

PDTCA EXECUTIVE MEETING – EXHIBITS REPORT

November 21, 2014 – Jennifer Munton

- New floorplan was provided in October 2014 – 156 booths is max for our new space
- Exhibits committee – Moving forward at the January meeting, I will be speaking about the restructuring of duties for the exhibits committee to provide continuity
- Registrations (as of November 21, 2014)
 - A huge thank you to Jordan for release time approval, and to Bertha for her gracious help with the new database
 - To date, 132 booths have been booked – 15 not for profit and 115 at regular cost and 2 (ATA Specialist Council and PDTCA Exhibitor Information at no cost). This is substantially ahead where we were last year on November 15th (99 booths allocated).
 - New Database – Now that Bertha has helped me to figure it out, I can see the wonderfully potential for it to make things much smoother
- Future Considerations
 - Registration process for 2016 – All online; current exhibitors can ‘reserve’ their chosen booth spot with payment by March 15, 2015.
 - All registration forms to be processed online – NO paper forms!
 - St. George Show Service has increased their booth fees by 5% effective this fall. While it doesn’t seem like a lot, for 156 booths, this will be a \$2000+ hit
 - Propose looking at our booth fees and increasing a bit to reflect this increase
 - Online database is helping booths to sell out much faster, creating more demand – I feel we could support a small increase