

TRADESHOW PROCEDURES
DETAILED LISTING

I. Headquarters: Booth Preparations and Shipping

Booth Display – Two Boxes

Display cases are attached after setup to make an additional table.

Box One - Booth Materials	Box Two – Promotional Materials
Shipped with booth and includes:	Shipped to Tradeshow Leader and includes:
1 – Heavy duty extension cord	Applications
1 – Three-tiered Brochure holder	Interest Cards
1 – Candy bowl	Brochures - 99s & Friends of the 99s
3 – Business card holders for:	99 News Magazines
Business Cards w/ Mission Statement	99s Fact Sheet
eNetwork Business Cards	Top Ten Reasons for Joining the 99s
Local Section Business Cards	Associate Member Benefits
5 – Clipboards to be used for:	2 – Printed Membership Directories
Applications	HQ Pre-Addressed Envelopes
Volunteer Sign in Sheets	Plain envelopes
Volunteer Schedule	Other items available
Booth Convention Information	
1 – Cashbox with receipt book	
1 – Three-tiered Interest Card holder	
2 – Letter size Information Sheet holders	
2 – Plastic sign holders to advertise:	
99s Breakfast, local chapter seminars, training events at discretion of Tradeshow Chairman.	
1 – Roll of masking or packaging tape	

A. DELIVERY TO THE CONVENTION SITE:

1. The booth is shipped from Headquarters to the Tradeshow Vendor warehouse before required deadline.
2. The Tradeshow Vendor will be responsible for delivering the booth to the contracted location on the convention floor.

B. BOOTH SET UP:

1. The Tradeshow Contractor, a professional company, will be selected and contracted by Headquarters to be responsible for set up and dismantling the 99s booth
2. Tradeshow leader will have contact information for coordination purposes.
3. Tradeshow leader will need to check in with Tradeshow Sponsor (AOPA or WAI) to receive exhibitor badges.

C. BOOTH FURNITURE:

1. Order for electricity, furniture and carpet will be placed by Headquarters with Tradeshow Vendor.
2. Copy of order will be forwarded to the Tradeshow Leader for verification of furnishings received on show floor prior to booth setup.

D. PROMOTIONAL MATERIALS:

1. Headquarters will send the items in Box Two to the Tradeshow Leader or designee.
2. Materials will be shipped UPS or USPS approximately two to four weeks prior to the event.
3. The Tradeshow Leader will coordinate with Headquarters regarding whom the items will be sent to.
4. A local address is required for receiving Box 2 supplies that may be up to four--twenty pound boxes from Headquarters.
5. The person receiving the materials will be responsible for delivering the materials to the booth, allowing enough time after booth is set up for volunteers to set out materials.
6. Volunteers will assist in setting out promotional materials prior to show opening.

E. ADVERTISEMENTS:

All advertising for the tradeshow publications will be placed by Headquarters after final approval from Tradeshow Liaison and International Board of Directors President. Photos used in advertising must have proper releases, including release from photographer on file at Headquarters.

F. BOOTH DISMANTLE AND RETURN SHIPMENT OF BOOTH:

1. The Tradeshow Contractor will be responsible for dismantling and packing the booth up when the show ends.
2. If needed, the Tradeshow Leader will receive the shipping labels and bill of lading from the Tradeshow Vendor booth prior to show closing.
3. The booth will be shipped directly from show floor or sent with Tradeshow Contractor on the last day of the show.
4. If the booth ships directly from show floor, the tracking number referred to as bill of lading should be given to Headquarters as soon as possible after show closing so that staff can keep track of the booth while it is in transit.

II. CHAPTER PARTICIPATION

A. ATTENDANCE AT TRADESHOW:

1. Tradeshows are a very interesting venue that offer much to enhance and stimulate anyone's aviation interests.
2. If there is one in your area, it is recommended that your members take full advantage of attending the tradeshow.
3. Members should be reminded that tradeshows provide good networking opportunities as well as great aviation seminars.
4. Tradeshow Company Representatives offer the most current happenings in the aviation industry.
5. It's a win-win for all attendees.

