

THE CAT FANCIERS' ASSOCIATION, INC.

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The Cat Fanciers' Association, Inc. SHOW PRODUCTION MANUAL

Introduction

The purpose of this CFA Show Manual is to help clubs produce successful cat shows. A successful CFA cat show should attract exhibitors and spectators. It should showcase the world of pedigreed cats and educate the public. It should attract new exhibitors and support the experienced exhibitors. It should create a level playing field for all participants (including show management). Most of all, it should be fun. If you are lucky and work hard, it might even show a profit at the end.

SPECIAL NOTE: This manual must be used in conjunction with the current issue of CFA's Show Rules. You can obtain a copy of the Show Rules by sending the current fee to CFA, 260 East Main Street, Alliane, OH 44601. It will also help to have a current copy of the CFA Constitution and By-Laws and a copy of CFA Show Standards available at all times. Many disputes surrounding the production of a CFA show can be resolved by checking the published rules and regulations.

These are the basic elements needed to put on a show:

- A. Create Enthusiasm—in the club, in the community, and in the cat fancy.
- **B.** Recruit Participants.
 - 1. Club members and friends who will help to put on the show.
 - 2. Exhibitors who will enter their cats in the show and support your club's efforts.
 - 3. Staff of the show: judges, clerks, and stewards.
 - 4. Spectators to help pay for the show.
 - 5. Vendors are optional, but will greatly enhance the quality of any show.

C. Have a Funding Source

- Seed Money either from last year's show, fund-raising projects, or the pockets of the members.
- 2. Sponsors cash, prizes, ring sponsors, food donations, litter, etc.
- 3. Entries primary source of income to finance the show.
- 4. Vendors.
- 5. Gate/spectators.
- 6. Raffles.

D. Find a Show Date and Select Show Hall

- 1. Locate a suitable show hall and identify available show dates.
- 2. Reserve the show hall with a written contract, making the required deposit.

E. Judges

- 1. You will not be able to license your show with CFA until you have contracted with nearly all of the judges you hire.
- 2. Some judges are contracted for three to four years in advance, so don't expect to hire judges very easily particularly for your first show.
- 3. Hire a mixture of local and distant judges to save money, yet attract exhibitors.
- F. Reserve all necessary cages and materials for benching the show.
 - 1. A deposit will probably be necessary and it is extremely important to have a written contract.
- G. Ready, Set, Show!!!

Show Budget Guideline

The following budget is based on a 6 ring, two day show with approximately 250 entries and assumes that a club member is acting as the entry clerk at no charge to the club other than reimbursement for expenses. The largest variance in the cost of this "proposed" show and your own budget will probably be in the price of the show hall. This proposal assumes that tables/chairs are included in the cost of the show hall. If they are not, the anticipated cost of renting tables/chairs must be included. This sample budget is only a guideline as to what should be included in your own club budget. The variables in prices across the continent may change the numbers drastically.

Projected Income:	
Show entry fees (note 1)	\$8,500.00
Double cages (note 2)	800.00
Vendor space (note 3)	1,000.00
Catalog Advertising (note 4)	300.00
Spectators/gate (note 5)	2,400.00
TOTAL INCOME	\$13,000.00
Projected Expenses:	
Airfare (judges)	\$2,500.00
Catalogs	500.00
CFA (show license/insurance)	200.00
Clerks	375.00
Hospitality (judges/clerks/stewards)	250.00
Hotel (judges)	1,400.00
Judges gifts (optional)	150.00
Judging fees (includes mileage/meals)	2,500.00
Litter (if not donated)	100.00
Phone/fax expense	100.00
Postage	100.00
Publicity	200.00
Rosettes	800.00
Show hall rental	1,000.00
Show hall set-up	1,500.00
Stewards	240.00
Supplies (misc for show hall)	200.00
TOTAL EXPENSES	\$12,340.00
ESTIMATED PROFIT	\$660.00

Notes

- 1. Estimated 250 entries @ \$34.
- 2. Estimated 40 @ \$20.
- 3. Estimated 10 booths @ \$100 each.
- 4. Estimated 4 pages @ \$75 each.
- 5. Estimated 600 people @ \$4 each.

General Notes:

- Expense for an entry clerk service is not included.
- Estimate for entry service will be about \$500.00, which will reduce profits.
- Estimates assume that tables/chairs are included in the rental cost of the show hall. Table rentals could range from \$400 to \$1000, severely cutting into the profit margin.
- Estimates assume that the club is paying a setup service to set the show hall up for them. Renting cages and doing your own setup will free up a considerable amount of money.

Fundraising

Fundraising is one of the important functions of a club. Many times, it is the sole source of income for a new club just starting and planning its first show. It is also one of those things that your club members may not be overly thrilled to be a part of - not everyone enjoys peddling raffle tickets! Usually, though, you can find one or two people in a club who excel at fundraising and are more than happy to take on the task.

Here are just a few ways that you can raise funds for your club:

- Have your members hold garage sales, or get all members to pool their "stuff" and have a large garage sale.
- Many shows require folks to prepare the food and handle a food concession at their shows. You could contact clubs in your surrounding area and offer to feed their show, with the profit going to your club. Often, this will take a burden off the show management and they will be happy to have someone else take on this task unless, of course, they're tied into using the food concession specified by the contract with their show hall.
- You could purchase booth space at another club's show and have a bake sale. Be sure and check with clubs first to make sure that the selling of food from a sales table is acceptable to their show hall. Occasionally, show halls may have an "exclusive" on food sales.
- Small clubs in your area, with only a handful of members, may require "manpower" to help set up and tear down their shows. Your club members could offer to help with this project, for a small fee. This can also be a learning experience about what to do/what not to do when setting up or tearing down a show.

- Raffles are the most common fundraising event and there can be numerous types of them. Permission of the club hosting the show is required in order to hold a raffle at a show. Often, a club may be holding its own raffle and permission may be denied. However, if permission is granted, a 50/50 raffle is usually the easiest way to raise funds. A twist on this type of raffle could be to use playing cards instead of tickets; purchase several *different* sets of playing cards and the purchaser tears the cards in half, keeping one half and depositing the other half for the draw.
- If a club is willing to let you set up a raffle table (offer to split the proceeds), your club members should start collecting possible items to donate and raffle. Keep the raffle constantly turning over; i.e. have several drawings during the day and new prizes to replace those won. A silent raffle is often appreciated by the exhibitors as the numbers are not called and thus don't interfere with the ring announcements.
- A larger ticket item raffle, with the possibility of more income generated, is often a good idea but must be spread over several months time and all club members must be actively involved in the selling of tickets. You could try raffling a security cage or sets of cage curtains by this method. The ideal place to draw for these prizes is either at the CFA Annual Meeting or the CFA International Cat Show.
- Hold an auction on Saturday night after the show. Collect donations of goods to be auctioned, and hold the auction in the show hotel at say 9PM after everyone has had a chance to eat dinner.
- When holding fundraising events, you are only limited by your imagination.

