

MBCA TENT LAYOUT AND EXECUTION PLAN

For use at Concours d'Elegance and Car Shows

Please note: The planning and execution of an MBCA event will take close to a year to plan correctly. Attention to detail is key in creating a successful MBCA presence. The tent display should be open/walk-in access and welcoming to visitors. All materials must be attractive, informative, and well organized. Volunteer greeters should be dressed neatly in like attire. No one should be sitting in the tent. Greeters should be well informed and professional. All of these tips will guarantee a successful event.

Event Name & Location: _____

Date of Event: ____ / ____ / ____

MBCA Event Organizer Contact:

Official Event Organizer Contact:

Name: _____

Name: _____

Address: _____

Address: _____

State: _____ **Zip Code:** _____

State: _____ **Zip Code:** _____

Phone: (____) _____

Phone: (____) _____

Mobile: (____) _____

Mobile: (____) _____

Email: _____

Email: _____

MBCA Event Budget/Rental Budget:

Include in budget: cost of shipping, equipment, materials, volunteer expenses if applicable (*Tickets/Passes and Lunches, etc.*), cost of renting event organizers equipment if applicable.

MBCA Budget:

Rental Budget:

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

MBCA Field Location of Event:

Dates and times for set-up and tear-down of displays and any other specific instructions.

MBCA Equipment and Materials:

Contact the NBO Club Store Administrator 1-800-637-2360 or look on the MBCA website at www.mbc.org for more ideas and suggestions about available equipment and materials to fit your event needs. You will need shipping information, including exact location for equipment pick-up, return shipping information, prepaid shipping labels from the National Business Office as well as the shipping cost. Please submit your request at least 4 months in advance of event.

Tool Kit:

To be supplied by MBCA Tent Event Organizer for setting up and taking down equipment.

***Suggested Items for tool kit** - Tool bag to hold equipment, hammer, rubber mallet ,screw drivers: flat head & Philips, scissors utility-knife, duct tape, scotch tape, shipping tape, staple gun, cable ties, glass cleaner, paper towels, pen and pencils, paper clips, twine, etc.*

Rental Equipment and Materials from Official Event Organizers:

***Examples:** Cost of renting equipment and materials, Tents, Fencing, Tables, Table Cloths, Chairs, Signage, Plants, Electrical/Cable hookups, Internet, etc.)*

_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____

MBCA Event Insurance Requirements:

Official Event Insurance Requirements:

Trophies, Certificates, and Photographs:

Contacts responsible for ordering Trophies, executing Participation Certificates, and Photographs of cars and owners where applicable, (*Cars and Coffee and, Silver Star Preservation Certificates*).
Note: Include cost of all items in budget.

The people to contact when ordering the above items are the National Concours Chair. Contact the Membership Services Coordinator at the NBO for execution of all certificates.

List MBCA Benefit Partners, Event Sponsors, and Other Participants:

Contact information of people attending the event and the activities and contributions they will make for the event.

Request for a Mercedes-Benz Automobile to Display at Event:

One must contact the Executive Director at the National Business Office at least 10-12 months prior to the event (800-637-2300)

Contact and shipping information of automobile for event: Please include location and time of delivery as well as return location and shipping information of automobile.

Certified MBCA Photographers and/or Journalist(s):

Names and contact information. Notify these people in advance of any specific photographs, written information or live screening of the event.

Important:

Contact the Executive Director at the NBO to verify names of all “paid participants” at the event. Most people working at an event are not necessarily paid. An agreement must be made at the executive level before assigning people to do tasks for reimbursement (800-637-2360). At all successful events, courtesy, diplomacy and knowledge of all details are necessary.

Marketing and Announcements:

List standard marketing practices that will be used for the event. All custom marketing needs to be reviewed by the MBCA Event Planner. Please include examples of approved materials:

Examples of standard marketing: *Star Magazine, MBCA e-mail blasts, MBCA/NBO Click Monthly, Section Newsletters, Printed Materials, MBCA Website and Social Media.*
