

NATIONAL ASSOCIATION OF WATCH AND CLOCK COLLECTORS, INC.

PUBLIC DAY POLICY FOR REGIONAL MEETINGS AND NATIONAL CONVENTIONS

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The Board, being desirous of expanding educational opportunities promoted by the NAWCC to the general public, and to promote the general knowledge of the NAWCC to both members and non-members, herewith establish a Public Day Policy. This Policy will, under conditions described herein, permit official NAWCC regional meetings and national conventions to open their marts and auctions to the general public.

Purpose and Summary

The primary purposes of this policy are: (1) To introduce members of the general public to the NAWCC and its purposes of education and preservation of horological knowledge through collection of timepieces and other horological materials, (2) to provide specific educational opportunities to members and non-members through educational programs presented at public events, and (3) to provide the opportunity for non-members to enter and participate in marts and auctions so they can see first hand the benefits of belonging to the NAWCC. This policy will thus permit unrestricted entry of non-member visitors to NAWCC regional meeting and national convention marts and auctions on specified public days, on payment of a fee.

Entry of such visitors will be permitted only for the purposes of attending educational programs and to buy items for sale in the marts and auctions. Such visitors may not be table holders nor have any of the privileges of table holders, nor may they place items for sale in the auctions. Each adult visitor will receive a NAWCC membership application form and other appropriate materials, and be offered the opportunity to join NAWCC on site.

No limit will be placed on the number of times any non-member visitor may attend a regional meeting or national convention on a public day event, provided the necessary fees are paid for each and every visit.

Policy Application and Conditions

This policy will apply to all regional meetings and national conventions that choose to hold a public day event. The following conditions apply to the implementation of this policy.

Scheduling, Certification of Policy Compliance, and Approvals

- Those meetings or conventions not yet held but with a public day event already approved by the Board, will proceed under the conditions already in place according to their approved proposals.
- Those meetings or conventions not yet held that have scheduled dates already approved by the convention committee, and that desire to hold a public day event must promptly notify the convention committee and submit the Public Day Proposal Form shown in Appendix A, requesting the desired dates and certifying they will comply with the terms and conditions of this policy.
- Those meetings or conventions not yet scheduled that desire to hold a public day event should submit the Public Day Proposal Form shown in Appendix A together with their request for scheduling their event. However, the Public Day Proposal Form may be submitted separately after receiving approval for a meeting or convention schedule but not less than six months prior to the scheduled event.
- Schedules for national conventions and public day events proposed for them are to be submitted

by the convention committee to the Board for final approval.

Requirements for Conduct of a Public Day event

- Guidelines for a typical public day event are provided as Appendix B.
- All public day events must be held on a weekend day, either Saturday or Sunday
- At least one Member Day must precede any Public Day event. Entry of members and non-members to the Member Day shall be governed by the policies stated in Standing Rule Article XV Section 6(c).
- Entry of the general public to the public day event shall be governed by the policies stated in Standing Rule Article XV Section 6(c) 3), Public **Entry and as defined in this policy. On payment of** the established entry fee, **they** may attend educational programs, buy goods both in the mart and at auction, but have no other privileges. A distinctive badge stating they are a Guest or Visitor must identify all non-members.
- Educational programs and exhibits must be held on both the member day and public day of the **meeting or** convention.
- Provision must be made for non-members to join the NAWCC, including giving them a copy of the NAWCC membership application form and other appropriate materials, and providing a table or other convenient means for signup either in or immediately adjacent to the mart room. Any non-member or ex-member joining or renewing on the public day will have their entry fee credited toward their NAWCC membership.
- Only NAWCC members may be table holders in the marts or place items for sale at any auction held during the convention.
- Advertising and publicity shall be a major and integral part of event planning to maximize public awareness and participation.
- Entry fees for the public day event shall apply to all adults age 18 and older who have not already registered for the member day. **The entry fee shall be established by the meeting or convention committee as appropriate for competitive local events open to the public.**

APPENDIX A

PUBLIC DAY PROPOSAL FORM

PURPOSE:

This form is to be used by any regional meeting whose general schedule is being requested from or has been previously approved by the convention committee, to request further approval to hold a public day event as provided in NAWCC Standing Rules Article XV Section 6(c).

The _____ (Name of Regional), herewith submit our application for approval to hold a public day event on _____ (Day), _____ (Month) _____ (Date), _____ (Year).

Supporting information: _____

CERTIFICATION

This will certify that the _____ (Name of Regional) has received a copy of the Public Day Policy for Regional and National Conventions, and will comply with all provisions therein.

Signed/ _____

Chair, _____ (Name of Regional)

_____/_____/_____(Date)

Submit form to:
Chair, convention committee
(Name and mailing address to be provided)

APPENDIX B

PUBLIC DAY EVENT GUIDELINES

PURPOSE

This guideline will serve as a basis for developing the scheduling, program and other necessary arrangements for a public day event using “best practices” from actual shows already held. Each convention desiring to hold a public day event is encouraged to spend ample time in planning and preparation to ensure its success. In particular, advertising and publicity will be a first priority, followed closely by working to provide educational events of interest.

The guidelines herein apply both to regional meetings and national conventions, however national convention schedules and proposals are to be approved by the Board.