Show Secretary

The Show Secretary is the official "liaison" between the club management and the CFA Central Office. While the <u>SHOW</u> secretary must complete the show license application, the signature on it must be that of the <u>CLUB</u> secretary. The approved show license will be returned to the <u>SHOW</u> secretary. All materials sent from Central Office for a show will be delivered to the show secretary. It will be their responsibility to let Central Office know if any changes occur in the show license information, i.e. change in show management, show hall, judges, etc. It is also the responsibility of the show secretary to return the show

package to CFA after the show, making sure that it is complete prior to sealing that envelope!

At least 6 months before the show

Check to be sure show is licensed. Send flyers to judges, Central Office and regional director. With the flyer, make sure judges know which airport to use for flying in, how to get their airline tickets paid for, and a club contact to ask questions of regarding their travel to and their stay in your city.

2-3 months before the show

All of the judges should have been contacted with a nice letter, flyer included, and you should have begun to get information regarding their flight plans. You should also be sure to book hotel rooms for the judges.

2-4 weeks before the show

Send the judges a letter with details of their ground transportation arrangements including airport-hotel and hotel-show hall and return. Also give them the confirmation number for their room at the hotel so that their check-in will go smoothly. Let the judge know if they can charge meals to the room.

Week of the show

Contact the judges by phone (or email if they are online) and reconfirm flight times and who is picking them up at the airport. Also, many times, the judges are interested in hearing the final count for the show (example - 421 cats entered)

At the show (entry clerk may do this step)

Check-in - mark absentees and transfers on the sheets and prepare them for each of the judging rings. Deliver the sheets to each ring. Announce the absentee and transfers for exhibitors to mark their catalogs.

After the show

Show package - get the show package from the master clerk and check its contents to ensure all required items are included. Send this package via overnight delivery to Central Office. Store the other documents in a safe location for a year.

Judges and The Show Committee

Invitation to Judge

Most clubs contract with judges several years in advance. Personal contact or a simple phone call is all that is required to invite a judge to your show. When calling, please be sure and identify yourself prior to issuing the invitation. Occasionally, a judge may ask you to confirm your invitation in writing prior to mailing you a contract.

If you find that you need another judge or have to find a replacement judge, you can request a listing from Central Office of judges who are not under contract for that weekend.

Contract

The judges keep a supply of blank contracts and will send the contract to the club. This must be signed by a club official and returned to the judge within fifteen (15) days. If the contract is not returned, the judge is free to accept another invitation although most will phone the first club to inquire about their contract prior to accepting another show.

Before a club representative signs and returns the judges contract, be sure that it is fully completed. The name, address and phone number of the club contact (and an alternative contact) must be provided. Make certain that the city where the show is being held is completed, as well as the name of the city/airport that the judge is expected to fly into. Also, you must make sure that the contract specifies which day the judge is expected to work at the show.

There is a box to be checked toward the bottom of the contract giving the judge the club's approval to book their airfare well in advance of the show - often this will be a non-refundable, coach class air fare. **Transportation**

Judges are usually very concerned about booking a reasonable air fare for a show, but a club must be prepared to pay for this air fare in advance unless prior arrangements are made with the judge.

The judge does have the right to use his/her own travel agent to make their airline reservations. Often a club has a member who is a travel agent, who may be able to make travel arrangements for the judges. This must be approved by each judge, and it is only common courtesy to speak to the judge regarding times that they are available to travel. A large majority of judges are employed and may not be able to leave their jobs on Friday afternoon to catch an early flight.

On occasion, a judge may have to request permission to leave a show early in order to catch a flight that will get them home in order to avoid the expense of having to stay an extra night. Once in a while, a judge books a non-refundable ticket and is forced to cancel the show. The judge then has 90 days in which to reimburse the club for the ticket **minus** the penalties charged by the airline. A club must arrange transportation back to the airport for judges. If a judge misses the scheduled flight, and has to rebook in order to get home, it is the responsibility of the club to pay any charges incurred (usually about \$100).

Club Responsibilities

CFA Show Rules specify that a club **must** send a copy of the show announcement to the officiating judge as soon as it is available. This will give the judge pertinent information regarding the show:

- Show hall and address (phone number, if available).
- Show hours (could affect the flight arrangements if your show is not scheduled to start until noon, and possibly save your club the expense of a night's hotel charge).
- Show hotel and address phone number is a must so that the judge can leave it available for family members or the cat sitter.

Your show secretary should also contact the judge with the arrangements that have been made for transportation to/from the airport and hotel/show hall. If meals are not to be covered under a master billing at the hotel, the judge should be notified so that they can bring extra money. If your club is having a judges' dinner on Saturday night, please notify the judges in advance. Judges are often very tired on Saturday night, and would prefer to have a quick meal and a good night's rest as opposed to a long drawn out dinner. Remember that the judge has spent the entire day walking back and forth in the judging ring and has probably lifted several thousands of pounds in cats they are tired at the end of a day!

An emergency club contact name and phone number should be provided to the judge so that they can contact someone in case of delays/cancellations in traveling to the show.

Judges' Responsibilities

CFA Show Rules provide specific requirements for the judges. The judges know that they are ambassadors for CFA while on a judging assignment, and they will represent the club in an ethical and professional manner. A judge will dress appropriately for the judging ring (note that a club cannot specify the attire a judge is to wear). Some judges will coordinate their appearance to the show's theme, so make sure they are aware of it.

Judges will adhere to the published judging schedule, and will make every attempt to finish prior to the advertised closing hour of the show.

Entry Clerk

Some clubs hire professional entry clerk services for their shows. An entry clerk service may charge a fee per each cat entered in the show plus their expenses. They will usually take care of mailing out the flyers for the show, either based on a mailing list supplied by the club or using their own mailing list of current exhibitors. However, many clubs are on a tight budget and a club member will volunteer to do the job. This is usually done free of charge and the club member/entry clerk only charges the club for expenses.

