



Rocky Mountain Region Convention Guide and Forms

1. Publicity Guide

Publicity is crucial to a successful convention. Once your bid is accepted, start getting your publicity out. The [Callboard](#) and the NMRA's [Scale Rails & Bulletin](#) are two publications to use, check the policies about convention advertising. Early and multiple ads should appear in the [Callboard](#) so that members can prepare entries for the contests and registrations can start being taken. The [national model railroading press](#) should also have comments placed in them, you need to check on their lead times as they vary.

The announcements should include the [Name of the convention](#), the [Place it is to be held](#), the [Dates of the convention](#), and any [special activities or speakers](#) (such as a well known author or modeler), as well as the [Contact Person's Name](#), [Mailing Address](#) including [Phone](#), and [E-Mail address](#) and whether or not you have a [web site](#).

As your plans develop, you can have further updates and possible mailings to other [divisions](#). Also, do not forget the [hobby shops](#) in the region as most of them would be willing to put up a flyer in their window or even have a small stack of flyers on their counter advertising the convention. But please contact them first before you send them anything to make sure of what they can handle. If at all possible, travel to some of the [other shows](#) to hand out flyers and go to [other divisions meetings](#) to talk about the upcoming convention, remember a personal sales pitch works better.

In the weeks before the convention, advertise the model railroad show in the [local area](#) to bring in local people to the train show increasing ticket sales and convention profits. Also, this is the time to get the [local media outlets](#) to promote the hobby of model railroading.

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2. Bid Form

5. Financial Statement

Income

Registrants, _____ @ \$ _____ per	\$ _____
Banquet, _____ @ \$ _____ per	\$ _____
Hobo breakfast, _____ @ \$ _____ per*	\$ _____
Other income items (T-shirts, etc)	\$ _____
Train Show	
_____ Tables @ _____ per table	\$ _____
Gate receipts (non registrants)	\$ _____
Concessions	\$ _____
	Sub Total \$ _____
Extra Fares (as needed)	\$ _____
	Total Income \$ _____

Expenses

Convention Hall	\$ _____
Banquet costs	\$ _____
Hobo Breakfast*	\$ _____
Train Show	
Table Rental X# @ \$per table	\$ _____
Concessions	\$ _____
	Sub Total \$ _____
Extra Fare expenses	\$ _____
Other income items	\$ _____
Security	\$ _____
	Total Expenses \$ _____
	Net Profit or (Loss) (Income - Expenses) \$ _____

* The Hobo Breakfast may or may not be part of the package depending on the hotel, if they provide breakfast with the room it is not needed.

Also, in the past, a local group raising money for a special purpose has done the breakfast so all money for the breakfast has gone to them, but it needs to be in the financial statement.

You will also note, there is no advance money in this statement, if there were any advance money involved it would go into both the income and expense sides. It is from the net profit or loss amount that the 50% profit or loss is determined and final payments are made.