B. CHAPTER SELECTION:

1. Once the Board Liaison and Section Governor identify the closest chapter best able to fulfill the SOP requirements contact is made with the Chapter Chairman.
2. After Chapter Chairman accepts invitation to host the tradeshow, she becomes the Tradeshow Chairman and will find a volunteer to be Tradeshow Leader.

C. TRADESHOW CHAIRMAN'S RESPONSIBILITIES

1. Communicates with Board Liaison and Headquarters Staff in finding a volunteer Tradeshow Leader.
2. Chairs Tradeshow Committee for upcoming tradeshow and works with Tradeshow Leader as necessary to ensure volunteers are being recruited and assist in scheduling of volunteers.
3. Plans special events during respective tradeshow, i.e. AOPA Breakfast.
4. Works with Tradeshow Leader to announce in HQ Dispatch and ENetworks about upcoming show and need for volunteers. Include list of events, i.e. AOPA breakfast.

D. TRADESHOW LEADER'S RESPONSIBILITIES

1. Communicates with Board Liaison, Headquarters Staff and Tradeshow Chairman as necessary.
2. Recruits volunteers and maintains volunteer schedule to ensure that booth is adequately staffed during tradeshow hours.
3. Scheduling of volunteers and notifying volunteers of their scheduled participation. If there are neighboring chapters, a request for volunteers at the booth should be sent to their Chapter Chairmen. An invitation for volunteers should be posted on the 99s Forums as well for 99s who will be attending the show even if they are not from the general area.
4. Dissemination of information to volunteers about dress code, policies and procedures and duties of the volunteers.
5. Composes list of volunteers to receive exhibitor passes and delivers to Headquarters no less than one week prior to deadline required by the Tradeshow Sponsor. Volunteers who have already registered for the show will not need exhibitor passes.
 - a) **EXHIBITOR PASSES:** There are a very limited number of passes available for a Tradeshow.
 - b) There are two types of passes: the Exhibitor Pass that gains access to the show floor prior to and after the scheduled show hours and Guest Passes that allow access to the show floor for a single day.
 - c) All passes are assigned by the Tradeshow Chairman and Tradeshow Leader.
 - d) The passes should be given to the key people who will be responsible for the booth and working a significant amount of time during the entire show.
 - e) Other people to consider giving passes to are: the International Tradeshow Liaison, International President and International Tradeshow Chairman only if present and available to participate during the whole show, and any special guest of the Ninety-Nines.
 - f) The passes must be used only by the person whose name is on it.
6. Receives shipping information, contractor information and furnishing order from Headquarters.

7. Determines if the official 99s promotional presentation (CD, DVD, PowerPoint, etc.) to be shown at booth during show hours. This is vital as it determines how booth will be set up.
- a) **CD, DVD, PowerPoint Presentation:** The committee should decide if the official 99s CD, DVD etc. presentation will be used.
 - b) **Headquarters Notification:** Headquarters must be notified as soon possible prior to booth set up of type of presentation to be used. This is required so that contractor will be advised of the proper setup instructions for the booth.
 - c) Provides equipment necessary for promotional presentation (Laptop computer with projector or TV with DVD player). No video equipment is shipped from Headquarters.
 - d) Provides copier or printer/scanner for making copies of licenses for completed applications.
 - e) Is present at specified time previously agreed to with Headquarters to oversee contractor setup of booth.
 - f) Communicates with Tradeshow Vendor to ensure that furnishings are delivered to the booth and electrical is installed correctly.
 - g) Receives display materials shipped from HQ. Materials include applications, magazines, brochures, interest cards, etc.
 - h) Receives all applications/reinstatements, license copies and payments from all volunteers to ensure complete packet is mailed to Headquarters. Payments should be attached directly to application and not kept in Cashbox to prevent confusion with raffle funds or other sales made. Renewals are not to be accepted at the booth.
 - i) Communicates with Tradeshow Vendor shortly before show closing to receive final invoice, shipping labels and bills of lading (if necessary) for return shipment of booth to Headquarters.
 - j) Coordinates with volunteers to ensure extra materials are packed for removal from the convention center, applications/reinstatements are bundled for mailing to Headquarters, and area is cleaned before contractor arrives to dismantle the booth.
 - k) Oversees dismantling of booth by contractor and ensures that booth is picked up from convention floor by contracted freight company or sent with contractor.
 - l) Prepares packet to mail to Headquarters. Packet should include all applications/reinstatements, completed interest cards, copy of final invoices, shipping receipts and bill of lading, volunteer list, and copy of final report prepared for Tradeshow Board Liaison.
 - m) Mail the new applications and payments, the interest cards, and any billing information from the convention group to Headquarters within 5 days after the close of the show. All payments should be sent in the form they were provided by the applicants.
 - n) Submit a report of the event to International Tradeshow Liaison, the Tradeshow Chairman, and the next Tradeshow Leader when they have been selected.