What Will I Need To Entry Clerk a Cat Show?

- Computer with monitor, keyboard and DOT-MATRIX (impact) printer. A laser printer may be used for the catalog pages and confirmations, but the judge's sheets and master clerk's pages are printed on 3-part NCR paper.
- Entry clerking software.
- Stamps for mailing confirmations and requests for flyers.
- Envelopes (required for flyers to Canada).
- Map to be sent with confirmations (may be included on flyer).
- Extra copies of flyers one must be included in each confirmation.
- Fax machine or fax board in computer not a necessity but highly recommended.
- Email also not a necessity, but highly recommended.
- Copy of the current CFA Show Rules.
- Labels for first mass mailing of flyers.
- Binder(s) for filing entries.
- 3-hole punch.

- At LEAST one extra printer ribbon, preferably two.
- 3 part NCR paper for Judges books (supplied by CFA).
- 2 part NCR paper for master clerk catalog (3 part supplied by CFA upon request).
- PATIENCE and A SENSE OF HUMOR!

What Should I Do To Get Started Before the Entries Start Rolling in?

You will need to install the entry clerking software and set up the specific details for your show. You will need to enter judges, ring types, fees, club name, entry clerk info, and show specifics. It is extremely important for the person setting the fees for each show to understand how the entry clerking software works. If fees are set that the program cannot handle, the entry clerk's job becomes a nightmare. Often too many discounts are a problem as is making a "for sale" price different than that of an "exhibition only" cat.

The next thing the entry clerk is usually responsible for is to mail out the show flyers to potential exhibitors. This is generally done no later than three months before the show. You will need copies of the show announcement, mailing labels of local exhibitors, CFA entry forms, stamps, and at least one stapler - a power stapler is very useful! The entry clerking software generally has a master database of exhibitors. This database can be sorted by state or zip code so you can reduce the number of labels to print.

A good tip is to make sure the entry clerk's return address is printed when the flyers are copied so an additional return address label does not need to be placed on each flyer. Clubs usually send out approximately 400 to 500 flyers before a show. This does not include the extra requests that come in by phone. The folding, labeling and stamping of the flyers can be accomplished at a club meeting. NOTE: Flyers being sent to Canada may need to be placed in envelopes and will require additional postage.

You will probably receive a number of returned flyers that no longer have accurate addresses. It is important to update the master database so it is ready for the next mailing.

What Do I Expect Once Entries Start Rolling In?

Entry clerks should process entries as soon as they come in. This is especially important if the entry clerk is also employed outside the home. Confirmations should be printed and mailed immediately. Confirmations are required to include a copy of the show flyer and should also include a map to the show hall and any other necessary information, such as parking fees. Refer to CFA Show Rules for confirmation requirements.

When an entry is received, proof the entry. Many exhibitors do not know their correct color class number so they either put down a wrong number, or leave it blank. Entry clerking software requires that the color class be entered. Color classes are listed in the CFA Show Rules.

If the entry clerk is unable to decipher the information contained in the entry form, the exhibitor must be contacted to get the information clarified. This may be accomplished by an email request or a collect telephone call.

Faxed or e-mail entries may be accepted by the entry clerk, as agreed between the entry clerk and the club.

The club and the entry clerk need to agree on how to handle incoming checks. The club treasurer may give deposit slips to the entry clerk so he/she can make weekly (at the least) deposits into the club account. Some clubs have the entry clerk mail the checks to the treasurer for deposit. Sending large amounts of money through the mail is risky. In either case, the entry clerk should prepare a detailed sheet containing information about every payment received. A spreadsheet program is useful for this purpose.

What Should I Expect When Closing A Show?

The majority of the entries for the show will come in during the last week before the closing date usually the last two or three days. Be sure to plan enough time to complete the data entry for the show and to print the catalog.

Entry clerking programs generally have a number of different reports that now need to be run. The first thing to do is to change the printer ribbon and run the master catalog and all judges' books. The show entry software includes instructions to make the appropriate settings. The club may assign the catalog composition and printing to someone other than the entry clerk. This helps share the load of work. Benching may be assigned to yet another person(s). If the entry clerk will be handing off these tasks, they need to make sure all reports available within the entry clerking software are run for the person who will need them.

Is That All There Is To It?

It is important for the entry clerk to be available at check-in for exhibitors that may have a question about their entries. The entry clerk should have all necessary reports with them. Most importantly, the entry clerk should have a binder with all the original entries received. These are generally handed off to the master clerk during the show.

CFA Show Rules explain the responsibilities of a show entry clerk. Anyone taking on the job of entry clerk should carefully read and understand those rules.

Show Announcement/ Show Flyer

Probably one of the most important aspects of publicizing your show and attracting entries is an easy-toread show announcement designed to attract the attention of **exhibitors**. Another flyer can be prepared for spectators in the form of a poster that can be posted throughout the community in the month before the show.

Who Puts Together the Show Announcement?

This is generally the job of the show secretary, but can be done by almost anyone in the club. The best way to put one together is to get ideas by looking at show announcements for other shows. Clear and concise is best, and many computer programs (e.g. Word Perfect or Microsoft Publisher) have templates for newsletters which work perfectly when planning a show flyer.

Remember that the contents of the flyer must contain certain information, according to the CFA Show Rules.

What Has To Be On It?

- 1. Name of club.
- 2. Show hall name and address.
- 3. Show date (be sure and change this if you are using last year's document).
- 4. CFA logo can be requested as a .gif or .jpg image by email from cfa@cfa.org if needed in that format. A sheet of glossy CFA logos is provided in a package received from Central Office that may be either cut or pasted into place, or scanned for use. Consider using the CFA logo as a watermark on your flyer.
- 5. Names of judges (check to make sure they are spelled correctly, please), and their ring assignments (i.e. allbreed, specialty, etc.). If you

have separate judges for Saturday and Sunday, make a note of which day the judge will be at the show.

- 6. Entry fees include all fees for entries, double cages, sales cages, grooming space, end of row benching, NSF funds charge, etc.
- 7. Entry clerk info Name, address, telephone, fax, email (check to make sure it is correct).
- 8. Closing date, and entry limit.
- 9. Show hotel information, including name, address, phone and rates.
- 10. Attractions in the area that your exhibitors may enjoy on Saturday night, i.e., good restaurants, shopping centers, etc.

