Exhibits Manager

Dealers pay for the show and are a major draw for attendance; exhibits qualify you to be a WSP show. Your show lives or dies by how well you attract, treat and retain exhibitors. The person or committee in charge of exhibits for the show handles all aspects of obtaining exhibits for the show. This includes:

1. Preparing the exhibitor prospectus
2. Soliciting exhibits via mail, email and the show website
3. Accepting and approving entries
4. Collecting frame fees and return shipping fees for the Finance Manager
5. Determining the frame layout with the cooperation of the Facilities Staging Manager
6. Preparing a list of all entries in frame number order for the Judging Manager
7. Obtaining title pages and synopses from all exhibitors for the Judging Manager
8. Obtaining ages of all youth exhibitors and classification of all entries for the Judging Manager
9. Coordinating entries with representatives of all specialty societies convening at the show to be sure that they fill their allotment of frames before releasing them to other applicants
10. Consulting with the Awards Manager and the Judging Manager to be as sure as possible that accurate information is gathered to determine the eligibility of each entry for special awards and the proper classification of each entry
11. Providing all required data to the Publications Manager for the show program and palmares
12. Receiving mail in exhibits prior to the show
13. Preparing a master book of all exhibits with sign in/sign out sheets for all entries
14. Overseeing the set up and takedown of all exhibits
15. Preparing a thank you packet for each exhibitor including a show program, show souvenirs, ribbons, other awards won at the show and comment sheets for the exhibits
16. Handing or mailing exhibits and thank you packets to all exhibitors in coordination with the Awards Manager while obtaining signed receipts for all the exhibits and valuable awards

As much as possible the functions of the Exhibits Manager should be automated. Every time a piece of data is entered the possibility for error increases. Any entry taken through a form filled out through the website will be based only on the data entered by the exhibitor. This data should flow or be copied digitally from one form to another. Any entry received via mail should be carefully entered and proofed and then the data should be handled in the above fashion. Once the vast majority of entries have been received it is advisable to email each exhibitor with a copy of just their data for final approval. If the email of each exhibitor is solicited and saved, a mass email program can accomplish this in moments. If this degree of personalization is not available, a copy of the entire list of exhibits, without exhibitor names, can be emailed to each exhibitor for proofing.

Some clubs make the setup and takedown of frames the responsibility of the Exhibits Manager while others delegate it to the Facilities Staging Manager. It doesn’t matter as long as someone takes responsibility! Many shows struggle to keep their frames filled with quality exhibits. In addition to treating your exhibitors very well, several things can be done to make getting exhibits easier:

1. Maintain a list of all exhibitors who have ever applied to exhibit at your show and email or mail a prospectus to them every year with a thank you for past exhibits and a request that they pass it on to another exhibitor friend of theirs if they will not be exhibiting this year
2. Ask CANEJ to send an email or your behalf soliciting exhibits with a link to your prospectus
3. Ask the APS to send a similar email on your behalf to all active exhibitors in your area
4. Have your club’s most active exhibitors call, email or write Exhibit Managers of other shows offering to exhibit at their shows in exchange for exhibits from their clubs
5. Encourage smaller clubs in the area to step up to exhibiting at the national level