REQUESTED MEETING DATES AND PROPOSED SCHEDULE

The desired dates for your meeting need to be decided and then submitted for approval by the convention committee. These should be the best dates available and in the same time frame as previous meetings. Contracts for the convention center or other facility for the event need to be made as early as practical to ensure availability on the requested dates. Alternative dates should be considered in the event of a conflict.

Once the convention committee has approved the dates for the meeting and the public day event, planning should begin to set the event in motion. Remember that a Public Day Proposal Form must be submitted to the convention committee for approval at least six months prior to the actual convention date if not submitted with the original request for meeting dates.

Regarding actual schedules, the first day (or days, state which days) is required to be a member day, with NAWCC policies for non-member admittance enforced. Registration fees will cover entry for both the member day(s) and the public day, applying your normal regional meeting rules and fees for purchase of tables, regular entry, etc.

The second day (or days, state Saturday or Sunday) will be open to the public and to NAWCC members.

PREMISES FOR MEETING OR CONVENTION AND PUBLIC DAY EVENT

MEMBER DAY(S) ADMITTANCE, FEES, AND TABLE HOLDER ARRANGEMENTS

Normal regional meeting rules and fees will apply to pre-registration and on-site registration for NAWCC members, spouses, and families. NAWCC policies for entry of non-members on these days will apply, being the Escorted Visitor Policy. Member registration and table holder fees for the member day(s) will include participation in the public day event. Normal arrangements for table holder unloading and setup will be observed.

Table holders should be strongly encouraged to remain through the full schedule. If any table holder leaves early, their table should be offered for resale to members who may be on the waiting list. Any empty table available at the beginning of the public day should be offered to other NAWCC Members for the day, and table holders present be permitted to spread out their items on empty tables near them if the tables are not sold.

PUBLIC DAY ADMITTANCE CRITERIA

- 1) Any member of the public or NAWCC will be allowed into the mart on payment of the required fee, beginning at a planned opening time and ending at a planned closing time. The planned closing time for non-member entry should be at least one hour prior to the normal closing time for table holders.
- 2) Any member of the public or NAWCC may attend lectures and workshops scheduled during mart hours. The program needs to provide for at least one educational event on the public day.

- 3) Any member of the public or NAWCC may attend the display during its open hours.
- 4) All non-member attendees shall be given a NAWCC application leaflet and information on local chapters, including where and when they meet, and be offered an opportunity to join the NAWCC. Setup of a table at the front of the Mart for this purpose is strongly recommended.
- 5) Any non-member joining the NAWCC or ex-member renewing on the public day will have their entry fee credited toward their NAWCC membership.

PUBLIC DAY ADMISSION FEES

- 1) All members of the public or any NAWCC member not previously registered will pay \$10 per adult (18 or older) **or such other fee determined by the regional committee commensurate with other local open to the public events.**
- 2) Minor children allowed in free (or other requirement if needed)
- 3) Free entry of the public may be permitted within the last hour of the show, however this should NOT be advertised.

SECURITY

We have not seen the need for additional paid security. (NOTE: Each meeting or convention should assess their particular situation and if needed change or add to this statement)

ADVERTISING AND PUBLICITY

A proactive advertising and publicity campaign must be conducted to maximize both member and non-member attendance at the convention. It is understood that NAWCC is prepared to work with all regionals to provide assistance and materials, “best practices”, and recommendations to achieve best results. This can be obtained by contacting the convention committee and the Marketing Department at Columbia. Maximum effort should be made to utilize free or low-cost venues for advertising and publicity. Also, check with Columbia about printing and mailing flyers and notices, as they may be able to provide these at lower cost than local sources.

FOR NAWCC MEMBERS:

- 1) Prior year table holders should be contacted by mail as soon as convention committee agreement is obtained for the requested dates of the public day, notifying them of the proposed public day event and asking for their cooperation in remaining fully operational until closing, and to provide their comments.
- 2) The regional registration forms should be distributed at appropriate area regional meetings occurring prior to your event.
- 3) MART advertising must include the public admission notice, to include the details for both the member day(s) and public day event.
- 4) Announcements will be made via NAWCC Internet venues on request.

FOR THE GENERAL PUBLIC:

- 1) Notices to be placed in local throwaway papers.
- 2) Notices to be placed in area newspapers where reasonable costs are possible, and when available free notice of public events will be utilized.
- 3) Notices to be placed in local antique shops and area antique mailers.
- 4) Local public service television and radio announcements to be made as possible.
- 5) Local public service television and radio entities to be invited to participate in the public day event for the purpose of publishing stories of local interest.

RECORD KEEPING AND REPORTS

- 1) The standard attendance and other information reports are to be completed and submitted to the convention committee and to Membership Services **within 60 days of the event** following current

procedures to cover both the member day(s) and public Day. **The number of public entry visitors should be clearly stated.**

- 2) Pre-numbered and/or readily identifiable badges are recommended for all Public Day attendees to assist in collecting statistical information, showing “VISITOR” or “GUEST” on the badge, and with space for the entry of the surname of the visitor. The number of paid and unpaid visitors will be reported.
- 3) The number of table holders and tables available are to be recorded at the beginning of each day of the convention.
- 4) Additional costs and entrance revenues for public admittance need to be tracked in addition to the normal financial information, to include public advertising and other expenses not normally related to a member-only event.