When Should Your Show Announcement Be Ready?

Usually, it is best to start working on your show announcement about 6 months prior to the show. Plan to print your show announcements on brightly colored paper to attract even more attention when they are passed out on the top of cages at the shows. If you can afford it, two color show announcements on white paper can be very classy. Print at least 1,000 and give them to club members to pass out at shows they will be attending about 3 months before your actual show date.

Publicizing Your Show Announcement

Many clubs now have club members who have online web sites, and having one of them include an online show announcement is an added bonus. If you do not have a member with this capability, contact your Regional Director to see if your show announcement can be included on the regional web site.

Show Catalog

If possible, use one of the automated show entry programs as these programs will automatically produce the judges' books and exhibitors' show catalogs in the proper format.

The entry clerk will probably prepare a printed master set of catalog pages, including all cats entered in the show. The CFA Show Rules contain the requirements for the contents of the show catalog.

Planning

You need to check around several months before the show to find a printer that can produce the catalog in a minimum amount of time and at a good price. Walk in with a sample catalog, either from a previous show, or from a show that has a similar format and approximately the number of entries you expect to have. Most copy centers or printers will gladly give you an estimate of time and the cost of producing the catalogs.

You should keep in mind your advertised closing date, when the show will actually close, and how much time you think you will need to put everything together. Just because nothing ever goes smoothly add some extra time to allow for problems. Usually places like Staples, Kinko's, Quick Print, and Office Depot are good starting places. Remember, if they can't print the catalog before the first day of the show then you need to find somebody else! It is really a good idea to have several printers selected in case one of them has unexpected problems.

While you are talking to the printers, ask them questions about how they would like the masters laid out. If you are producing a 5 1/2" by 11" catalog they will be reducing the masters from 8 1/2" by 11" pages. Also talk to them about how they will be binding the catalog. They may be able to automatically staple one corner of the catalog during collating. This may seem to be a small point but this way you avoid surprises later.

While you are planning, be sure to talk to the person who is handling advertising. Make sure you have agreements on when you are going to get all of the advertising that is going in the catalogs. You do not want them to tell you the evening that you are putting together the catalog that you have to make up a full page ad that looks like the one in the "White Pages/CFA Directory" but with changes! (It has happened!).

Catalog Sizes

Minimum catalog size is 5 1/2" by 8 1/2" (regular 8 1/2" x 11" folded in half). There are no requirements for binding however we recommend three staples in margin for 8 1/2" by 11" catalogs. If the catalog is 5 1/2" by 8 1/2" then they can be stapled with two staples. Spiral bindings are nice but significantly add to the catalog costs. This binding is usually done by hand.

Inside the Catalog

Artwork: You can use off the shelf clip art to add interest and to highlight information. Be sure you follow copyright restrictions. You are trying to make the catalog entertaining for the exhibitors and the visitors to the show so they will come back. You want to provide a "professional" looking catalog when you are done.

Binding margins. You should provide a margin on the left side of your single sided originals to allow for staples or spiral bindings. Most of us hate to write into the binding. Remember that while you are laying out the catalog master that you are setting up a single sided page that will later become a double sided page (Double sided pages save money on the catalogs!)

Front Cover

Put the required CFA logo on the front along with eye-catching artwork and print to catch the public's eye. (You want to sell all of your extra catalogs!) You should try to use a bright color for the cover to add interest. Try to pick colors that will agree with the show's theme. The artwork on the front cover could depict the show's theme in simple cartoon fashion.

Front Inside Pages

CFA Show rules require that the CFA Logo or statement that this is a CFA licensed show be printed in the catalog. A logo image file to be used in your catalog may be requested from CFA. Other requirements include, but may not be limited to the following:

- The full name of the club or clubs (including all specialty clubs) sponsoring the show;
- The names of all officiating judges;
- The names of the show committee, indicating their positions as officials of the show;
- Notice that all Championship and Premiership entries and all registered Kittens (whose registration numbers are printed or written in ink in the catalog) will be scored for CFA National Awards and Regional Awards;
- Emergency telephone numbers (ambulance, police, fire);
- Numbering of all pages is not required, but it will help you keep track of your pages;
- A notice if you are using permanent ribbon designations at your show.

Catalog pages with entry information must be numbered.

The following is a typical catalog entry: AA BB CC DD JAY'S JOHN BOY 270-001698 178 _____ ___ ___ ___ ____ 3/4/77 Jay's Chocolate Lass X Jay's Johnson Br: Big Breeder Ow: Maggie Jones (6)

The name can not contain titles such as GC, GP, CH, PR, DM. During assembly of the catalog, check over the catalog to ensure the information follows the guidelines and let the entry clerk or the persons putting the judges books together know if there is a problem.

The catalog sequence should follow the CFA Show Rule requirements. Within these categories the entry should follow the sequence with the Opens before Champions followed by the Grands. A good show production package will do this automatically when the program sorts the entries prior to printing the catalog master.

Other Pages

All the items listed here, with the exception of the exhibitor list and the judging schedule, are provided by the Central Office.

- Championship claim form. Can be in the front pages or inserted on a page in the body of the catalog.
- Exhibitor list (optional). If not in the catalog the club must send a copy which includes the names, address and entry numbers of all entries to Central Office in the show package.
- Breed and division award sheets.
- Finals sheets.
- Master clerks unofficial count sheet (optional) inside front page is a good location.
- Absentee and transfer list (optional).
- Judging schedule (pptional) If not in the catalog, the schedule MUST be readily accessible to all the exhibitors.

How do you reduce pages?

Refer to user instructions for the type of show entry software being used. Following are some general guidelines/settings when printing the catalog.

• Check the software's default page size, usually 8 1/2" x 11".

