Site Selection and Show Scheduling

Usually handled by the **Show Chairman**

Typical sites for WSP shows are hotels with large ballrooms and convention centers. Some cities will have facilities at fairgrounds, large school gyms and community centers. The choice of a site will be based on cost, available dates, space available for frames, dealer bourse, meeting rooms and food functions. Hotels are often willing to rent their ballrooms at favorable rates on weekends that are slow for the hotel. Guaranteeing the rental of a minimum number of rooms and holding the awards banquet at the hotel ads bargaining leverage. Many shows and societies have hospitality suites for their members, volunteers, judges and show committee. Negotiate special rates for these rooms and be sure the hotel counts them against your room commitments. Some shows, such the St. Louis Expo have included rooms for the dealers as part of the dealer contract for a bourse table.

Except for the two major APS shows, the vast majority of show attendees will come from within 500 miles of the show. Before scheduling show dates it's best to check the lists of WSP shows posted on the APS website (link), as well as local and regional shows. It will be difficult to sell out your dealer bourse if your show dates conflict with shows that several of the dealers normally attend.

Logistic concerns for show set up include ease of entrance for the dealers, a loading area for the frames and nearby parking. Almost every facility will have floor plans that can be used to lay out the frames and dealer tables and plan usage of and access to meeting rooms. Many will also have computer software that will lay out and number your dealer tables and frames. Additional facility concerns are free or low cost parking, easy driving access or public transport for the surrounding population, safety of the immediate neighborhood, control of access to the show floor for security purposes and food availability for dealers and show attendees. The St. Louis Expo includes meal coupons for breakfast and lunch buffets as part of the dealer contract. This ties them even more firmly to the hotel since the same buffets are also patronized by a large number of show attendees.

Once you have an acceptable site and dates it is advisable to get a contract with the facility for multiple years, if you can. Convention centers will not commit a small percentage of space more than a year in advance. Hotels are more willing to give longer contracts if you fill lots of rooms during slow periods.

Possible sample documents:

- One year facility contract
- Multi-year facility contract
- Dealer contract
- Dealer contract including room, meal coupons
- Floor plans with booth layouts
- Facility layout including meeting rooms