



ASSOCIATE MEMBER " HELP BOOKLET "

This document is designed to assist Associate Members attending the NACA Regional Conferences, however it in no way replaces the policies stated in the Associate Member Regional Conference Guide.

Welcome to NACA! This publication is a general guide to attending the NACA Regional Conferences. We thought that it would be helpful for us to restate policies and offer some friendly advice, for both the newcomers and the "veterans".

All of the associate members, including those of us volunteering on both regional and national levels, are here to do business with the school members. Before heading out on the road for conference season, it is good to remember that all of our colleagues and neighbors in the Campus Activities Marketplace are there for the same reason - THIS IS HOW WE EARN A LIVING! If we all keep this in mind, maintain a level head and a sense of humor, this conference can be a more profitable one for all attendees.

Conference Overview:

A few general things to keep in mind:

- * Don't Panic. Often the school members, and some advisors, are as afraid of you as you are of them.
- * Booths with an act showcasing will usually attract the most visitors (which means if they are in your aisle . . . That's great!! Good traffic for everyone!).
- * Don't Be Overly Aggressive; school members will not come by your booth if you try to grab them out of the aisles, try to come up with unique ways to attract attention to your booth.
- * The first Campus Activities Marketplace is the most frantic - it settles down after that. Do not give out all your promo materials and giveaways the first one.
- * There usually will be one very quiet Campus Activities Marketplace (It just always seems to work out this way).
- * Bring any questions to the Associate Orientation, which is held on Thursday prior to the conference. Watch the schedule for the location!

THINGS TO BRING TO THE CONFERENCE

This is a general list of items you may find yourself needing at some point:

- Masking / Packing tape for sealing boxes
- Scissors / Box cutter to open your boxes (Helpful hint - don't pack it in the boxes!)
- Stapler with extra staples
- Paper clips
- Safety Pins
- Sharpies for signing pictures
- Clear/Scotch Tape
- Pens/Pencils
- Rubber Bands
- Paper (Notebook/Pads)
- Briefcase/Backpack
- Velcro strips with adhesive
- Some extra promotional material (bios, etc.) packed with you - in case the stuff you pre-ship doesn't arrive in a timely manner (better safe than sorry!)
- Aspirin/Pain Reliever of Your Choice
- Throat Lozenges / Breath Mints
- Hand Lotion/Hand Sanitizer (good to keep around when you are shaking hands with a lot of people)
- A hand truck (like the U.P.S. delivery people use). This will make your load-in and load-out SO MUCH EASIER! There will also be school member volunteers to help with load-in.
- Your promotional items
- Equipment on which to play/display those items

WHATEVER SHALL I WEAR???

This is not the kind of conference where business suits and formal outfits are required or expected. Dress for comfort. If that means a suit to you, well then go for it. The days are long ones and comfortable shoes are really a must, especially if you want to stay in good spirits. If you are a jeans and t-shirt kind of person, well you are sure to find some kindred spirits here. In addition, the Campus Activities Marketplace can get a little warm, with all of those students and associates chatting away. Be prepared to "peel down" a layer or two.

What kinds of things are against the NACA rules???

- * Giving out promotional materials (aside from business cards) outside of the Campus Activities Marketplace. Even if you are at a party or in the lounge, handing out information on your group or product is not allowed.
- * Any illegal showcasing. Which means, someone other than those acts chosen by the conference showcase selection committee, performing for school members in order to get work. This includes advertising at the conference for an event outside of the conference (Example: a band is playing near by at a local club... You cannot tell school members about this in order to encourage

them to leave the conference & go see this other act. This is unfair to the other agents and artists who have paid to showcase). It also includes having someone play in a room at the hotel, and inviting school members to come hear it. The Conference Committee will hear about it, and this will get you in trouble.

- * Parties. To Have, or Not to Have . . . Remember, MANY OF THESE SCHOOL MEMBERS ARE NOT YET 21. FOR THEM TO CONSUME ALCOHOL, THEY AND WHOEVER SERVES THEM, ARE BREAKING THE LAW. The local police and hotel security will get called to break up any parties that are deemed "illegal." This puts you in a bad light for the advisors and other schools. Ultimately, it is up to you. DO NOT MAKE ALCOHOL AVAILABLE TO UNDERAGE PERSONS.

The Campus Activities Marketplace:

What is the Campus Activities Marketplace??

This is the area of the conference set up for associate member booth displays. It is the place, as at any trade show, where buyers come to inspect the merchandise of sellers. At every conference, national convention and festival, we ask for the planning committees to find more and better ways to get school members to come into the marketplace.

There are a few things that we as associates try to do to attract and keep school members in the Campus Activities Marketplace as well. This is not to say that every booth needs to have everything, OR that any of these ideas is appropriate for your artists or services.