III. BOOTH STAFFING AND PROCEDURES

- A. **REQUEST FOR VOLUNTEERS:** A request for volunteers to staff the booth should be communicated through the Dispatch and eNetworks as early as possible after notification of

the tradeshow dates. The requests should ask for available times that they will be able to volunteer at the booth. This aids in setting up the schedule. If there are neighboring Chapters, a request for volunteers to staff the booth should be also be sent to the Chapter Chairmen.

- B. **THE SCHEDULE:** Once the schedule is filled, the volunteers should be sent a confirmation of the times they are scheduled for and a thank you for volunteering. If a volunteer finds that her schedule has changed and will not be able to volunteer at the scheduled times, she should notify the Tradeshow Leader as soon as possible.
- C. **BOOTH DRESS CODE:** Volunteers represent Ninety-Nines, Inc. and need to do so in a professional manner wearing business-like attire. Uniforms or solid colored shirts and either black or blue dress pants to the ankle or business suits are recommended. Jewelry should be tastefully worn and not overdone. Jeans, t-shirts, tank tops, sandals and similar casual attire are not appropriate for this venue.
- D. **VOLUNTEER BRIEFING:** Each volunteer should be briefed prior to starting their shift about what is expected of them, the materials available in the booth, best methods to recruit new members, membership applications and payment procedures, and any specifics on special events sponsored by The 99s.
- E. **RECRUITING:** The Tradeshow have been a wonderful source for bringing in new members. As a volunteer, you are representing The Ninety-Nines organization. You are our ambassador. Recruits are often tentative as they are passing by the booth. You will see women (and men who want their female flying companions to join) stop smack dab in the middle of the aisle and look at the booth. Do not wait for them to come forward. Walk out of the booth and strike up a conversation with them. Often, they need that encouragement to proceed further. Even if it is not a potential member, by doing this, you have delivered good representation of our organization. Be sure to put on a happy face and talk to people about the Ninety-Nines as they go by. “Knowledge is Power” share it with everyone who will listen. A second Computer with internet capabilities should be provided so that Chapter assignments can be looked up on the 99s web site at the Trade Show.
- F. **INTEREST CARDS:** It is important to have interested visitors to the booth fill out their personal contact information on the interest cards. The interest card information is critical. When the show has ended the interest cards will be sent to Headquarters as soon as possible. The top white sheet is to be sent to Headquarters in an over night mailing because the join date of the new members starts here one year as a member to be eligible for the Amelia Earhart memorial Scholarships. The yellow copy should be sent as soon as possible to the International Membership Chair or designee for quick processing..
 - 1. Once the information is received at Headquarters, it will be recorded in a computer file for dissemination. When an assignment of a chapter has not been noted on the interest card or where there are multiple chapter choices, the Governor of the appropriate section shall be contacted to discuss the best chapter assignment for the perspective member.
 - 2. Step 1: When the list is completed at Headquarters, the entire file shall be sent to the International Membership Chairman.

Step 2: Headquarters will send the appropriate portion of the computer file with the names of the prospective members to the Section Governor.

Step 3: The names of the prospective members shall be sent to the appropriate Chapter Chairman Membership Chairman or responsible party. The goal is for each perspective member to receive personal contact from the chapter members as soon as possible to invite them to become involved in the chapter activities.

