

## **2010 WNYSMC Regional MCA/ All Fords Show Committees and Procedures**

The five following procedures are now formed and put in place to help facilitate the show planning process. Any questions or concerns regarding improvements or direction should be directed to either Gary or Joel.

### **1. Judging / Classification** lead person\_\_\_\_\_

- The individual selected to serve, as Show Head Judge will be familiar with the judging process at MCA National Shows. Ideally, this will be a Host Club member that possesses either Gold Card Judge or Certified Judge credentials It also would be advisable for the Show Head Judge to serve as a member of the Awards committee. Our Show will utilize the MCA Regional Show Judging format already obtained from the MCA for MUSTANGS ONLY .The all Fords portion of the show will be by popular vote still.
- Obtaining Judges
- Make registration /classification forms
- Classification, a Classifier will fill in the information provided by the driver/participant on the Classification/ Registration sheet. The Classification Team then should determine the proper class for the car from the list of choices on the “MCA Judging Classes” sheet. The car owner should be consulted during this process to assist in determining the most appropriate class. Where class definitions overlap and a particular car could qualify for more than one class, the choice of the car owner should prevail in the class decision. The owner should be notified that once a class decision has

been made during Classification, no further discretionary changes are permitted.

- **Handling Pre-Reg forms. Once Pre registration forms are received, funds will directed to Gary upon commencement of the next club meeting.**
- Judge Recruitment
- The first and foremost action to take towards satisfying this requirement is to include questions on the Registration Form asking if the registrant is an MCA Judge (Certified or Gold Card), if they are willing to judge during the event, and, if they are willing to judge, what MCA classes/years they are qualified to judge.
- The Judging and Classification Committee is responsible for building a list of judges who are expected to attend and judge at the show
- Judging sheets will be made available to head judge from Joel Kopp. Classes will be adjusted as deemed fit by Club P, VP and Head judge !

2. **Hotel & Special Events** lead Person \_\_\_\_\_

- Hotel blocks
- Friday night dinner event
- Possible cruise
- Car wash/detail area at hotel if needed
- Work with marketing POC with incorporating items into show flyer .

3. **Show site logistics** lead person\_\_\_\_\_
- Registration/classification area
  - Trailer parking
  - At least one, and preferably two, car wash stations must be provided on or immediately adjacent to the show site. Car wash stations should provide, at a minimum, a garden hose with reasonable water pressure and a nozzle. Drainage from car wash stations must not flow across designated show car parking spaces
  - First aid /rest rooms
  - Music /DJ /Pa system
  - Club/show merchandise table
  - Acquiring and setting up of directional signs
  - (Day of show) Parking of show vehicles in there designated areas
  - Designing the layout of the entire show site and then making sure each of the other committees knows for which areas they are responsible. Any area that does not come under the natural responsibility of one of the other committees should remain the responsibility of the Logistics Committee.
  - It is the Logistics Committee that understands the “big picture,” both figuratively and literally. As such, this committee should stay current with the activities of all other committees in order to head off any potential problems or conflicts. This oversight role also makes the Logistics Committee responsible for making sure that nothing “falls through the cracks.”
  - If a participant photograph session is desired, it should be arranged to take place between Registration and Parking. All relevant committees should coordinate during the planning and execution phases of the show to make sure

participant cars flow through this process in an efficient and orderly fashion. Every effort should be made to avoid the possibility of backups into public lanes of travel during Classification and Registration.

4. **Sponsor/Vendor** lead person \_\_\_\_\_

- Sponsor /vendor corral spaces
- Solicitation of door prizes, goody bags, donations
- Set up area for vendors (Will need to work with logistics POC when plotting out an area).
- When deciding on the layout of vendor spaces, including swap-meet and small commercial vendors, club planners should keep in mind that most vendors consider 10 feet wide by 20 feet deep to be a ‘standard’ space. Planners should be aware that this does not match the standard size of 9 feet by 20 feet for a marked parking space. Other measurements that could be used to charge for vendor space include ‘per-frontage-foot’ (with a fixed depth) and ‘per-square-foot.’ Whatever method is chosen, every effort should be taken to make sure potential vendors know *exactly* what they are paying for long before they arrive at the show site. Good communication of vendor space size will avoid major headaches during the vendor setup portion of the show. The registration form is a good place to publicize the size of vendor spaces. Some vendors also will wish to have a car in their display area, and the car may be entered in the show.
- Swap meet and vendor space should be located in an area that will see steady pedestrian traffic. Locating vendors around the perimeter of the show site is generally acceptable, if show cars will be parked close by. Care should be taken to avoid placing vendors and show cars on

opposite sides of natural barriers such as buildings, shrubbery, etc. Steady foot traffic improves vendors' sales potential.

- Display space for primary corporate sponsors should be in a highly visible, centrally located spot on the show site. The ideal location will promote a large volume of foot traffic as participants and spectators move between key areas of interest at the site. A map of available sponsor display space with details about expected pedestrian traffic patterns could be a tremendous asset to the Sponsor/Vendor Committee as they try to sell that space.

5. **Marketing** lead person \_\_\_\_\_

- This committee is responsible for the advertising and publicity for the show. The success or failure of this committee will have a significant impact on the success or failure of the show as a whole! In order to attract the number of show cars that all the committees are basing their estimates on, the Publicity and Special Publications Committee must get the word out about the show early and often.
- The one-page Show Registration Form should be the first activity of Marketing Committee. The Registration Form will need to change as new sponsors are added and additional information becomes available, but every effort should be taken to make the first version as accurate as possible. Information that might, or is expected to, change should not

be included on the early versions of the Registration Form. The primary reason for creating a Registration Form so early is so that copies can be handed out at prior local car shows. This helps build awareness and interest for the event, even if all the details are not yet fully available.

- One page of the Show Flyer should contain the Registration Form, whereas the other page or pages are devoted to providing additional information about the show
- A large portion of participants, particularly in the Occasional Driver and Daily Driver classes, come from the local community. For this reason, it is very important to schedule announcements about the event in the local media outlets. Because a portion the proceeds from the event will be donated Mercy flight, most media organizations are quite willing to announce the event in a Public Service Announcement at no charge to the club. Local sponsors that routinely purchase print and television ads also may be willing to mention the show in ads run just before the event. The committee should work with the local radio stations, television stations, and newspapers to get the word out about the event. Where possible, major sponsors should be mentioned in the ads.
- Listings on web, sites magazines, ETC
- Club show web page artwork
- Show merchandise design
- Awards for classes and specials
- The Awards Committee is responsible for designing, choosing, and purchasing awards for the winning show cars, dash plaques for all participants, and any other gifts or special awards that the club would like to hand out.

- The Awards Committee is responsible for coordinating the volunteers needed to hand out awards during the awards ceremony at the end of the show. The Awards Committee should work with the Special Events Committee to determine the best time and location to hold the awards ceremony