But here are a few things that many people use to entice visitors to their booths:

- * Snacks / candy (always popular – but **make sure they are allowed** in the marketplace for each conference – it varies from location to location) - easy to hand out and quick to eat are good . . . (NOTE: Your neighbors will appreciate non-sticky, messy items. Otherwise, their booths may soon resemble the fair grounds the morning after)
- * Toys / giveaways (Not everything needs to be very costly - inexpensive stuff is VERY popular)
- * Your favorite promo items like press packages, t-shirts, buttons, hats, CDs and videos (NOTE: Save the most expensive stuff for more serious buyers. Do not give out all of the "best stuff" the first visit that the school members make, later in the conference you want to have something to give the hot leads.)
- * Temporary tattoos
- * Tarot card / psychic readings (Booth Demo)
- * Sand art / crafts that the students make on-site (Booth Demo)
- * Caricatures (Booth Demo)
- * Drawings or giveaways (Must be permission from NACA Office in advance)
- * ANYTHING THAT GETS THEIR ATTENTION AND MAKES THEM WANT TO COME & SEE YOU AGAIN.

Please note: Obviously, certain things like alcoholic beverages, illegal substances, etc., are not allowed. Please refer to the NACA Guidelines and Policies for dealing with policy infractions. The student's age range is mostly from 18-22 so keep this in mind when you are planning.

Basic rule of thumb: Think of a way to get the school members excited about YOU and YOUR BOOTH in as easy and quick a way as possible. They may not know you, but their first impression should be positive. Also, your neighbors will really appreciate your help in creating "good traffic" in your aisle. Any exhibitor who has been to an NACA conference before will probably be very helpful with questions once you get on site. Don't be afraid to ask questions, and if we don't have answers right away we'll try our best to get them for you.

Up to you . . . the following items depend on how you want to design your booth:

Lights (Small pin spots - like track lighting - nothing too bright – make sure you've requested electricity if you plan on bringing lights)

Carpet - the exhibit floor is not carpeted, but you are able to order carpet from the Decorating Company. Check the exhibitor kit you received which is generally sent out 10 weeks before the event starts.

The dimensions of the booth are usually 10' x 10' but not always so refer to the **Associate Member Regional Conferences Guide** for specifics which can be found on the corresponding regional pages. There is an 8' high back drape, and 3' high side rail. Electricity must be requested on the form provided by the decorating company in the exhibitor kit.

You will also be provided with either one 1 6' skirted table, 2 side chairs. Our advice: don't sit behind the table. Showing a little "spunk" will help the school members feel welcome in your booth. You will receive one sign, with your company name and booth number and one wastebasket. All associate members will receive an "Exhibitors Service & Rental Order Form" in the exhibitor kit prior to the conference to order additional equipment and indicate your choice of table size. This will also include shipping information. If you haven't received this, please let the NACA office know.

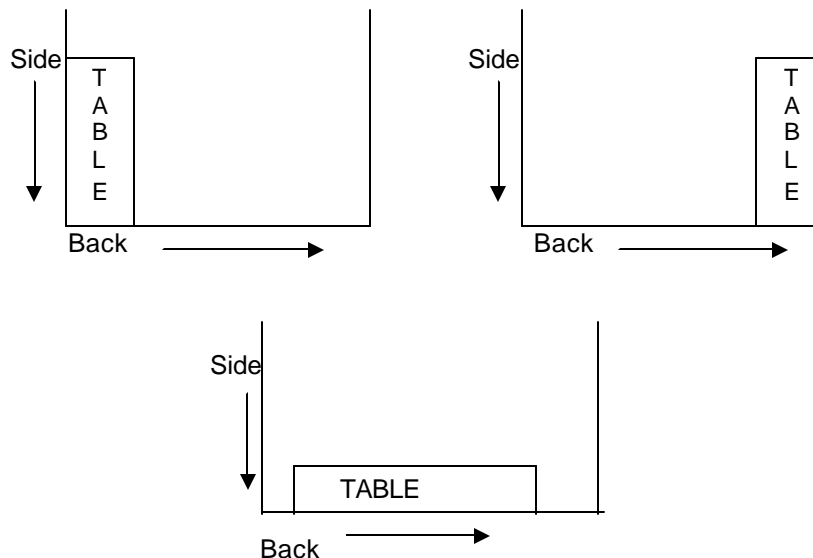
Good idea:

Our advice is do not place the table across the front of the entrance to your booth - this does not look inviting and tends to make the school members feel like they are being "driven" or "hustled" through the aisles. This goes against the basic rule: **KEEP THEM HAPPY, KEEP THEM IN YOUR AISLE.** (Even if they are hanging out in a neighbor's booth - it keeps the aisle filled with "good business" karma.)