G. **NEW MEMBER APPLICATIONS:** Applications will be available for new members to join the Ninety-Nines. Payment should be made at that time. A Ninety-Nines Membership Directory will be available to look up Sections and Chapters that may be in the locale of the applicant. If you are unable to locate a chapter close to the new member, Headquarters will confer with the Section Governor to determine which chapter will best meet the needs of the new member. The dues payment should be stapled to the application. When the show ends the applications will be sent to Headquarters for processing.

1. Headquarters will create a computer file of new members and send a copy of the entire computer file of new members to International Membership Committee Chairman. The appropriate portions will be sent to the Section Governors. Next, the names of the new members shall be sent to the appropriate Chapter Chairman and Membership Chairman. Each new member should receive personal contact from the Chapter members to welcome them and get them involved.
2. **Payment:** Checks received must be stapled to the application form. Credit card information can be recorded on the application form. Cash must be stapled to the application form and not put in the cash box. Cash box is used for raffle or ticket sales only.
3. **License:** A copy of the applicant's license must be made and attached to the license. If the applicant has an overseas license, then a copy of another Government issued ID that shows gender should be copied as well.

NOTE: All completed applications should be kept in a secure place in the booth area. At the end of each day, the completed applications should be turned over to the Tradeshow Leader or her designee.

H. **BOOTH AREA CROWDING:** Due to the small area in the booth, it is recommended that no more than three scheduled volunteers be in the booth at one time. Other volunteers should stand outside and near the booth perimeters to be able to greet people as they come by. Ninety-Nine members who wish to engage in conversation should be encouraged to move away from the front of the booth area. We need to reserve that area for prospective members and convention attendees.

1. **BOOTH SPACE IS PRIME:** There is very little extra space in the booth area. Please do not bring luggage, large pocketbooks, or large bags to the booth. There is no place to store them.
2. **FOOD AND DRINKS:** Food or drinks should not be brought into the booth area. There are electrical and equipment concerns that take priority. Food and drinks should be consumed in the designated eating area on the convention floor.

3. **HOUSEKEEPING:** Volunteers should do their best to keep the booth area tidy to present a good appearance. This area is for the use of the volunteers and perspective members doing business. There are no custodial services contracted for the booth area, so volunteers are responsible for keeping it clean during the show.
4. **SALE OF ITEMS:** We are not permitted to sell items from the Ninety-Nines booth, however, we may collect money for new member dues and for the Ninety Nines Breakfast. However, this is subject to local and state regulations. You **MUST** check on this to be sure it is legal in your state.
5. **BUSINESS TO BUSINESS:** There may be other aviation businesses or organizations that visit The Ninety-Nines Booth. Speak with them cordially; ask them for their business card and note what inquiries they made or comments that may be useful for us to know. Make a note if further contact should be made.

IV. MEMBER ISSUES

- A. **MEMBER REQUESTS:** The purpose of The Ninety-Nines booth is to benefit the organization. Any request by a member to display flyers, announcements, or business cards for personal benefit does not comply with the purpose of having a Tradeshow Booth. If such a request is made, advise the member that because space is limited, we are unable to entertain such practice.
- B. **MEMBERSHIP RENEWALS:** Membership renewals will not be taken at The Ninety-Nines booth. The onus is on the member to renew her membership. Renewal notices are sent to each member in ample time for them to comply with the procedure. A phone call by the member to Headquarters takes care of the matter. This method insures that all the updated information required is recorded properly and in a timely manner.
- C. **REINSTATEMENT OF PAST MEMBERS:** Past members wishing to rejoin are very much welcome to do so. They should fill out their personal information of the application form and pay current dues. They do not need to pay the \$10.00 initiation fee. That is a one time only fee they have already paid.

V. THE DAY-OF CHECK LIST - bring to the booth:

- A. Box 2 – Promotional materials from Headquarters, copier/printer/scanner and video equipment to be used during the show.
- B. Two computers and one projector. One computer needs internet capabilities.
- C. Money to make change - \$100 in fives if selling tickets to the 99s breakfast.
- D. International and Section Business cards with website information on front and mission statement on the back.
- E. Local Chapter business card with website information (put the mission statement on the back).
- F. Small note paper 3"x3" (This is for information requests made by visitors and members).
- G. Candy for bowl - individually wrapped, variety (2-3 large bags).
- H. Flowers or plants for the booth as needed.
- I. Lined 8.5x11 tablets – sign in sheets for members (list member name and chapter or section).

