

Appendix YARA Handbook

Last Update: January 2010

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Trade Show Guidelines

Background:

YARA participated in its first Lions Trade Show in 2007. The objectives of participating in the Trade Show are to:

- Raise the profile of amateur radio in Yukon
- Work with EMO and Marine Radio System partners
- Introduce visitors to YARA's program including:
 - YARA repeater network
 - Radio Courses
 - Communication Events
 - Haines Bicycle Race
 - Klondike Road Race
 - Field Day
- Check on the interest of potential students for the fall Basic Radio Course

In 2006, 2007 and 2008 the of the Government of Yukon's Wildland Fire Management Branch sponsor YARA's booth at the show. Normally this would cost about \$400. The contact person has been David Milne, Science & Planning Supervisor. See Handbook Appendix "YARA Partners and Contacts"

Equipment (May change from year to year):

- 10' x 10' space at trade show: should be located near a loading door where YARA vehicle is parked in order to run coax cable between booth and vehicle. Or it could be located outdoors.
- Portable Booth: owned by YARA, can be set on tables or on the floor, it has a fabric material which allows photos and signs to be stuck on it with Velcro tabs or strips. It is kept in cardboard boxes to protect it for transportation and storage. They are lightweight and can be transported in a small car or private aircraft.
- 3 Tables and 2 chairs: borrowed by EMO or rented from Trade Show organizer
- Computer monitors and computers: have been provided by YARA members, but YARA may have computers for the trade show.
- Display items: radios, power supplies, books, go kit, etc. - usually on loan from members; YARA has a portable VHF repeater
- EMO/YARA communications suburban (for display and antenna)
- Pictures: pictures have been mix of recent and old photos of YARA activities and repeater sites. They have been printed at Staples from a memory chip on plain 11" x 8.5" paper. The prints have been inserted into plastic sleeves with Velcro tabs on the back. They can then be positioned on the display panels.
- Map: the GIS technician for Wildland Fire Management, created a map of Yukon with YARA logo and locations of repeaters. This was plasticized at Inkspirations Graphics. It can probably be used for several years. It is kept in the booth display case.
- Signs and Logos: were designed, printed and plasticized by Inkspirations Graphics. They have Velcro tabs and can probably be used for several years. They are kept in the booth display case.

- Slide Show: Slide shows have been prepared with PowerPoint and other “slide show” programs that run on one of the computers.
- Other materials: YARA brochures,
- Truck or van to move display and other equipment to and from the trade show.

Suggested Budget:

- \$450 Trade Show Booth Space – has been provided by Government
- \$80 Printing for photos
- \$80 Printing for handouts
- \$50 plastic sleeves, Velcro, tape

Volunteers During Trade Show:

In the past about ½ dozen members have helped during the hours of the trade show. They help set up and knockdown the display. They also spend time at the booth for 2 hours, to talk about YARA and hand out information.

The Suggested Steps:

1. **January:** discuss with executive to see if there is an interest in having a booth at the trade show in May. The Lions Club usually sends a notice to clubs with a registration package in January or February. There is usual a notice in the newspapers. Confirm who is able to be the lead on this project.
2. **February:** If the executive is interested in having a YARA booth at the trade show, then a motion is introduced to the membership at the monthly meeting.
3. **February:** The Wildland Fire Management Branch is contacted to see if they are able to sponsor the booth as they have done in previous years. This a year-to-year decision and depends upon their budget and priorities for the coming fiscal year which starts on April 1. It may take a month for approval for this. If it is approved the Branch will book space near to their own display.
4. **March:** If there is no sponsor, then the matter needs to be reconsidered by the membership to see if funds can be allocated to this project. YARA then needs to contact the Lions Club to register and confirm a location by the door.
5. **April:**
 - a) Establish a “trade show team” and confirm which volunteers are looking after specific aspects of the project. (See table attached) The trades show leader may be taking on many of the tasks himself or herself.
 - b) Check booth, signs and maps to see if they can still be used. If not then new maps and signs need to be made
 - c) Review collection of photos and select photos for the new display. Save them to a chip or burn them to a CDROM. Get them printed a Staples and put into sleeves.
 - d) Set up booth display to see that the signs and photos stick ok
 - e) Make the the “slide show”. The photos can be the same ones on the memory stick or can

- they have other photos – depends upon the person who is making it.
- f) Develop an initial list of volunteers for the the booth. Note that at this time not everyone knows if they are available to help out, but the list can be started. See attached
 - g) Contact members to see if anyone has radio equipment (radios, portable antennas, manuals etc) that they would loan for the display
 - h) Print copies of YARA brochure
 - i) Prepare other information and handouts- course outline, course “sign-up” sheet, membership applications
 - j) Submit an EMO task request form (see example)

6. May

- a) Confirm the volunteer schedule, including who will help with setup and and knockdown.
- b) Arrange to set up and knockdown of display. The registration package will provide times and other instructions.
- c) Arrange for someone to bring van up to the trade show and park it near the door after all displays have been moved in. It cannot be in the way when people are moving in and moving out at the end of the trade show.
- d) On Friday afternoon – day of show – move in and set up show
- e) During Show – make sure that some one is at the booth during the show hours
- f) On Sunday afternoon – take booth down and return borrowed equipment, store display booth for next event
- g) Prepare short report for presentation at next meeting
- h) Submit an EMO task report (see example)

7. June

- a) Present report to the members at the monthly meeting