**Regional Association**

**End Buyer Event**

**Committee Description**

**Chair:**

**Co-Chair:**

**Committee Members:**

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**Committee Summary**

The primary function of the End Buyer Event Committee is to make sure all aspects of the show are planned and executed, ensuring the show is as successful as possible.

**Essential Functions**

* Set a budget for the year
* Work within a show budget
* Pre-show marketing: Selling table space to exhibitors, and inviting and encouraging distributors and their end buyers to attend
* Prepare or have prepared marketing materials, including a customizable template for distributors to send to their clients
* Ensure show bags, notebooks, and pens are donated by exhibitors and available to distributor and end buyer attendees
* Show management: Prepare online registration, process and manage registrations and payments, create badges and all related show materials, create a system for smooth on-site registration and badge pick up, work with the venue for contracts, food and beverage selections, follow through on details with the venue for the event, secure volunteers or outside assistance as needed, process lead sheets, and provide post-show follow up
* Post show wrap up: Thank-you notes, surveys, website and social media

**Marketing Avenues:**

There are multiple avenues in which to promote the show:

Social media, calling campaign, post card mailings, newsletter advertisements, website, signature block on Executive Director’s e-mails with list of upcoming events, e-blast campaign, handouts (at other events), supplier donations with advertising to promote upcoming event, dimensional mailing, and You Tube videos.

Work with Communication Committee and devise a plan of attack along with Executive Director to come up with a timeline and to do list.