



THE NINETY-NINES, INC.
STANDARD OPERATING SOP
TRADESHOWS

1. **Purpose:** Ensure consistency in the procedures used in the set-up, staffing and operation of various tradeshow to provide for a professional appearance of the staff and exhibit area.
 - 1.1. Define responsibilities of Headquarters, Tradeshow Committee Chair, Tradeshow Leader, and Volunteers
2. **Applicability:** Applies to Headquarters, Tradeshow Committee Chair, Tradeshow Leader, and Tradeshow volunteers.
3. **Responsibility:** International Tradeshow Committee Chair
4. **Procedure Content:** General procedures for all tradeshow. See Appendices for tradeshow-specific details.

4.1. Headquarters (HQ) Staff

- 4.1.1. Communicates with Tradeshow Sponsors for booth reservations, contracts, ordering exhibitor passes, insurance certificates, etc. to meet all required deadlines.
- 4.1.2. Communicates with Tradeshow Vendor (GES, for example), arrange for shipment to warehouse, order electricity, and order furnishings as required, to meet all necessary deadlines to ensure advantage of discounts.
- 4.1.3. Communicates with Tradeshow Vendor for shipment and return of booth and supplies.
- 4.1.4. Communicates with International Board of Directors (IBOD) Liaison, Tradeshow Chair, and Tradeshow Leader as required regarding shipments of booth display materials, deadlines, exhibitor passes, etc.
- 4.1.5. Ensures that Tradeshow Leader has all information regarding display setup/teardown, furnishings ordered, shipping information, etc.

4.2. Tradeshow Committee Chair (appointed by President)

- 4.2.1. Communicates with HQ staff and IBOD liaison to locate Tradeshow Leader
- 4.2.2. Works with Tradeshow Leader to ensure sufficient volunteers to staff each tradeshow
- 4.2.3. Plans special events during tradeshow (lunches, receptions, etc.)
- 4.2.4. Works with Tradeshow Leader to assure announcements are placed in Straight & Level and social media

4.3. Tradeshow Leader

- 4.3.1. Recruits volunteers
 - 4.3.1.1. May announce in Straight & Level (send to Editor prior to the 25th of the preceding month) about the upcoming show and need for volunteers.
 - 4.3.1.2. Recruits volunteers and maintains a volunteer schedule to ensure that booth is adequately staffed during tradeshow hours.
 - 4.3.1.3. Organizes and recruits volunteers to assist with the setup, tear down, and shipment of booth and supplies.

- 4.3.2. Plans or ensures planning of special events during tradeshow, i.e. EAA AirVenture Dinner
- 4.3.3. Disseminates information to volunteers about dress code, procedures, and duties of volunteers. See Appendix A.
- 4.3.4. Compiles a list of volunteers to receive exhibitor passes and delivers this list to Headquarters prior to required deadline.
- 4.3.5. Receives shipping information, contractor information, and furnishing order list from Headquarters.
- 4.3.6. Receives all applications/reinstatements, cash, etc. at end of each tradeshow day; or appoints another member responsible for doing so.
- 4.3.7. Coordinates packing and tear down of booth or assigns responsible member.
- 4.3.8. At the end of the tradeshow, prepares and mails packet to HQ including all applications/reinstatements, invoices, copy of member signup sheets, and payments.
 - 4.3.8.1. Cash should not be sent by mail. Assign one of the volunteers to keep the cash and write a personal check, payable to The 99s, equal to the amount of the cash. That check will then be added to all the other checks received at the tradeshow.
 - 4.3.8.2. Document the cash transaction by having another booth worker confirm that the cash reconciliation and writing the check. Followed up with an email to HQ that the check was in lieu of the cash that had been collected.

5. **Approval:**

5.1. Authorizing Body: International Board of Directors.

5.2. Approval Date: This SOP was approved on: November 5, 2021.

APPENDIX A TRADESHOW BOOTH VOLUNTEERS

We thank you so much for being willing to volunteer your time to help us recruit new members and spread the word about the 99s in the Aviation community. We want to maximize the benefits of our time at the tradeshow so have developed a list to help us.

The following are a few Trade Show Booth Etiquette Rules for all of us:

- Greet attendees in the front part of the booth. Smile and make eye contact.
- Stand in the booth during shifts which is more welcoming. Chairs are for recruits only while they fill out the application.
- Speak with trade show attendees, not colleagues (unless no attendees present).
- Thank attendees for spending time at your booth when they arrive and leave.
- No food in the booth. Use the breakroom for eating.
- Due to tight space, only volunteers (99 members) and person you are recruiting should be in the booth. We love family and friends, but do not have the space in our booth.
- Do not use your cell phone while in the booth unless you are calling HQ to help with an application.
- Wear slacks, knee length shorts, or skirt with a 99s shirt
- No outside Chapter/Section raffles or projects. Let us spend our time signing up new members!

We will have a short training session with you on your first time in the booth. Please email or call with any questions.

Thanks again and looking forward to working with you next week!

How to Sign Members Up: Student Pilots may become 99 members. To be a student pilot, the FAA requires they have a Student Pilot Certificate. If they have it with them, please take a picture and send it to Hq@ninety-nines.org. If they do not have it with them, Laura will try to find their name on the FAA Student Pilot register.

Fly Now Scholarship Information: Fly Now Awards are available to Student Pilot Members of The 99s who meet eligibility requirements. To be eligible, applicants must hold a student pilot certificate (or provide evidence that they meet their country's flight training requirement), have been an official Student Pilot Member three months prior to the application deadline, have logged 5 hours in the six months prior to the application deadline and show financial need.

Important Dates for the Fly Now Awards:

- The Spring Fly Now Award Application deadline is April 1 each year. Membership join date must be no later than January 1 of that year.
- The Fall Fly Now Award Application deadline is October 1 each year. Membership join date must be no later than July 1 of that year.

Note: We do not give 99 pins to Student Pilots.

APPENDIX B EAA AIRVENTURE TRADESHOW

- Booth materials (table, chairs, etc.) are kept at a Wisconsin members' home to reduce cost of shipping.
- Contact last year's Tradeshow Leader to determine name of member. Contact member and arrange for delivery of items to appropriate Hangar at airport. Arrange to store items again at end of tradeshow.
- Obtain volunteer list from last year's Tradeshow Leader to contact same volunteers to determine if they will sign up again.
- Prepare schedule and send to possible volunteers to enable them to sign up for shifts. State how many members are needed each shift. One Lead (knowledgeable 99 about joining and membership details) is highly suggested per shift. Designate Lead on schedule.
- Tradeshow Leader should consider asking for unique giveaways from International President and Treasurer to give to new member when they join. Purchase in advance and have delivered to booth at start of tradeshow.
- Coordinate with last year/this year's Dinner chair to insure successful event.
- Sign up in advance for Women's Venture Lunch. Determine if will shut down booth during lunch.

APPENDIX C
SUN 'N FUN TRADESHOW

- Coordinate with Southeast Section on 99s Lunch as needed. Determine if will shut down booth during lunch.
- Coordinate with Florida Air Network for interview regarding 99s.
- Distribute parking passes and arrange for worker pick up for booth volunteers.
- Remind booth volunteers to tell members, both new and old, about the 99 House and invite them to visit.

APPENDIX D WAI TRADESHOW

- Ensure that you have an appointment during this tradeshow with WAI to choose your booth location for the next year.
- Coordinate with the PPLI Chair to enable the PPLI function on Friday early evening. Print small PPLI Event Invite on paper/card to hand out in the booth before the event.