**Major Components of the PNER Convention prepared by Charleen Farrell in 2010**

* Organization business/board meetings
* Educational presentations for attendees
* Trade show

o About 10-20 vendors

#### Raffle

* + Benefits go to PNER

o Set up on trade show floor

#### Used Tack Sale

* + Benefits go to sellers, less 10% to PNER
  + Set up on trade show floor

#### Awards ceremonies

* + Friday night **(**withlight snacks)

o Saturday night (with full banquet)

* Entertainment following banquet

o Optional to do entertainment following Friday awards presentation

# Major Tasks

#### Develop Convention Budget

* Awards

o Identify

o Price

#### o Order

o Customize as needed

#### Registration (attendee}

* Registration brochure (e-mail and snail mail)

#### Trade registrations

* Vendors and Sponsors (trade show}

#### Solicitation brochure with sign-up information

* E-mail and phone follow up
* Program
  + Keynote presenter
    - Identify and negotiate cost., if any
    - Arrange travel and accommodations
* Continuing education for vets
* Other educational sessions for attendees
* Entertainment
  + Slide show of riders receiving awards
    - Recruit someone to develop slide show
    - Find someone to bring a multi-media projector
    - PNER has a projector. Locate it.
  + Recruit emcees for awards ceremonies
    - Also recruit a person to keep track of who picks up their awards

#### Entertainment

* + Live band, dee-jay., etc. for Saturday following awards

**What we need for the convention venue**

#### Spacious trade show area (10,000 square feet or so)

* + Set up starting at least by noon on day before opening
  + Each booth needs a 6' table, 2 chairs and a waste basket -
  + Depending on cost, pipe-and-drape gives a more professional presentation
  + Confirm with facility the cost of additional tables

#### Confirm with facility if there is an additional cost to get electricity to booths (some

vendors will need electricity, some will not.

* + Confirm with facility if wireless Internet is available in trade show area and at BOD meetings
* Banquet room {seating for 250, rounds of 8--10 and a 2-sided buffet line}

#### This space is needed Friday and Saturday (will be used for general sessions and meetings)

* Meeting rooms (probably 2-3 rooms depending on agenda)

o Set rooms with theater style seating

## Need a room for the "office" (can also be used for board meetings}

o Need the "office" and trade show area from Thursday (all day preferably) through Sunday at noon

* Other meeting spaces are needed all day Friday and Saturday (if the office doesn't work for the• board meeting, then one meeting space will be needed for the board meeting on Sunday
* Keep in mind these are loose parameters. You may want to reserve a meeting room for Sunday morning if you think there will be a sessien going on then.
* Remember: It's always easier to release unneeded space than it is to add space after the fact!
* Parking lot or area for trailer display

#### Family-oriented activities at the facility or close by

* On-site restaurant is a real convenience
* Attendees like the mini-suite hotel rooms (microwave/fridge in room)

**Hotel/Meeting Venue Considerations**

* Event held Friday, Saturday and half-day Sunday

o But don't forget to include set up time on Thursday (preferable the entire day)

* Set up on Thursday
* Historically around 250-attendees

#### Food events ·

* + Cookies or some snack for Friday board meeting{optional but nice to do)
  + Friday evening *hors* d'oeuvre (optional but nice to do)
  + Saturday lunch for the Juniors, if applicable
  + Saturday lunch for the vets, if applicable
  + Saturday night banquet (buffet style)

## Cookies or some snack for Friday board meeting (optional but nice to do)

#### o Cookies or some snack for Sunday board meeting (optional but nice to do)

* Room block

#### About 80 rooms Friday and Saturday nights

* Add about 2-3 rooms for Wednesday and Thursday
* Ask for comp room (1 comp for every 50 room nights}
* The group rate should be available at least three days pre- and post convention -'

**Example agenda for organizational/business meetings**

* Thursday: from 10 am until 10 pm
  + Vendor set up

o Registration set up

* Friday (don't overlap the meetings): from l0am to about 10pm (or. midnight if·entertainment after awards
  + Registration (all day)
  + Trade show; raffle, used tack sale open (all day)

o International Meeting (1 hour)

o Ride Managers Meeting (l hour)

* Board of Directors Meeting (1.5 hours)
* Reception and Awards (no-host bar}

• Saturday (lunches held concurrently}:from 8 am to about midnight

o Registration desk open at least in the morning

o -Trade show, raffle, used tack sale open (until 5 or so)

* General Membership meeting (2 hours)
* Lunches·
  + Vet meeting and lunch (1.5 hours), if applicable
* Junior meeting and lunch {1.5 hours), if applicable

*o* No host bar and social just prior to banquet

o Banquet and Awards

* Sunday: from 8 am until around noon

*o* Board of directors meeting (3 hours minimum)

**Timeline**

**February**

* Determine where convention will be held
* Review previous year's budget; build new budget
* Contact Convention & Visitors Bureau in selected city and have them send out an RFP
* Allow about 30 days for hotels to respond to RFP

**March**

* + - Review RFP responses
    - Do site inspections of viable responses
    - Finalize contract

**March-April**

* Develop ideas for keynote presenter and educational sessions

#### Identify people for the following positions:

* Raffle
* Used tack sale
* Next year's vice president nominee(s)

#### Next year's treasurer

* Next year's\_secreta ry
* Next year's membership secretary
* Next year's handbook
* Next year's points secretary
* Contact last year's sponsors. Are they interested in sponsoring again?