VI. SPECIAL TRADESHOW ITEMS:

A. AIRCRAFT OWNERS AND PILOT ASSOCIATION TRADESHOW (AOPA)

1. BOOTH SPACE:

The space rented for the booth will be 10'x10".

2. NINETY-NINES BREAKFAST

- a) The Ninety-Nines breakfast is a function scheduled at the AOPA Tradeshow. It was started to give our members attending the show an opportunity to gather, socialize, and network. A guest speaker is invited to provide inspiration and ideas on bettering our lives and those around us in the aviation community. The Tradeshow Chairman and her committee, or designee will be in charge of the Ninety-Nines Breakfast. They will decide on the date, time, location, menu, number of guest permitted, fee charged, and the choice of a guest speaker.
- b) The restaurant should be selected as soon as possible after notification of the show and should be within walking distance of the convention center. The restaurant staff needs to be one that will be flexible within the last day or two for final count of attendees, in order to sell tickets at the booth. A catered breakfast in the hotel venue (provided by AOPA) is also a viable option.
- c) Timing: Plan one and one-half hours to be in and out. Gathering 10 minutes, 25 buffet line and eating, introductions 5 minutes, the speaker should be allotted 20-30 minutes, 5 minutes for closing remarks and announcements, 15 minutes to settle individual bills.
- d) Buffet style works very well to have everyone served quickly.
- e) Pricing: includes the meal, tax, gratuities, the guest speaker's meal, speaker's gift or certificate if done, publicity, and any other miscellaneous expenses. You may want to consider a pre-registration price with a cut off date to encourage people to sign up early.
- f) Pre-registration and Payment: If the host Chapter has a website, online registration with payments through PayPal (3%) or Google Checkout (2%) can be set up. Contact the Ninety-Nines Technology Chairman for help with this, if needed.
- g) Publicity: Get the news out as soon as the restaurant has been selected and the price is set for the breakfast. Get this information to the key sources for publicity as soon as possible. Note where and how to sign up for the breakfast. Information should be sent to The 99s News, Ninety-Nines Technology Chairman, HQ Dispatch, Section newsletter and website, area chapter websites and snail mail where needed. The announcement should be put on the 99s List Serve several times as a reminder.
- h) Notify Headquarters as soon as the date, place, and time have been decided. Headquarters will provide information to AOPA, which has offered to list the Ninety-Nines Breakfast, free of charge, on AOPA the calendar of events.

B. WOMEN IN AVIATION INTERNATIONAL TRADESHOW (WIA)

1. BOOTH SPACE - The booth area covers a 10 X 20 rental spaces

2. **ADVERTISEMENT** - Headquarters will consult with the International President on suggestions of members to appear in this ad. Permission and release to use the photo must be obtained from the member and photographer. The release will be kept on file at Headquarters. WAI will lay the ad out with our input and final approval.

VII. GUIDELINES AND PROCEDURES for the Tradeshow Booth

- A. 99s Release Form for use of a 99s picture (can be found on the 99s website)
- B. Introduction Letter to Volunteers #1
- C. Thank you for Volunteering Note # 2
- D. Volunteers – Your Role in the Booth # 3
- E. Volunteers #2 Dress Code & Business Cards # 4
- F. Sample Volunteer Schedule Form 1
- G. Sample Volunteer Schedule Form 2
- H. List of Contents in Box 1 and Box 2
- I. Note to Trade Show Leader letter in Box 1
- J. Member Sign-In Form
- K. Trade Show Report Form

VIII. FORMS to be used at the Tradeshow (These items will be provided by Headquarters).

- A. Interest Cards
- B. New Member Applications
- C. Fact Sheet 99s
- D. Associate Membership Benefits for Student Pilots
- E. Captain to Captain
- F. PPLI - information sheet
- G. Friends of the 99s brochures