

Application: 092

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Page: Entry Information

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Chapter

Central Florida Chapter of CAI

Chapter Size

Large (501-750)

Category

Member Services

Goals and Objectives: 30 Points

Describe the main goal(s) of this program. (15pts)

Trade Show

The main goals for our annual trade show are:

To create an educational and inspiring event for our homeowner leaders, community association managers, and business partners.

To bring together all the members to share, network and get to know CAI.

To be a profitable event for the chapter.

To increase membership and attendance year over year and to encourage communities to join CAI.

Define the strategies used to attain your goal(s). (15pts)

1. Select a venue that has the appeal and size for the show.
2. Ensure good attendance by purchasing the Sunshine List and doing a direct mail piece to homeowner leaders.
3. Select interesting educational classes and always hold a Board Certification class as required by Florida Statute.
4. Negotiate rates to keep the expenses within the budget.
5. Create a high demand show for the exhibitors

Development & Implementation: 45 Points

In the next 3 sections, describe how the program was organized and executed within the areas of budget and marketing.

Budget Development (5pts)

The budget is based upon the following:

The Venue cost is the largest consideration and part of that cost is the room block for attendees with a reasonable price per night. Negotiated was \$169 per night with a 10 room minimum on Thursday and a 100 room minimum on Friday.

Included in the Venue cost is the Food and Beverage minimum, which is \$35,000. This includes providing coffee during the classes (at a cost of \$99 per gallon), lunch in the exhibit hall for the board members and managers and the bar for the drink tickets we provide to the board members.

Another large component to a successful event is the theme of the tradeshow, which includes pipe and drape, decor and trophies for best booth

We have a networking "After Party" which includes entertainment, food and beverage for any attendee. Tickets are sold at a cost of \$35 to \$45 per person. This has been a tremendous success and is very well attended.

Booth Sales for business partners are \$900 for a regular booth, which includes pipe and drape. Premium booths are priced at \$1,300 and double premium booths are priced at \$2,100.

The chapter discounts parking for Board Members by 50%, or \$12.

To better market to current Board Members, the chapter purchases "Sunshine List" of Board Members with their home addresses every three years for \$6,500.

What marketing techniques were used? (10pts)

A plethora of marketing techniques are used.

Once the theme is decided, the first piece of marketing material is created for the booth sales brochure. This piece is done in print and is published on the chapter website.

Eventbrite is the registration portal our chapter uses and we create and set up pages for the various registration components (i.e., booth sales, sponsorships, homeowner volunteer registration, and manager registration.) Over the years we have learned that there needs to be separate pages for Board Members and Community Managers both for registration and educational classes. Other event pages are created for booth sales and sponsorships. Additional items like the AfterParty tickets, additional exhibitors discounted parking and drink tickets are also created.

The committee selects a date to put booths on sale, and we privately give access to our Medallion Sponsors first, as one of their benefits for supporting the chapter. Once those booths have been on sale for a limited time, the remaining booths go on sale to the balance of the membership. Email blasts that are a stand-alone email go out to the membership. We publicize the event in the weekly email blasts that go out from October until the event date in March.

The "Tradeshow" Tab on the website contains all information related to the Tradeshow. The Trade Show is also advertised in our newsletter.

A direct mail piece is created as a postcard and sent to all names on the Sunshine List, which is a list of Board Members for the communities in our CAI service area.

Hard paper tickets are created and printed. Then the committee members take them directly to management companies and onsite managers to hand out to their board members.

Ads are placed in the Florida Community Journal for three months leading up to the show and in the local newspaper two weeks prior to the show.

Both electronic, printed marketing pieces are used to market the Tradeshow.

Who was your target audience? (10pts)

Our targeted audience is homeowner leaders and community association managers. We have a very large turnout to our event with the homeowner leaders and the community manager attendance is

The chapter pays for parking of board members and it is free for them to come to the show, they are enticed by the free classes, which typically a Board Orientation, as required by Florida Statute and the legal panel, which gives them the opportunity to ask questions of attorneys. They are also provided coffee, lunch and a drink ticket.

Community Association Managers also attend the tradeshow for free. Classes we offer them are for educational credits, that are required to renew their Florida license every other year.

Describe in detail how your program was implemented. Include deadlines, responsibilities and the implementation process. (20pts)

This is a one day show with educational classes in the morning followed by 4-5 hours of tradeshow exhibitors and raffle prizes. An after-party follows for the tradeshow exhibitors, managers and homeowner leaders.

The Trade Show committee meets all year and divides up the components of the show. Once the theme & venue has been selected then the first big task is put booths on sale.

Booth sales - Start Oct. 1st to Platinum Medallion Members (highest level of chapter sponsorship)

Oct. 7th opens to the Gold and Silver Medallions

Oct. 15th opens to all of the membership

Sponsorship sales begin in October.

Booths sales are easy, placement is not as easy since we strive to have no two competing business next to each other.

Registration for the board members and the managers is opened up and a targeted email is sent to all past attendees.

As a committee, it was decided that we will sell only 122- 124 booths, creating a high demand. We have sold out these last few years and have a waiting list.

The classes are chosen and instructors invited to teach. Due to the state requirements, there is always a Board Certification Class. A Legal Panel is a standard class since all homeowner leaders and managers like free legal advice. The third class is a continuing education class for the managers. Once the classes have been determined, breakout rooms are selected and signage commissioned.

The decor subcommittee and other committee members that are available take a field trip to the decor warehouse. Items that will decorate the hall, with an emphasis placed on carpet since the tradeshow hall floor is concrete. Standing for 4-5 hours takes its toll on the exhibitors and attendees.

Menus are selected for the lunch and for the After Party. The photographer, volunteer schedules and registration day of duties are all decided by the committee. The committee selects homeowners from the Board Certification to do the voting of Best Booth, which is always very competitive.

Results and Evaluation 25 Points

Briefly describe the methods used to determine the program's success as it relates to your goal(s) (5pts)

The trade show is our biggest fundraiser, meeting or exceeding our goal of 10% of the gross revenue from the event. Attendance continues to be strong and we sell out of our booths.

In some of the classes, there is standing room only.

Many of the exhibitors participate in other trade shows within the state and feel the attendance, décor and opportunity to network is the best in the state.

We have also done surveys in the past and all of the comments are very favorable.

Using specific examples, tell us how you measured success. (10pts)

Our financial statements are set up to break out income and expenses for each event. Historically we have made anywhere from \$10,000 to \$20,000, and consistently have a profit of greater then 12% of gross income.

We receive immediate feedback at the show from the attendees and the exhibitors. Our show has been called the best in the state of Florida.

Our trade show is a homerun for the chapter. It is a high-quality event and many of the attendees send thank you notes and emails thanking us for the show.

How can the program be improved to use for the future? (5pts)

The best way to improve is to have more attendance by homeowner leaders and managers. We could also sell more booths to offset the venue cost.

We have considered using a less expensive venue but we have set the bar high with quality event space that has come to be expected.

How did this bring overall value to the chapter? (5pts)

The trade show allows us to showcase the CAI brand as leader in education and resources for community associations. By having a well produced tradeshow, it creates the opportunity for boards and managers to learn the products and services available to them to enhance their communities, as well as a desire to join and be part of a network of community association professionals. For the business partners and management companies who exhibit, it allows them to be in front of an audience that they could not reach on their own.

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