Put your table along the side or at the back of the booth. This gives the school members space to come into your booth and visit. You can stand at the front of your booth and welcome them in, but having the table cut across the front does not create the kind of casual, inviting atmosphere that school members say they prefer. Using sample promotions for your artist, group or service from past or potential gigs, and creating a backdrop or hanging posters on the curtains really make the whole place seem more colorful. You **DO NOT NEED TO PUT TOGETHER A REALLY COSTLY DISPLAY BOOTH.** If you did already, cool... It will definitely make your job of putting together a professional display easier. But simple can be really effective.

DIAGRAMS OF BOOTH LAYOUTS

Drawing be included



BEST IDEA:

Set up your booth **BEFORE** you come to the conference. See what it looks like when you approach it from both sides (left & right). Does it make **YOU** want to come in & check it out? (If not, fix it . . . I know, again, simple advice. Trust us, it will make a world of difference to you on-site.)

There is always some question on booth height, etc. If you really are going to go out & build some gorgeous piece of art, please contact the Campus Activities Marketplace Coordinator. His or her information can be found on the website in addition to the email sent to you notifying you of your booth number. The CAMP Coordinator will help you to not create something that will block your neighbor's view down the aisle. There is a policy that states, "Exhibits may not exceed four feet in height within the first four feet of depth of the marketplace space." If your exhibit does not meet these specifications you will be asked to take it down.

IS TECHNOLOGY MY FRIEND OR FOE?

In terms of TVs & DVD Players, some companies swear by them - and use them at all conferences. Others never use them. This is your call. If you feel that the school members have to be able to see your Artists / Group / Service in action, do it. It does help bring some color & sound to the aisle.

You can rent TV/DVD equipment in advance from the Exhibitor Services Company or bring in your own. The rental info will be in the "Exhibitors Service and Rental Order Form" found in the exhibitor kit sent from the decorating company. On-site AV rental will not be easy or cheap, so plan ahead. Security is provided at all times (the marketplace is locked when it is not "open for business.") However, we do suggest using common sense like storing some of your own, personal, really nice stuff under your table or take it with you when you are not there. NACA cannot guarantee the security of your items.

What we do ask is that all sound levels be kept reasonable. Reasonable is defined as loud enough to be heard **ONLY IN YOUR BOOTH** (You know what we mean. If you have to yell to be heard over the sound, then it's too loud). Your neighbors may be playing their own tapes and have as much right as you do to be heard. To avoid issues try pointing your speakers at the aisle, not your neighbor's booth.

Audio equipment. Again, you will only need a personal sound system (i.e. Walkman, CD Player, etc.) **PLEASE DO NOT BRING LARGE SPEAKERS/STAGE SOUND EQUIPMENT.** This, by its very definition, is meant to fill a room with sound. **BUT** if you fill the whole hall with **YOUR** sound - you will make the rest of your neighbors **VERY ANGRY**. All we ask for is basic respect of others rights. If you really want people to be able to give your music/comedy/etc. a "serious listen," we suggest bringing a set of headphones for potential buyers to use. It will surprise you how often a school member will ask to come in, sit down and really listen to your work. A very gratifying moment that you don't want to miss.

As always, please refer to the policies stated in the [Associate Member Regional Conference Guide](#).

Behavior in the Campus Activities Marketplace:

The school members of the Region are from a wide range of situations: private colleges, state four year schools, two-year / community colleges and more. They are also from very rural settings and very urban settings. Some school members are very assertive some are more laid back. What they tell us every year is they prefer when an agent/performer respects them and their space, especially in the Campus Activities Marketplace.

Some of these school members will know exactly what they are doing; others will be new to this whole process. Many of the school members will work primarily on one aspect of programming (comedy, film, lecture, coffeehouse, etc.), but will participate in the final decision about bringing a group to campus. Many of them will have never attended any kind of trade show before, and this is where we get to help educate.

GOLDEN RULE OF DEALING WITH SCHOOL MEMBERS:

Treat them the way you wish to be treated. Show them how a professional in the entertainment industry works. If we treat school members disrespectfully, expect to get the same back... If we are not professional, courteous and friendly, how can we expect that they will treat us that way???

What works with these students are a friendly smile, a quick "hello!" and offering of something (here is where the giveaway thing comes in.) Aggressive techniques, that may be great in other trade associations, will turn off many of the students and professionals.

