

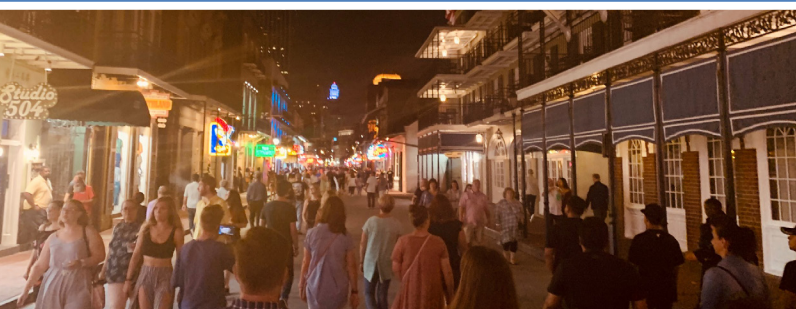


Show Producer



NACS

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SUMMER / FALL | 2019



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President's Message

BY CAROLYN ALT



We're in the thick of summer and I'm writing from the shores of Lake Michigan during a treasured annual family vacation. WHY? Because I've been so busy taking advantage of the precious and fleeting days of summer since we left the convention in June that I haven't done a very good job keeping up with any actual work responsibilities. So, alas, I step away from the beach for a moment to say hello to my fellow NACS associates!

Show season keeps us all so busy. I know for me, it is important to make time to refresh and get energized for the next round of shows, whether it is an extended vacation with family or a long lunch with friends -- it all helps keep things in perspective. Also, stepping away from the daily office grind to attend the annual NACS convention and focus on my professional growth, learning new ways to improve our shows, is significant in keeping me and our shows at the top of their game!

For those of you that missed the annual convention in New Orleans: We missed you!! It was a fantastic week (ok 3 days) full of great ideas, networking with outstanding colleagues, and taking in the sights and sounds of NOLA! From Rick Brickman's high-energy opening session on Customer Service (by the way -- I've heard from several that his book 'Love Thy Customer' is a great short read worth the time commitment), to the final Open Forum sharing session, I have notes and ideas to follow up on from every single session. The challenge now is finding/making/taking the time to put those ideas into action. So let's challenge each other: don't let the things you learned in NOLA -- those big-picture hand scribbled notes on the napkin -- fall to the wayside. Schedule a meeting with your colleagues or take a few minutes to open up that notebook and just share some of the things you learned or started to wonder about. I always find talking about it with the group will help build the energy to accomplish it. Were you thinking this is the year you really do need to improve your security action plans, or did you come up with a couple new sponsorship prospects? Whatever your takeaways, don't leave them in the notebook...get them out and take action!

Thank you to the 2019 convention committee; you did a fantastic job and it was a pleasure working with you! I can't wait to see what Olga, Chelsea and the rest of the committee come up with for next year in Dallas! Also, a special thank you and round of applause to Marc McIntosh for his steadfast leadership during an extra-long three year term as our President. Enjoy your new free time, Marc -- the association is in a great position to grow and thrive from your efforts!

And one final thought before I leave you for my mid-afternoon vacation snacks. When I was handed the NACS Presidency Gavel, I was asked what my vision was for the association during my tenure. Although I have lots of ideas for what we might do to strengthen the association and ensure the success of our collection of consumer shows, my first goal is to increase our connections to each other and create opportunities to have daily conversations. So ... Introducing the NACS MEMBER FORUM Facebook group! This is a private Facebook group that is a conversation between current NACS members. JOIN THE GROUP! If you have an idea to share, or a question you need to bounce off someone else, or maybe the dreaded unknown last-minute exhibitor you've never heard of, use the shared knowledge of the entire group and just drop a comment onto the Facebook forum so we can all help each other.

I encourage you all to do what you need for yourself this summer and find time to enjoy the important things. Until next time, the beach is calling!

Use NACS Benchmarking To Compare Your Results!

NACS started conducting our benchmarking study about eight years ago, and we ask for participation in the survey every two years. We just presented our fourth set of findings at the Annual Convention in New Orleans in June. We encourage ALL members to submit their data when the survey is again conducted in 2021.