- Best of breed line. There is an option of printing the BOB lines after every breed even if there is only one entry or there is an abbreviated option.
- You may need to enter the number of HHP Finals (usually 10 if you are having HHPs).
- Skip number of lines after class.
- Skip extra lines after breeds.
- Print with club name/date footer (not required but recommended!).
- You will need to set margins for odd and even pages to allow a binding margin. You may want to experiment with this to determine what looks best with your printer. Normally, the odd numbered page is the front, right hand side of the page (even numbered pages will be on the back when the catalog is printed) starting with the odd page numbers on the front and the even on the back of each double sided page when the catalog is printed.
- Always print with page numbers.
- Begin printing with page #. Enter the starting page number of your entries. Usually this is page one unless you want to number the preceding pages which might advertising, show committee, info, etc. An option is to use roman numerals for the pages before the first entry catalog page.
- Print 6 or 8 lines per inch. Here is one of the best tools for reducing the catalog page count! If your printer will give you 8 lines per inch spacing you have probably reduced the page count by 6 to 7 pages! (Try some sample pages and see how they look.)
- Print in condensed mode. You could choose this option but the people using bifocals may be hunting you down at the show!
- Lines per Page. This setting is dependent on the earlier 8 or 6 line per inch setting. Assuming you are printing your catalog master on 8 1/2" by 11" paper then 11" allows you to have 88 lines used on a page. You are skipping the top line, then there is a line at the top for the judges' information header, and the footer at the bottom. Take one more line for safety and you can get 84 lines of print per page.

Putting the catalog together!

To lay out the catalog you need your advertising copy, the catalog pages printed by your show production program, and the pages furnished by CFA. This material can be scanned and composed on a computer or you can rely on a glue stick, ruler, scissors, clip art, and a table or desk to work on with good light.

Estimating the number of catalogs

If the catalog is provided as part of your entry then you need one per exhibitor (about 120 for a 225 entry show). You will need additional catalogs for each judge (filled in by the ring clerk), one for each ring clerk, one for Central Office, and one for the master clerk. [8 rings=18 catalogs] This is not a lot but you must have these to have the show.

Expect to sell some to the visiting public. If this show is well known in the area, you may be able to sell more catalogs; it depends on the gate. The best bet if you are ordering the catalog for an established show is to ask other club members what the gate was for the last show and how many catalogs were sold at the last few shows. If there is a large gate the catalogs can add to the profit from the show or, if you order too many, they can cut into the profit!

Ordering Rosettes and Flat Ribbons

FLAT RIBBONS

Flat ribbons (either fabric or permanent) must be given and must be in the colors determined by CFA Show Rules. Permanent designations may be used for all flat ribbons with the exception of the Best Champion ribbons and Winners ribbons, and Merit Awards in Household Pet Class.

Permanent ribbon designations, ribbons, or rosettes in the color designated MUST be given for the awards listed below. If more than one type of memorial is listed, any one of the choices may be given.

First Place	Perm/ribbon/rosette	Dark Blue
Second Place	Perm/ribbon/rosette	Red
Third Place	Perm/ribbon/rosette	Yellow
Best of Color Class	Perm/ribbon/rosette	Black
2nd Best of Color Class	Perm/ribbon/rosette	White
Championship Winners	Perm/ribbon/rosette	Red, White & Blue
Premiership Winners	Perm/ribbon/rosette	Red, White & Blue
Best of Breed/Division	Perm/ribbon/rosette	Brown
2nd Best of Breed/Division	Perm/ribbon/rosette	Orange
Best Champ/Prem of Breed/Div	Perm/ribbon/rosette	Purple
Household Pet Merit Awrd	Ribbon/Rosette	Red & White
Best, 2nd, 3rd AB Best Champ	Ribbon/Rosette	Any Color
Best, 2nd, 3rd LH Champ	Ribbon/Rosette	Any Color
Best, 2nd, 3rd SH Champ	Ribbon/Rosette	Any Color
Best & 2nd Best AB Premier	Ribbon/Rosette	Any Color
Best & 2B LH Premier	Ribbon/Rosette	Any Color
Best & 2B SH Premier	Ribbon/Rosette	Any Color
Best-10th Best Cat	Rosette	Any Color
Best-10th Best Kitten	Rosette	Any Color

11th-15th Best Kitten (if appl)	Rosette	Any Color
Best-10th Best Premiership	Rosette	Any Color
Best-5th Best HHP	Rosette	Any Color

Specifications for permanent flats are very specific in the Show Rules. Refer to the rules for requirements.

FLATS, PERMANENT & FABRIC

A general rule of thumb is to order the following permanent flats per ring:

10 First

5 Second

3 Third

10 Best of Color

5 Second Best of Color

10 Best of Breed

5 Second Best of Breed

You will also need to order the following flat fabric ribbons, per ring:

30 Champion Ribbons

50 Winners Ribbons

30 Merit Awards (if needed for Household Pet entries)

A sufficient supply of fabric flats (about 100 of each for the show) the same as the permanent ones, so that if an exhibitor who is awarded a permanent flat wants a fabric ribbon, one is available.

You will find that most exhibitors will leave the fabric ribbons behind when removing their cats from the cage in the judging ring, but you will still have to have this many at the show just in case everyone takes them. You'd rather have too many, than not enough, and ribbons left behind can be stored for use at the next show.

ROSETTES

According to CFA Show Rules, all cats winning Best through 10th Best awards must be given a rosette. These rosettes may be of any color of the clubs choosing, but MUST carry the name of the sponsoring club, the CFA logo and the award. A full listing of rosettes to be awarded by a judge can be found in Show Rules 28.20. Some expense can be saved, if you wish, by using large flat ribbons for the champion and premier awards.

Sample Letter For Ordering Rosettes

Ordering Rosettes - Cover Page TO: (Name of Rosette Company)

CLUB NAME

CLUB CONTACT

** SHIP TO ADDRESS:

BILLING ADDRESS:

PHONE #: (_____) Hours: _____

SHOW DATE: DELIVERY REQUIRED BY: _____

CENTER STREAMER TO READ:

Club Name CFA Logo Award

ROSETTES REQUIRED FOR AN ALLBREED RING

Rosette <u>Style #:</u>	Rosette <u>Style #:</u>
2nd Best Cat	Best Cat in Premiership 2nd Best Cat in Premiership 3rd Best Cat in Premiership 4th Best Cat in Premiership 5th Best Cat in Premiership 6th Best Cat in Premiership 7th Best Cat in Premiership 8th Best Cat in Premiership 9th Best Cat in Premiership 10th Best Cat in Premiership
Best Allbreed Champion 2nd Best Allbreed Champion 3rd Best Allbreed Champion	Best Allbreed Premier 2nd Best Allbreed Premier
Best Longhair Champion 2nd Best Longhair Champion 3rd Best Longhiar Champion	Best Longhair Premier 2nd Best Longhair Premier
Best Shorthair Champion 2nd Best Shorthair Champion 3rd Best Shorthair Champion	Best Shorthair Premier 2nd Best Shorthair Premier
Best Kitten 2nd Best Kitten 3rd Best Kitten 4th Best Kitten 5th Best Kitten 6th Best Kitten 7th Best Kitten 8th Best Kitten 9th Best Kitten 10th Best Kitten 11th-15th Best Kitten (if approximation)	picable)