# March-October

#### Be on constant-look out for award ideas prizes

* ·Put several notices in newsletters about the convention dates and location

**August-September**

* Start soliciting for raffle
* Keep watching for award ideas

### October·

* Entertainment
  + Identify post-banquet entertainment
  + Identify emcee(s} for both awards ceremonies
* Registration

o Review registration procedure with membership secretary and treasurer

#### Awards

o Time to get earnest about this

o If useful to planners, update Excel spreadsheet (in PNER archive documents} and use it to track progress

* Mail out (postal and/or e-mail):

o· Vendor packet

#### Be sure to ask vendors what booth equipment they require (electricity, extra tables

#### Prepare for newsle tter publication

* + Informational section on .convention along with a registration form
  + Be sure to get people information on how to reserve rooms
* Post on Web site

o *Vendor* registration information

o Attendee registration information

* Items to order (if they are going to be used)
* Tote bags for attendee goodie bags
  + Samples, etc. to put in goodie bags
    - Talk with local Convention & Visitors Bureau for local items to include
* Name badges and holders
  + Check with membership secretary to see what is left over from previous year

#### Work with hotel on preliminary banquet menu and other food

* Book travel for keynote presenter

**November**

* Gather photos for awards slide show
* Solicit nominations for nominated awards (ex., Ambassador, Ride Manager of the Year)
* If appropriate, prepare mailing related to any Bylaws revisions

o Send out no more than 45 nor less than 30 days prior to meeting

* Include convention registration form with packet
* Meet at hotel to review final meeting/session room-assignments and, if possible, a tasting of

dishes for the banquet (usually the president and vice president make this trip}

o Costs of trip have historically be at the expense of those making the trip (i.e., not paid by PNER)

**December**

* Re-send registration information to membership.
  + Publish a notice of Board meeting in the newsletter (at least 30 but no more than 45 day prior to the Board meeting)
  + If there are bylaws revisions, publish the text of the changes in the Newsletter (at least 30 but no more than 45 days prior to the membership meeting)
* Confirm progress for all convention components

o Awards

#### o Raffle

o Used tack sale

*o* Registration (on-site)

o Vendor registrations (make follow-up contacts)

* Confirm speaker needs (audio-visual, etc.)

o Arrange for any needed equipment

* Finalize entertainment
* Prepare awards ceremonies programs
* · Finalize slide show presentation

o Get any additional needed photos

* Finalize contents for attendee goodie bags o Convention program

o Samples

o Vendor advertising materials

### January

* Finish off what didn't get done in December



* Obtain and review hotel banquet event orders (BEO)

o Be very detailed on this communication with the hotel. It will make a big difference when you get on site

* + Vendor Setup: Thursday prior to convention

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* + - Be on site two hours prior to vendor set up
      * · Confirm that vendor booths are correctly set up
* Set out table tents to identify which vendor is where
  + - * Give each vendor a convention packet (see below)
* Give each vendor a packet containing:
* Convention program
* Information on set-up hours
* Information on tear-down procedure

o Cell phone numbers of PNER contact people

* + Registration Setup: Thursday prior to convention
    - Set up tables and chairs
  + Raffle Setup: Thursday afternoon or Friday morning
  + Used Tack Sale Setup: Thursday afternoon or Friday morning

**Post Convention**

* Send thank you notes to:
  + Keynote presenter
  + All other presenters
  + All vendors
* • Get the hotel paid as soon as possible

o But *carefully* review their bill

# Special considerations during convention

* Board meetings
  + Make sure there is a computer available for the secretary
  + Make sure there is power to the registration table for that computer
  + Get the Friday minutes written up **ASAP.** They will be needed for the Saturday general membership meeting.
* General membership meeting
  + Provide the following information to those attending:
    - Copy of pertinent materials (this will save a lot of time reading material aloud to

the group) such as board minutes, bylaws revisions, etc.

o .Make sure the secretary has a computer and there is power for that computer (for taking minutes during the· meeting).

* Minutes from the General Membership Meeting will be needed at the Sunday Board meeting
* Use minutes from General Membership Meeting to develop a check-in sheet for Sunday's Board meeting
  + - * Sunday board meeting
* Copies needed
  + Minutes for each Board member (from Friday's board meeting and from the General Membership Meeting)

o Use general membership meetings to establish who should be at meeting and to quantify what a quorum is