We presented the industry averages along with the different show category findings for each of the survey results. This is a great way to compare what you are doing with your show and how your results compare. Please email NACS to get the overall findings - this is an excellent member benefit.

The industry findings for this survey:

On average we are spending \$8.14 in advertising PER attendee to get them to come to our shows. The amount spent in comparison to the last two surveys has gone down, which means we are spending LESS to get people to come to our shows.

For our gate revenue, the overall industry average shows we generate \$1.45 for each \$1.00 we spend on advertising. These results are fluctuating in recent surveys, but the income is up from \$1.28 in the past two years.

As an industry, we are spending \$1.99 per attendee on the show features we are creating to attract those attendees. Features include gardens in home shows, fishing ponds, etc. This investment is UP from the previous three surveys that we completed. It appears the industry is seeing the need to invest more in features to attract people to come to our events.

In terms of generating gate revenue by investing in our features, the industry average is \$7.01, which means we are generating \$7.01 in gate revenue per \$1 spent on show features. This average in gate revenue is dropping over previous surveys, which means we are investing more but not getting the gate return that we have gotten in the past.

The combined investment of advertising expense and feature expense per attendee is \$10.12 which means we, as an industry average, are investing \$10.12 on advertising and features to bring one attendee into our shows. This amount is down, versus previous surveys, which means we aren't investing as much per attendee.

There are other survey questions and results that are available in this survey. We would recommend you contact NACS and ask for the full results. Once you receive them, please complete the data for your event and compare to the overall industry results and the results within your show category. This is a great way to compare your investments with the industry results.



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2019 Annual Convention Awards



Marc McIntosh presents the Consumer/Attendee Marketing award to Mathew Trettel for UNVEILED: The Ultimate Wedding Planning Event
Produced by The Wedding Guys

Marc McIntosh presents the Sponsor/Exhibitor Marketing award to Carolyn Alt for the Michigan International Auto Show
Produced by ShowSpan



Marc McIntosh presents the The WOW Award to Mathew Trettel for UNVEILED: The Ultimate Wedding Planning Event
Produced by The Wedding Guys

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MEMBER PROFILE



Russell and Les Gray

Co-Owners and Partners of Southeast Productions, Inc.

Tell us a little about your company: Southeast Productions was founded in 1973 by Edward Gray with two events... The Mid-Atlantic Boat Show held in Charlotte, NC (celebrating its 48th year in 2020), and the Leisure Living Spring Show held in Greensboro, NC. Ed managed these events for several years and in 1980 he looked to expand the business by adding events in other markets. With the opportunity to add to the show calendar came the need for additional personnel. Having been brought up around the industry, it was only natural for Ed's children to be brought on board. Russell along with the oldest son Gary (no longer with the company) joined the company in 1980. Les joined in 1986. Today Southeast Productions manages 7 annual events focused mainly in the marine industry including boat shows and fishing expos. We also have a Christmas Gift show in November that will celebrate its 32nd year in 2019.

What is your favorite part of being a Show Producer? We enjoy being a part of a team that creates and re-creates events that wow the public each year. Our events include many family businesses that we do business with each year...it's hard to call them clients without first calling them friends. We are now seeing second and third generation leaders at these businesses. It's a great feeling to think that in some small way, our efforts and successes have help build those companies through the years... just as they have help build ours.

How long have you been a member of NACS and what is your involvement? The Southeast Productions team joined NACS and attended its first convention in 2005. Les has been on the Board of Directors since 2007, was Treasurer from 2008-2010, and Board President from 2011-2013.

Why did you join NACS and what are the benefits you see as a member? We first joined NACS because of the Annual Convention program that was being offered that year. Speaker topics in 2005 focused heavily on the importance of websites and non-traditional media. This was the beginning of advertising becoming very fragmented, so we wanted to hear more on this topic from other industry professionals, as well as meet others in our industry. To say that we found this organization to be of value since joining would be a huge understatement. From the very first day of the Conference we met show producers who we still call close friends... Show Producers that were not competitors, but long term resources in this very small industry. We have learned so much from them and hopefully we've shared, as well. The Annual Conference's education offerings are a fantastic value, but they can't compare to the networking and relationships that have been made during the past 14 years.