ROSETTES REQUIRED FOR A SINGLE SPECIALTY RING

Rosette	Rosette
<u>Style #:</u>	<u>Style #:</u>
Best Cat	Best Cat in Premiership
2nd Best Cat	2nd Best Cat in Premiership
3rd Best Cat	3rd Best Cat in Premiership
4th Best Cat	4th Best Cat in Premiership
5th Best Cat	5th Best Cat in Premiership
6th Best Cat	6th Best Cat in Premiership
7th Best Cat	7th Best Cat in Premiership
8th Best Cat	8th Best Cat in Premiership
9th Best Cat	9th Best Cat in Premiership
10th Best Cat	10th Best Cat in Premiership
Best Champion	Best Premier
2nd Best Champion	2nd Best Premier
3rd Best Champion	
Best Kitten	
2nd Best Kitten	
3rd Best Kitten	
4th Best Kitten	
5th Best Kitten	
6th Best Kitten	
7th Best Kitten	
8th Best Kitten	
9th Best Kitten	
10th Best Kitten	
11th-15th Best Kitten (if appicable)
	ng The Show

- 1. Start with the floor plan. You need to have this plan drawn and presented to the building authority and possibly with your local fire marshall. You must allow the legal clearances for aisles and you need to keep certain areas (exits, utility closets) clear. It is very important that you visually inspect the facility before you lay out the floor plan. The facility manager may not have given you an accurate floor plan.
- 2. If you have a huge show hall, don't fill it by making huge aisles and long rows. The exhibitors who are farthest from the rings will be very unhappy! Ideally, aisles should be about 12 feet wide. This allows about 4 feet (2 on either side) for the chairs and 8 feet clear for spectators and cat transport. With 24" stanchions, you can use 16' on center to mark the center of the double row. If you have a long show hall, you should try and put a central crossing aisle halfway down.

- 3. Remember that the judging rings are supposed to face the ENDS of the benching rows so the judges cannot see directly into any benching cages.
- 4. The judging rings must be located so that the judges cannot easily see in another judge's ring. Allow adequate room for judging cages (2'), walking room for the judge, clerk, steward, and exhibitors (about 5' or 6'), the judge's table (3-6') and 2 or 3 rows of chairs. Then you need a larger aisle for milling crowds. Remember that for finals, people will form large groups that may block the aisles. That means that each judging ring area should be about 30 feet square.
- 5. If you anticipate having a filled show, you may wish to use 16 judging cages in each ring to allow more flexibility for the ring clerk. The minimum number of judging cages is 12 and the cages are usually constructed with two compartments to a double cage, so your choices are 12, 14 or 16. Using 8-foot tables, the logical layout is with 4 tables.
- 6. You will need some way to display the rosettes for each ring. This saves a lot of money in decorations and pre-sorts the awards for the ring. There are several ways to display the rosettes:
 - a. Construct a PVC pipe and drape with 3 or 4 rows of crosswires. This works as a ring divider, too. If you put wires on both sides of the drapes, you can use one for every 2 rings.
 - b. Put a second table immediately in front of the judge's table and decorate the 2-table unit to provide a large flat surface that can be decorated with rosettes.
 - c. Have the cage service stack 3 double cages up and hang the rosettes on the cages. However, this is costly if you pay for each and every cage that is used in the show.
- 7. If you use computerized entry clerk software, you will be able to print out several useful reports. One is a report showing the number of entries, double cages, and groom spaces that will be needed for the show. This gives you an accurate way to determine the number of cages needed.
- 8. Another computer report lists the benching requests. These reports should be printed first in alphabetical order by requester and then again sorted in alphabetical order by requested benching. Identify these reports with a colored marker (or staple the pages of each report) so you can tell which is which.

- 9. Calculate the number of benching and judging cages you will need and get that information to the cage service person as soon as possible. The cage services can estimate the number of spaces needed for the average show, but you should make sure and give them an accurate number.
- 10. If you take a 24" x 36" sheet of paper (standard pads for business easels) and mark the benching layout with 2" spaces for double cages, you can use the smallest post-it notes for the benching process. You can also use a spreadsheet program on the computer, but it helps to visualize the space and layout when you are starting out if you use the large sheets of paper. Here's one way to do it:
 - a. Take the benching request lists and make a yellow sticky for every double space that you need. Write the exhibitor's name on the sheet and add a notation if you have a groom space. Stick all of the post-its for each group together and set them aside.
 - b. Keep track of how many double spaces you need for each group. There are usually several large groups of exhibitors who wish to be benched together.
 - c. You also have agents that you must keep track of, in addition to the clerks, vendors-with-cats, and handicapped requests. There are also those who request end of row, but those individuals do not have any priority over those mentioned previously.
 - d. Start by benching the clerks near their assigned rings and handicapped persons near the judging rings on the ends of the rows. Then position the cages for vendors showing cats. Some vendors may prefer to have their cats located within their vending space.
 - e. Then bench the large groups along both sides of an aisle so their cages face each other. Keep in mind it is impossible to make every exhibitor happy.
 - f. After you have benched all of the groups, then fill in with those who did not have any benching requests associated with them. It might be nice to locate these folks close to the rings from time to time, instead of near the parking lot.
 - g. Once you have the entire layout filled with yellow stickies, have someone check the alphabetical (by exhibitor) list as you read off the

names from the layout, one by one, along with their benching needs (for example: "K. Smith, 2 doubles and a groom").