THINGS NOT TO DO IN THE MARKETPLACE:

- * Do not run out into the aisle and grab a school member or drag someone into your booth.
- * YOU MUST HAVE SOMEONE STAFFING YOUR BOOTH AT ALL TIMES THAT THE CAMPUS ACTIVITIES MARKETPLACE IS OPEN. Reasonable exceptions, of course: walking to the Block Booking Booth, the bathroom, etc. Your attendance at future conferences could be jeopardized.
- * Do not pull someone out of a neighbor's booth to talk business to you. This kind of thing makes everyone mad . . . and can lead to trouble.
- * Do not make it hard for your neighbors to conduct business. You may even find that being cordial and helpful to others makes you look better . . .
- * Do not try to have a long, extended conversation with another associate member. We all want to be able to focus on business during the limited time we have in the hall. So please ask the "veteran" associates questions outside of the campus activities marketplace. This includes handing out your promotional materials to other associates during the operating hours of the campus activities marketplace.
- * Do nothing that makes it harder for others to do business. Common sense and courtesy go a long way in NACA!
Here's one that some of us forget:
- * NO ONE / COMPANY IS ALLOWED TO LEAVE EARLY. Exceptions have been made in the past when asked for in advance, but are not guaranteed for this year. The committee is serious about this. This is one of the major associate member complaints every year, so we are quite serious about this issue and ask that you and your colleagues fully cooperate.

We have a good reason for these policies and they are in place to make the overall conference a better experience for everyone. Anytime there is any empty booth in your aisle, it makes that aisle less attractive to school members. We want to discourage anything that keeps them from heading your way.

If you have any concerns or problems during the campus activities marketplace, please ask the Campus Activities Marketplace Coordinator or someone on the Regional Conference Program Committee. Emergencies will be handled first. Conflicts will be resolved following NACA policies as stated in the Associate Member Regional Conferences Guide.

The Rest of the Conference:

As a full delegate, all of the events of the conference (Showcases, Educational Sessions, meals, etc.) are open to you. Take advantage of every opportunity to meet school members & get to know each other. The more they see you as a person, not just as someone who wants to sell them something, the more likely they are to want to talk to you.

Showcases: This is where you will see the acts chosen to perform by the showcase selection committee. They will be comedians, variety artists, acoustic musicians, bands, lecturers, etc. It is always good to see what the school members are enjoying, so you can better judge what they will think of YOU.

Educational Sessions: Read the descriptions in the conference program. Some are geared mainly at school members, some at staff, some at you - the associate member. Many of these sessions, even if not directly aimed at you, will be on topics that interest you or impact on your business. Please feel welcome to attend, learn, give your feedback and listen to the school members and staff. This organization focuses very heavily on creating a dialogue between buyers and sellers. Offer your advice and learn something at the same time.

Block Booking:

The Block Booking process increases business opportunities by allowing associate members to gain exposure to a variety of additional markets while saving in touring costs because of the close proximity of performance dates to each other. Associate members are able to concentrate their marketing efforts by working directly with the campus program "decision-makers" in a relaxed, supportive and vibrant atmosphere while on-site at the conference. When an associate member books a date through Block Booking, the results are more logical routing, increased business volume and lower overhead in travel expenses.

Block Booking is a direct and visible benefit of being an NACA member. The Block Booking process helps illustrate the strength and importance of the college market in the entertainment industry and serves both showcasing and non-showcasing associate members as agents in the Campus Activities Marketplace

represent thousands of acts on-site. Additionally, Block Booking helps increase communication and cooperation between schools and associate members.

The Meals: The conference committee and especially our Banquets Coordinator always go through great pains to make certain that the meals we serve are tasty and well balanced. Eating meals with the school members can be a great way to break the ice with new potential buyers. You may choose not to do this. It is up to you. Again, ask your neighbors. They may have varying opinions on this.

Other things to remember:

You will be talking a great deal, hopefully. STAY HYDRATED. Drinking lots of water can really keep you feeling normal, even with the insane hours that we will be keeping. Keep a bottle of water in your booth.

Get some sleep. The conference schedule starts early: 9:00 am for some educational sessions and ends around midnight-1:00 am. Naps can be wonderful!

After the Conference:

WHAT IS FOLLOW UP?

WHY DO I CARE IF THE SCHOOL MEMBER GIVES ME THE CORRECT NUMBER OR NOT?

Do not stress out too hard and heavy if no contracts are signed at the conference. Most business is done after the conference. Some of the contacts you make here may lead to a booking six months, twelve months, two years from now. This market is about staying in for the long haul, not making a quick buck. You will probably not make your investment back in NACA in the first few years. Think of it as a three to five year plan. This will also make you a little less anxious regarding getting tons of bookings immediately at the conference.

Conferences function really well as a "meet and greet" experience. You give out info and get the names of school members interested in your work. Then through mailings, phone calls, faxes, e-mails and future advertising, you keep in touch with the school members.

Many schools make decisions, as a committee, after the conference. Even if the person that programs your area is not at the conference, the group will need to collect info from you and pass it along to the folks at school. Do not be discouraged by this. Making a good impression on the delegation puts you in a better position for them to remember you after the fact. Patience and perseverance should be key elements of your strategy.

The main goal of any trade show or conference is to increase business for your acts or services. As associates we all have that in common. If you use this document as a guide but still create your own style, you should have a positive experience at the NACA Regional Conferences. See you in on the road!