

SOUVENIR BOOK CHAIR

NAME Office

- I. Receives ad money
- II. Sends receipts
- III. Prints tear-off forms

NAME Policy

To preserve the history of NAME, the committee shall provide one Souvenir Book to the NAME Museum.

Important Requirements:

- ❖ Do not include exhibitor's addresses. Many collectors do not care to have this information made public.

Revenue:

Souvenir Book Advertising

This is the money received from paid advertisements in your souvenir book. *To generate this amount of income, the Souvenir Book Chair will need to solicit advertising in the Souvenir Book. This can be solicited not only from Dealers, but from clubs, sponsorships or individual listings. You are expected to raise funds at least as much as is budgeted, however, any income over the budgeted amount may be used to offset Convention/Houseparty expenses. It is possible to completely fund your souvenir book from advertising.*

Expenditures:

Souvenir Book

The budget for the Souvenir Book is very generous. *Not only can a huge portion of the book itself be paid for by creative solicitation of advertisement, a reduction of size or donation of printing costs can free up a lot of money for other Convention/Houseparty expenses.*

Solicit Advertising and Articles

- I. One year prior to Convention/Houseparty, prepare a letter to be sent to NAME clubs soliciting ads. It should include all of the details listed in item III. You may want to suggest that they take out an ad to welcome the guests, thank someone in their club, announce an upcoming NAME event, etc. The letter should be written and sent to the NAME office to be mailed to clubs with tote bag, Convention/Houseparty helper and door prize requests.
- II. Send a letter to all GAZETTE advertisers. Check back issues for names and addresses.
- III. Tear-off sheets requesting ads should include:

- A. Size of ads with prices
 - 1. Suggested rates for Souvenir Book ads.
 - a. Full page 7" x 9 3/4" \$60
 - b. Half page 7" x 4 3/4" \$40
 - c. Quarter page 3 1/2" x 4 3/4" \$25
 - d. Business card 3 1/2" x 2" \$15
 - 2. Patron page – for a \$5 donation, the donor's name is listed. This can be an easy way for many to participate.
- B. State that ads are to be camera ready.
- C. You may want to give a deadline date that will allow you extra time before the book goes to print. Having your pages set up and ready early allows you time to accept a few late requests.
- D. Suggest in your advertising that it would be fun if the ads reflect the theme of the Convention/Houseparty.
- E. If local ads are received, keep the copy and forward check and information to the NAME office.

Select Format

- I. The ad layout for the souvenir book should be selected by you and your committee.
- II. Coordinate with the Steering Committee on your overall plans for the souvenir book.

Select a Printer

- I. Find a good printer by shopping around. Ask to see samples of previous work.
- II. Set a deadline date. Work with the printer to determine how much time will be needed for printing, collating and binding the book. Base your deadline for accepting material on this, making sure you allow enough time for the unexpected. The deadline date should be included on the tear-off slips, the letter to NAME clubs and to Gazette advertisers.
- III. Give deadline date to:
 - A. Exhibit room Chair
 - B. Tote bag Chair
 - C. Door prize Chair
 - D. Convention/Houseparty Helper Chair
 - E. Workshop Chair
 - F. Salesroom Chair
 - G. Roundtable Chair
 - H. Hosting Chair

Prepare Book

Plan your Souvenir Book so that it will be a welcome addition to a miniaturist's library. It is important to respect the privacy of our membership. Addresses, telephone numbers and email addresses shall not be published without the consent of the member. You do not want your souvenir book to be a duplicate of the registration packet so be sure to include fun and useful information.

Suggested items to include in the Souvenir Book:

- I. Articles solicited from well-informed miniaturists on some subject of interest to

- miniaturists in general, particularly articles related to the theme.
- II. Schedule of events.
 - III. Floor plan of the hotel, showing various rooms in which each function takes place.
 - IV. Floor plan of the sales room.
 - V. A list of dealer's names addresses (if included for publication on the application) and table numbers. There should be a question on the dealer application asking if they prefer not to have their address listed in the Souvenir Book and/or on the dealer list given out on Public Day. Respect their request.
 - VI. New dealers should be distinguished either in bold or a different font or labeled "NEW!"
 - VII. A list of exhibitors obtained from the Exhibit Room Chair.
 - VIII. A list of demonstrators or home improvement seminars.
 - IX. A list of pre-convention workshops. Pictures are a wonderful addition.
 - X. A list of registered workshops. Pictures are a wonderful addition.
 - XI. A list of round table workshops. Pictures are a wonderful addition.
 - XII. A list of Convention/Houseparty Helpers and their donors. Photos of some of the items would be of interest.
 - XIII. A list of door prize donors.
 - XIV. Short biography of the Souvenir Artisans.
 - XV. A page regarding the centerpieces.
 - XVI. Instructions for small projects are always a special treat.
 - XVII. Special greetings from (suggested):
 - A. State Governor
 - B. City Mayor
 - C. NAME President
 - D. Hosting Chair
 - E. Steering Committee members
 - F. Any special thank you messages

Printing the Souvenir Book

- I. Decide how the book will be assembled. Three ring binder, bound or stapled.
- II. Decide on the cover. The cover should be higher quality paper than the balance of the book.
- III. The number of books to be printed is dependent on your registration. Print a few more than needed just in case.
- IV. It is recommended that a second smaller 'route' book with the hotel layout - sales room, banquet areas, round tables, classrooms and schedule be printed. This is generally on lighter weight paper with the theme logo on front. These should be placed in the registrant's packet.

Storage and Transportation

- I. Make arrangements for transportation of the books to the hotel.
- II. The Operations Chairman is responsible for storage of the books at the hotel.

Distribution

- I. Decide how the books will be distributed as the registrants arrive. Confer with the

Registration Chair.

- II. When registration is finished, check with the Registration Chair regarding the number of books to be set-aside for absentees. Make sure they are plainly marked so that they are not misplaced. These will be sent to the absentees. Work in cooperation with the Operations Chairman.

After the Convention/Houseparty

- I. Submit a written report with recommendations to the Hosting Chair.