

## **Rocky Mountain Region Convention Guide and Forms**

## 1. Publicity Guide

<u>Publicity</u> is crucial to a successful convention. Once your bid is accepted, start getting your publicity out. The <u>Callboard</u> and the NMRA's <u>Scale Rails & Bulletin</u> are two publications to use, check the policies about convention advertising. Early and multiple ads should appear in the <u>Callboard</u> so that members can prepare entries for the contests and registrations can start being taken. The <u>national model railroading press</u> should also have comments placed in them, you need to check on their lead times as they vary.

The announcements should include the <u>Name of the convention</u>, the <u>Place it is to be held</u>, the <u>Dates of the convention</u>, and any <u>special activities or speakers</u> (such as a well known author or modeler), as well as the <u>Contact Person's Name</u>, <u>Mailing Address</u> including <u>Phone</u>, and <u>E-Mail address</u> and weather or not you have a web site.

As your plans develop, you can have further updates and possible mailings to other divisions. Also, do not forget the hobby shops in the region as most of them would be willing to put up a flyer in their window or even have a small stack of flyers on their counter advertising the convention. But please contact them first before you send them anything to make sure of what they can handle. If at all possible, travel to some of the other shows to hand out flyers and go to other divisions meetings to talk about the upcoming convention, remember a personal sales pitch works better.

In the weeks before the convention, advertise the model railroad show in the <u>local area</u> to bring in local people to the train show increasing ticket sales and convention profits. Also, this is the time to get the <u>local media outlets</u> to promote the hobby of model railroading.

Bid Form, page 2. Budget Estimates, page 3. Final Report, page 4 Financial Statement, page 5

## 2. Bid Form

## (Please print all data)

Date of Application:
Division Biding for Convention:
Convention Chairman:
Address:
City, State & Zip+4:
Phone:
E-Mail Address:
Convention Co-chairman:
Address:
City, State & Zip+4:
Phone:
E-Mail Address:
Web Site Address:
Webmaster's Name:
Webmaster's E-Mail:
Webmaster's Phone:
Proposed Dates:
Proposed Hotel/Motel:
Proposed Convention Facilities:
Proposed Programs:
Notes:

3. Budget Estimates				
Income:  Num. of  Banquet meals @ \$ per meal \$ Registrations @ \$ per person \$ Train show tickets @ \$ per ticket \$ Vendor's Tables sold @ \$ per table \$ Any other income producing items \$ Income Sub Total \$				
Expenses				
Cost of meals  Printing costs of tickets and registrations  Advertising costs  Postage, phone costs  Security costs if any  Expenses Sub Total  \$				
Estimated Total Profit (Loss) \$				
The room costs are not included in the cost of registration but are paid for by the registrant, however it helps to have worked out a reduced room cost with the hotel in advance and include it with the convention information.				
When you are trying to estimate the fees to charge, get estimates for several different number of attendees do not count rooms or train show ticket sales. Always add a cushion, take your costs and divide by the various numbers of attendees to come up with a registration fee.				
If it is reasonable, plug in the figures and see what you get for a projected profit.				
Notes:				

4. Final Report
The final report should contain the following information:
Overview:
Activities:
Number of attendees:
Number of attendees.
Contest winners:
Contest williers.
What went right:
What went wrong:

5. Financial Statement Income				
Registrants,@ \$	per	\$		
Banquet,@ \$	 per	\$ \$ \$		
Hobo breakfast,@ \$	per*	\$		
Other income items (T-shirts, etc) Train Show		\$		
Tables @per ta				
Gate receipts (non registrant	(s) \$			
Concessions				
Extra Faros (as pooded)	Sub Tot	al <u>\$</u> \$		
Extra Fares (as needed)		φ		
7	Total Income	\$		
Expenses				
Convention Hall		\$		
Banquet costs		\$	<del></del>	
Hobo Breakfast*		\$		
Train Show				
Table Rental X# @ \$per tabl	-			
Concessions	\$ 0.1. T. (			
Extra Fara expanses	Sub Tot	al <u>\$</u> <u>\$</u> \$	<del></del>	
Extra Fare expenses Other income items		<u>Φ</u> <b>¢</b>	<del></del>	
Security		\$ \$	<del></del>	
<del></del>		<del>-T</del>		
	Total Expenses	5	\$	
Net Profit or (Loss) (Income - Expenses)			\$	
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Also, in the past, a local group raising money for a special purpose has done the breakfast so all money for the breakfast has gone to them, but it needs to be in the financial statement.

<sup>\*</sup> The Hobo Breakfast may or may not be part of the package depending on the hotel, if they provide breakfast with the room it is not needed.

loss amount that the 50% profit or loss is determined and final payments are made.
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You will also note, there is no advance money in this statement, if there were any advance money involved it would go into both the income and expense sides. It is from the net profit or