Chesterfield Creations Annual Accessories Trade Show

Planning Committee Notes

Chesterfield Creations is attending the annual Accessories Trade Show in New York City from January 5-8. This trade show is an opportunity to present our products to many buyers for department stores and boutiques as well as celebrity stylists. The general public is also invited to attend. In addition, it is a great opportunity to network with others in our field and to see what our main competitors are featuring this year. Awards are also given out each year for the best new products.

Planning Committee

The planning committee has established several subcommittees as shown below. Chairpersons are responsible for finding employees to serve on their committees. Each subcommittee should meet twice a week until the trade show, and the entire planning committee will meet weekly to assess progress.

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| --- | --- |
| Committee | Chairperson |
| Travel | Jack Green |
| Exhibits | Brigitte Graber |
| Promotions | Lauren Nakamura |
| Product Selection | Walt Craver |

Travel Subcommittee

The travel committee will need to find a suitable hotel and reserve rooms for all attendees, plus secure airfare reservations. This committee will also need to set a budget for all our travel expenses, including food, parking, taxis and subway fares, and other items purchased during the trip. Typically we determine how much it costs for one individual to attend and then use that to determine how many employees can attend. The following table indicates the budgeted amounts last year. The company has approved a $20,000 travel budget for this event. If maximum allowances are spent, ten employees could attend. If per person costs can be reduced—for example two people sharing a room—more individuals can attend.

|  |  |
| --- | --- |
| Maximum Allowances (per person) |  |
| Airfare | $ 650 |
| Hotel (3 nights) | $ 900 |
| Food | $ 300 |
| Miscellaneous | $ 100 |

Exhibit Committee

The exhibit committee will determine what space is needed and reserve the exhibit area with the show’s organizers. This committee will also have the important responsibility of designing the exhibit, including lighting and color scheme. We must also decide how to display featured products, the quantity of specific items to be shipped to the venue, and how to handle sales at the show. We need to have the ability to sell our products by cash, credit card, and check, and to bill for larger sales to department store buyers.

Promotions Committee

In order to promote Chesterfield Creations, this committee will use their budget to distribute mugs with the company logo to visitors at our exhibit, display our products in the show’s product gallery, advertise in the show directory, and send direct mail advertisements to our most important prospects. The trade show liaison will provide costs for each of these promotional items. The trade show managers can also provide a list of possible contacts that might be of interest to us.

Product Selection Committee

The product selection committee will carefully assess which products should be featured in the exhibit and what sales promotions will be of interest to buyers this season. It is recommended that we feature our new line of women’s handbags and business cases, but we also want to be sure to represent a few items from all our major collections to highlight our best products. This committee will also decide which products to submit to the show’s judges to be eligible for Best of Show and other awards.