reno and Sparks newspapers and will also have about 3000 4x6 postcards placed in most of the antique stores from Sacramento to the Reno/Sparks area.

**In Addition:** We plan on asking all non-members that are admitted to The Mart/Exhibit Public Day Event to register their name and address for possible local follow-up by Chapters for potential NAWCC and Chapter membership.

All members of the public or any NAWCC member not previously registered will pay \$10 per adult (18 or older) on the last day of the Mart known as "Public Day".

We will have a table adjacent to the Registration Tables for information on the NAWCC with pamphlets and a banner provided by the National showing benefits and cost of joining. The Non-members at this time may have the opportunity to either join at this time or take information back with them.

They will also be provided with a business card size "Attend our next Meeting" showing the Chapter, date and time, location and contact person that he have available from the National with the pamphlets.