We remember a quote from one of the speakers at our first NACS Convention in 2005 when the hot topic was non-traditional adverting. "We are all concerned with non-traditional advertising and how to incorporate it into our programs. What we need to remember is, our clients and exhibitors are going through the same challenges. Your events ...are the greatest non-traditional advertising opportunity available to them. Your passion for this industry and willingness to learn will take care of your challenges and will continue to keep your events relevant as a non-traditional advertising option to them"

It was true then and just as true today....

What do you see as NACS' goals? What do you hope to accomplish by being part of the organization? As NACS moves into the next decade, we see it continuing to be the place where the next generation of Show Producers builds relationships. We see the importance of social media and learning how to successfully utilize it. We see NACS as the resource for reaching out to fellow Producers who not only "GET" what we do professionally, but who understand our challenges each day. NACS is the place those relationships are built and nurtured. The value of being able to meet new people face to face from across the country in this industry is invaluable. It's a fast changing world when you're in the business of engaging the public, being able to share successes and failures is a great opportunity for everyone.

Baby Stepping Into Digital.

{Greg Bojko, CEO Adstrategies, Inc.}

For those in attendance at the recent NACS Convention in New Orleans, a common theme and topic of conversation among show producers was, “Should I be doing digital advertising and, if so, how much?”



Greg Bojko

Our advice is **absolutely** you need a digital presence. Digital and social media are essential pieces of the media mix for consumer shows these days. The key point being *part* of the media mix. Digital has not replaced traditional media. A carefully designed, strategic mix is critical to maintaining and growing business these days, whether it be a car dealership or a consumer show.

Digital media can be hyper-targeted to your specific audience – demographically and geographically. Re-targeting, behavioral targeting, look-alike targeting are all amazing tools to deliver your message to those most likely to buy a ticket to your show. Digital delivers a targeted, but typically smaller, audience.

Traditional, on the other hand, casts a wider net, reaching a larger audience, but typically less targeted and not as easily tracked for results. Radio, TV, Cable, Billboards, etc. still play a huge role in growing businesses every day.

Like many other industries, media is more fragmented today than ever before. It doesn't mean certain media types are no longer valuable. It means a carefully developed strategic marketing plan is critical for your success.

The most efficient and effective media mix to grow your show without overspending will vary based on market size, time of year, age and frequency of your shows, competition in the market, penetration of certain media types, etc.

If you're not there yet, find someone to help you develop a media plan that includes digital - but do so to an appropriate degree. Leaping too far too quickly is not always a good thing.

Event Cancellation Insurance

By Allison Steeves



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What is Event Cancellation Insurance? – This insurance covers the gross revenue (gate/booth fees and sponsorship dollars) or the costs and expenses (first time show) of your show in the event that a covered peril affects your show. For total cancellation, partial cancellation, or open but with reduced attendance due to something happening that prevents people from getting to the venue - business interruption coverage for show producers. The purpose of event cancellation insurance is to make you whole and stay in business.

What types of things are covered? – Severe adverse weather (blizzards, hurricanes, tornados), floods, earthquakes, fires, labor strikes, transportation issues such as road problems, venue problems-heat/electric, riots and civil commotion.

Options that vary by company: Communicable Disease, terrorism; actual events vs threats coverage; refund to Exhibitors due to reduced attendance; deductibles (contact us for details on these options).

How does the claim get handled?

- Adjustor will ask for historical data (usually 3 year's attendance and exhibitor numbers).
- Provide a newspaper, national weather warning, video etc. to document what happened.
- Itemize your revenue and expenses – venue rent, advertising etc.

Typical claim length is 3 months, but can be longer if multiple claims come in and adjusters get swamped (such as winter storms & hurricanes).

When to get coverage: When you start collecting and spending money, up to 3 years in advance (must be purchased at least 30 days in advance of show date). Quotes do expire - so pay attention to the expiration date.

“ “ We have had to cancel 2 large RV Shows due to Hurricanes, and are extremely thankful that we had cancellation insurance. The end result for both events, financially, was the same as if the events had occurred and were very successful. We insured both the exhibit space revenue and the gate receipts. The cost was minimal, and the resulting peace of mind was well worth it.

– *Bart Caple*
BAC PRODUCTIONS LLC
Lake Charles, LA

” ”

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