- h. Transfer this information to a clean layout form (or the spreadsheet), because the yellow stickies tend to come off the chart. Keep the original with the stickies, because you may need it during set up.
- i. If you use a spreadsheet program for the final layout, you can color-code the groups so that you don't forget anyone if you have to shuffle the groups around.
- 11. The benching tables must be covered with paper or plastic. Once those are covered, the **names of** the exhibitors may be written down or cards may be placed in each benching space. If possible, do this before the cages are set up. If you identify each groom space, the cage service can then leave those spaces clear of cages.
- 12. End-of-Row Markers. Attach the appropriate row markers to the end(s) of each row.
- 13. Benching layout for exhibitors. Make sure that a benching layout is available at check-in for exhibitors to find their benching locations. The entry clerk can print out a set of labels and you can write the row number on the labels as they are attached to the catalogs.
- 14. Expect to deal with complaints at check-in. If you have dealt fairly with every benching request and have double-checked the master sheets to make sure that everyone gets the spaces they have purchased, then you can be as firm as you like with the complaints.
- 15. The problem of the half cage. Some exhibitors will not spend the additional money to purchase a double cage, when they actually intend to use one at the show. If the flyer is clear about the need to purchase the double cage, then there should be no problem at check-in. Some exhibitors will still try and obtain the use of a double cage for the price of a single cage. It is totally acceptable to charge the exhibitor for the double cage surcharge or to require them to vacate the part of the cage for which they haven't paid.
- 16. Exhibitors using their own cages. Most privately owned cages occupy a double-cage space. Exhibitors are responsible for purchasing adequate space for their cats and accessories. The club may

require that groom spaces be left open without cages, or they may allow the exhibitors to use the groom spaces however the exhibitor wishes, subject to the CFA Show Rules.

Show Vendors

Being the vendor coordinator is a good job for a person new to the club if there is a good system set up in place. It requires some organizational skills, but if there is already a base of vendors listed for the club, it doesn't require a lot of knowledge of the show system to do well.

We'll assume we're starting from scratch. Even if you do have some information or documentation to help you with this task, you can always jump into the process later.

VENDOR SPACE

The first thing to do before inviting vendors to your show is determine how many vendor spaces you have available to sell. This will require knowing the layout and size of your show hall. Usually vendors occupy the same room as the show, along the outside walls. They may occupy a separate room and, if this is the case, the job is much easier. Simply calculate how many vendor spaces will be available in the room, leaving adequate space for pathways through the room. If the vendors are inside the show hall, you will need to measure out the space based on the size of a vendor "space" (see Vendor Space & Contracts on the next page), space between vendors, and the presence of obstacles, such as judging rings, the check-in table, raffle table, concession, entrances, pathways to restrooms, admission table, and master clerk table. This will then determine how much space you have left over for vendors. If you have limited space, be sure to let potential vendors know this in advance.

INVITING VENDORS

Vendors are generally invited to attend a particular show. That said, they are expected to pay for their space. You should send an invitation letter to vendors at least four months in advance of the show. This gives the vendors time to make their schedule and their decisions. If you have past vendor contracts of vendors who have attended your show in the past, you have the start of a good vendor database. Go through the last couple of years' worth of contracts and record the names and addresses. If you have a database program on your computer, you can even create a computerized database which can help when you are customizing letters or mailing labels.

If you do not have past contracts or a list of vendors to contact, you may need to begin collecting this data several months in advance. Attend shows in your area and collect business cards and addresses of vendors working at shows within a few hours of your location. Most vendors tend to work in a particular geographic region. Take the opportunity to talk about your show and get their interest. You can also get vendor support through your local Yellow Pages. Some local pet supply stores may be interested in becoming vendors.

TYPES OF VENDORS

There are several types of vendors, and some general rules of thumb about inviting them.

First, you should try to have one "big vendor." A "big vendor" tends to occupy a large amount of space and sells a variety of cat supplies — beds, grooming implements, shampoos, beds, litter pans, grooming carts, etc. While they appeal to the spectator, they are primarily there as a service to the exhibitors, to give them a place to buy that emergency bottle of waterless shampoo, or the litter pan to replace the one left at home, or a new comb.

There are three things to consider about big vendors.

- 1. They tend to book far in advance, so it is absolutely critical that you contact them 4-6 months in advance.
- 2. They generally do not travel to one-day shows.
- 3. They will not compete with one another you should invite only one. If that one turns you down, try the next one, but do not ask more than one simultaneously. This is why it is so important to start about six months in advance on the big vendors.

Second, try not to book more than a couple of vendors selling big-ticket items. The most common example of the big-ticket item is cat furniture. If you get more than two cat furniture vendors, it is polite to contact the ones who turned in their contracts after the first two and give them the option of bowing out of your show. Otherwise, if there are four or five such vendors, none of them will make any money, reducing the chances that any of them will want to attend your show again. Vendors will return to shows where they made money, but they may opt out of shows where it

cost them more to attend than they made in sales. You probably want to invite three or four, on the chance that you will probably get only one or two such vendors. In the event that all of them wish to attend, you should give them the option to skip this year's show if you get more than two back.

Third, as far as cat food vendors are concerned, the more the merrier. Mostly you will find that cat food vendors have local distributors who attend several shows during the year. These distributors are best found through other cat shows.

Fourth, try to attract a good variety and mix of vendors. Some shows will have 9 of the 10 vendors selling cat toys. That is not as much fun for the spectators OR the exhibitors. But a nice mix of cat food, jewelry, cat toys, general cat supplies, cattery goods, and furniture makes shopping the show almost as much fun as attending it. Remember that many spectators come to the show as much to shop for cat stuff as they do to see the cats! And a vendor making a profit is a happy vendor who will remember your show fondly when the invitation comes next year.

VENDOR SPACE PRICES & CONTRACTS

Most shows charge by the "space," which is usually the space taken up by a folding conference-style table (6'-8' in length). The vendor space varies greatly, depending on the show hall and the "traditional" size of space. Some shows limit a "space" to an area about 6' to 8'. Others provide a 10' x 10' area. The vendor space usually includes one table. The vendor contract should include the dimensions, the cost of electricity, whether the vendor is showing a cat, and the cost of additional tables and any other information that would be useful to the vendor.

Ring Stewards

Ring stewards are responsible for making sure that the cages are cleaned, disinfected and dried for each cat. The importance of prompt, efficient and unobtrusive service cannot be overemphasized! Ideally, clubs can find a local youth group (Brownies, Girl Scouts, Boy Scouts or 4-H group) that is willing to take on this important job for a fee. You can control the cost of stewards by offering a lump sum (\$250 - \$300 for the weekend) rather than paying each steward individually. Remember that you are hiring 6-8 (or more) children for the weekend, to work 6-8 hours each day and they should be paid accordingly.

If you are unable to find a group that is willing to steward, chances are you will have to rely on the children of exhibitors or friends of your own children. In that case, individual payments will be necessary. In either case, lunch (or a lunch allowance) must be provided for the stewards in addition to the fee.

It might be helpful to provide an information sheet and/or contract so that the stewards and their leader will understand what is required of them.

Hospitality

Hospitality includes all of the food, beverage, and other elements that help the show move along.

The first thing to figure out is if the club can provide any of the food for the show. Some show halls do not allow outside food to be brought in and you will need to contract with the show hall for food and beverage. This option is usually more costly but sometimes unavoidable.

There are many options for feeding lunch to the judges, clerks and ring stewards. Some clubs have the judges all stop at the same time and eat lunch together. Other clubs set up the lunches so the judges and their ring staff can stop at a logical place in the judging and take a break. Some judges don't want to take any sort of a break and will not take a break at all.

The hospitality committee should have a plan prepared for the entire show. As soon as the judges arrive and are escorted to their rings, they should have water, coffee and whatever snacks might be available.

Show Planning Timetable

24 Months Before the Show	Decide on show date, confirm it with Regional Show scheduler. Contact show hall for tentative/definite booking. Contact judges and get their contracts.
<u>12 Months Before the Show</u>	Plan budget for show.Contact show cage set-up service.Place deposit on show hall.Choose your show committee.License your show with CFA.Contact preferred show hotel for group rate if available.
<u>6 Months Before the Show</u>	Design your show flyer and print one thousand copies. Send show flyer to Central Office, regional director & judges. Begin to distribute show flyer at shows. Plan layout of show hall. Contact person for people food at show. Draw up list of contacts for vendor booths and/or catalog ads. Plan the map you intend to use for directions.
<u>4 Months Before the Show</u>	Contact judges re air reservations. Plan your publicity campaign. Make up a distribution list for publicity material. Design publicity posters.
<u>3 Months Before the Show</u>	Send letters to prospective booth people. Send letters to prospective catalog advertisers. Make hotel reservations for judges. Plan judges dinner (if having one) and make reservations. Put together list of supplies needed for show. Contact groups who may be willing to steward.
<u>2 Months Before the Show</u>	 Put a website show announcement online. Sign a contract for stewards. Arrange for clerks. Print maps (include hotel information) for confirmations. Send hotel information/map to set-up service. Print posters. Send letter to judges containing information about the show. Place ribbon/rosette order. Start purchasing supplies.
<u>4 Weeks Before the Show</u>	Distribute show posters. Mail publicity to radio/TV/newspaper. Send 1/2 contract price to set-up service. Accept entries and return confirmations postage, supplies. Arrange for judges' transportation volunteers.

<u>2 Weeks Before the Show</u>	Mail publicity follow up letter to radio/TV/newspaper. Check through delivered rosette order to insure supply is complete. Have club get together to rip paper towels before the show.
<u>1 Week Before the Show</u>	 Make up judging schedule. Print show catalogs. Contact set-up service re number of cages required. Bench the show. Give the hotel credit card imprint for judges rooms. Pick up cash float for gate from bank.
<u>The Day Before the Show</u>	Put exhibitor labels on catalog. Take equipment to show hall. Set up show hall. Pick up judges at airport.
<u>The Day/s of the Show</u>	 Check-in exhibitors. Be sure to have a list of who owes how much. Pick up judges and take to show hall. Arrange for tab to be run with people food vendor. Pay judges. Pay clerks/stewards. Pay hospitality for judges/clerks/stewards. Pay set-up service balance owing. Relax and ENJOY!! Once started, the show should pretty well run itself.
<u>The Day After the Show</u>	Overnight show results to CFA. Pay balance of hotel charges. Tally and deposit receipts from gate.
<u>The Week After the Show</u>	Reimburse members for expenditures on supplies. Pay balance of show hall. Invoice contacts for catalog advertising. Remove all publicity posters from offices, stores, posts, etc. Pay for publicity expenses. Pay for balance of rosette order.

STEWARD INFORMATION SHEET

As a ring steward, your job is to keep the cages clean and dry so that the clerk can call up the next cats. The clerk will be in charge of the ring and will give you instructions about how and when you are to clean the cages. You might also be asked to remove the cage numbers and plastic "ribbons" from the cages and put them in their proper order and place. DO NOT REMOVE ANY MARKERS FROM A CAGE IF A CAT IS IN IT!

You will be given a spray bottle with disinfectant solution and paper towels. A supply of premixed solution will be available for refills. Tear off sheets of paper towels and stack one pile for the judge and the other near your chair. Keep a supply of towels available for both you and the judge.

After the cages have been used, the number turned down and the cat is removed, lightly spray the sides, bottom, and doors with disinfectant solution. Dry thoroughly with toweling. It is important that the cage be COMPLETELY dry for the cats.

It is the owner's responsibility to clean up if a cat vomits or sprays urine heavily in a cage during judging. When the cat is removed, clean it with extra precautions against residual odors. Your clerk should be told if the odor from the cat is very strong.

Your clerk will tell you when the ring will be taking lunch breaks, other breaks and when judging is finished for the day. You may leave the ring only after all cages have been cleaned and are ready for the next round of cats. Remember that the ring clerk is in charge of the ring, and should be told if you have to leave the ring for any reason, including trips to the bathroom. If you have any questions, ask the ring clerk. Be on hand for all of the finals so that the judge can thank you in person for a job well done.



Stewarding Contract

Name:
Address:
Phone Number (with area code)
I can work Saturday Sunday both Saturday and Sunday
Please be at the show hall by AM on Saturday and AM on Sunday. Have a good breakfast.
You may want to bring a snack with you. The club will provide you with a lunch.
On Saturday, your first job is to clean the cages in your ring. Remove cages and clean cage bottoms thoroughly.
Introduce yourself to the judge and ring clerk upon their arrival in the ring. Judging will probably start at
AM on Saturday and AM on Sunday. Depending on many factors, you may finish at 4pm or you may
finish at 6pm. Please clean cages so that they are ready for Sunday morning.
You will be paid (insert dollar fee here) per day, plus provided with free lunch.
NOTE: ANY STEWARD WHO MUST REPEATEDLY BE RECALLED BY THEIR CLERK TO THE RING
WILL BE REPLACED AND WILL FORFEIT THEIR SALARY.
Steward's Signature:

Parent's Signature: