

CAR SHOW PLANNING AND ORGANIZATION

Contributed by John Jeffery

The planning and organization of a ZCCA convention car show is a complex logistical and multi-task operation. To successfully complete one without any major complaints or without having a nervous breakdown is a huge accomplishment. The following is a list of suggested areas that should be addressed and some recommendations as well.

Venue:

Where will the show be held? If in-doors will there be enough room for the planned number of cars or will a limit need to be set? To determine how much room you need plan on measuring the usage space (total floor space minus exit lanes, spectator walking lanes and any site specific off-limits spots). You should start by factoring in 10' X 20' as one parking space per car. Using this you can determine just how many cars can be placed into an indoor facility. You can then revise it to fit your own specific needs and requirements. Then as the number of cars in each class is known, you can assign specific spaces to each entry. Remember you will also likely need space either in the arena or very close by, for your judging tally booth, vendors, a location for invited guests (i.e. Mr. K, Nissan, and others), supplies and equipment, and a food court.

A show conducted outdoors is easier to set up, stage and prepare. However, potential weather conditions will subject you to second-guessing and a lot of finger crossing. So make this choice with a back-up plan in hand (i.e., when do we cancel, when do we decide to go indoors, if this is an option, what rules change if it raining, etc.?). Having answers before the questions get asked is key.

For planning purposes you can draw up a proposed parking plan based on the latest show entry information and revise it the day before the event. An outdoor event allows you to give entries additional space around and behind their cars. If you have a large open area, you can place cars back to back with enough room behind each for each entries supplies, etc. Between each double set of cars, an open row (15') will allow easy entry and exits for the cars. If possible mark each parking place, access row, etc. with chalk the day before to aid in placing the cars in their correct space.

Indoor specific issues:

Ø Fire Department – most Fire Departments will require cars that will be placed indoors to have their battery cable(s) removed, gas caps locked or taped, and a stipulated amount of gas in the tank. To avoid problems you MUST make early contact with your local Fire Department. Plan on paying for at least one Fire Department staff member to be on-site for approximately 10 hrs. See if they will do two 5 hr shifts so you don't have to pay overtime too.

- Ø Operational Hours – some sites will only operate for a specific timeframe and will charge extra if you go over. Pre-determine exactly what time you can set up all your equipment and what time you must be off the site (remember to factor in clean-up time).
- Ø Lighting – this will have an effect on how much the judges can actually see, so make sure to check this out ahead of time.
- Ø Car Loading/Unloading – how will cars get into and out of the indoor site? Will an improvised ramp need to be made? How much time will it take to get one car through the process of loading and them parked in its' proper place? Multiply that by the number of cars in the show and add 20% more time to get a good estimate of the time required to complete this task. How will cars get out and what policy should you make regarding late arrivals or cars that want to leave early?
- Ø Room to Move Around – you will need to leave room for judges, entries' detail supplies, and spectators to move between each vehicle.

Outdoor specific issues:

- Ø Weather – what are your plans and policy regarding weather conditions and judging? Do you have protection for your equipment and supplies? What about your judges' data recovery, vendors, and VIP areas? Tents are as necessary in the sun as they are protection against rain.
- Ø Restrooms – even if you have access to indoor restrooms, the site might request you provide additional portable units. These need to be ordered in advance.
- Ø Signage – whatever signs you use (car classification, directions, vendors, etc.) should be able to stand up to the expected local weather conditions and not be a hazard to people or their cars.
- Ø Parking – can you mark car location prior to the show? Doing so allows for faster set-up time and helps but does not eliminate all the confusion this process entails.

Overall show issues:

- Ø Date – what other local events are being held that might cause conflicts
- Ø Contract – if you have to rent a site to hold the car show, it would be wise to include officials from the ZCCA to examine the paperwork prior to you signing any documents or committing funds upfront. Having someone in your club who is knowledgeable in this area helps. Make copies of the proposed contract and read it several times before you start to make notes and/or mark up a copy. Details are everything. Insurance is another issue that should be handled in conjunction with the ZCCA. Due to the cost of some indoor facilities you may need to obtain an advance from the ZCCA to secure it. Some facilities will require a deposit a full year in advance.
- Ø Staff – an overall car show coordinator and several volunteers are needed. You will have trophies, site set-up and clean-up activities to attend to, as well as having people to walk each car to its' correct parking place, runners to move both supplies and information, someone to direct traffic, a DJ or dedicated announcer, and back-ups to give your people a rest. Figure on needing at least 6-12 people depending on your layout and the number of cars in your specific show.

- Ø Classification – an extremely touchy subject but one that can be minimized by conducting a pre-show entry's meeting to go over the rules pertaining to what constitutes a modification and how these are determined. Several last minute changes can be expected based on past experience. Remember to update the entry's registration data if changes are made.
- Ø Site Map – as discussed earlier, develop a map to denote potential parking places and revise as required.
- Ø Police – you need to verify months in advance what the local Police department will requirement in the way of permits (and cost) and representation (at the show). Having a Police detail provides you with a traffic control officer at the hectic start and end of the show, when Zs will be stacked in holding patterns awaiting sign-in and parking.
- Ø Fire – verify the exact requirements and determine if you will need to have a member of the Department on-hand during an outdoor event.
- Ø Command Center – where will you run the event from? If indoors do you have a separate room to put your supplies, equipment, and scoring personnel or will you need to set up a table for all of this? If outdoors, will you use a trailer and if so, where will it be parked so that you can run power to it.
- Ø Vendors – space for a table, tent, etc. may be needed for each vendor/sponsor.
- Ø Power – you will need to run several laptops, printers, lights, and a potential DJ/speaker system. Determine in advance where you can get plug in your extension cords, how many feet and how many lines you'll need, and where they will be placed to avoid being un-plugged or damaged. Larger lines while more expensive will carry more amps and be less likely to be damaged.
- Ø Trophies – at least 6 months before the car show you must find and select a trophy shop that can make over a hundred trophies. The style and size is only limited by your budget and imagination. You will need three trophies per class (1st, 2nd, and 3rd place), along with ones for best in show, engine, exterior, interior, NIMSO, Mr. K's Choice, and People's Choice. You may also have vendor trophies, trophies for farthest driven, rally day trophies, track event trophies, etc. A complete list should be developed for your specific event and each month prior to the show, you should go over the list with the trophy shop. How the trophies get to the award banquet should not be overlooked and where they will be kept prior to the ceremonies is very important as they tend to take up a fair amount of room and organizing them by class is very time consuming.
- Ø Raffle – if you plan on holding a raffle, you first need to determine if any local permits must be obtained. As with the other supplies you must have a way to transport the raffle prizes to the event site.
- Ø People's Choice – you will need voting sheets and a place to put the filled out forms. You will also need someone to tally the sheets.
- Ø Parking – in addition to those cars entered in the show, spectator and worker vehicles will need a place to park their vehicles.
- Ø Shuttle Buses – some people will not have their cars at the convention and will require the services of a shuttle bus to get to and from the show and back to the hotel. Most hotels can provide this at a prearranged cost or a local bus company can be selected.
- Ø Directions – a map and written directions should be drawn up and test driven (from all the various entry points) prior to the event. A larger version should be placed

outside the main registration area at the host hotel. A suggested time of departure from and hotel and the time it will take to get to the car show site is very helpful.

Ø Garbage/Toilets – based on the specific requirements of your site you may need to have a dumpster and/or portable toilets dropped off prior to the event. A staff member should be on-site when these items are delivered to ensure correct placement.

Supplies:

Ø Delivery – how will all of your supplies, equipment, and personnel arrive on-site? If you or your volunteers have a car in the show, what arrangements have you made to get these to and from the event?

Ø Laptops – at least two (2) with the ZCCA scoring software downloaded on them.

Ø Printers – at least one but two is better. Remember to bring the cables, power cords, and extra paper.

Ø Tables – for the scoring team, vendors, your supplies, a DJ or music area, for Mr. K when he's signing for charity, etc.

Ø Chairs – see above.

Ø Signs – for each car class, directions (arrows), food, restrooms, exit, registration, spectator parking, etc.

Ø Electrical – heavy-duty extension cords in various lengths, portable lights, and multi-prong outlets.

Ø Judges – T-shirts, clipboards, pens, stickers, copies of the ZCCA rules, water, coolers, extra paper (in colors), file folders, markers, paper clips, stapler, knife, tape, (duct, packing, etc.). Specific list of cars to be judged.

Ø Misc. – garbage cans, garbage bags, caution tape, traffic cones, chalk in various colors, tent(s) or pop-up shelters, and portable toilets (as required).

Schedule:

You will have already determined when cars need to arrive (earlier or the night before for an indoor event). Normally all detailing ends at 11am and judging will then start at this time. It will take several hours to complete the first round of judging. Another round of judging (Gold Cup/Gold Medallion) will take another one to 2 hours depending on the number of cars scoring more than 280 points. Having the right number of judges is very important and while judges are a ZCCA matter, the car show coordinator should stay in contact with the ZCCA show person and also arrange to speak with every judge, prior to the car show itself, to ensure that they know and understand their duties (class and judging area). A roster of judges should be developed and judges should be located and reminded on the day of the event, along with where and when to meet. When the last car has been re-judged, you will still need to clean the site and remove all of your equipment and supplies. Expect a 10-hour day. You have either pre-positioned your supplies and equipment or have allowed ample time for them to get to the site prior to the first car arriving. Now it's time to set everything up. Expect early and late arrivals (traffic, breakdowns, getting lost, etc.). Registration should open at or around 8am and the judges' meeting should be held one hour prior to the beginning of any judging.

Sample Car Show Event Listing

2003 ZCCA CAR SHOW EVENT

WHERE: Manchester Armory
Canal Street
Manchester, NH

WHEN: Wednesday, October 8, 2003
Open at 8am for car parking
Judging to start at 11am
Estimated to end at 4:30pm

DIRECTIONS:

19 miles from hotel

BUS SERVICE: Bus leaves at 9:30am (Plaza)
Return bus leaves at 4pm

EVENT INFORMATION/TERMS:

CSM: Car Show Manager

Rain Policy: Car show judging will occur outside unless there is a heavy rain. No point deductions will be taken for rain related spotting. In the case of heavy rain, vehicles will be moved and/or parked indoors. The decision to place vehicles indoors will be the responsibility of the CSM.

Unless space allows, no daily drivers or peoples' choice (non-judged class) vehicles will be placed indoors.

Vehicle Check-in: Upon arrival at the Canal Street entrance to the Armory parking lot, vehicles will proceed to the check-in station. At the station, each vehicle's class and registration information will be verified and then directed to the appropriate parking by a member of the Car Placement Team. A senior show judge may conduct a quick inspection of any vehicle prior to its' being placed.

Outside Vehicle Placement: After the completion of the check-in process a member of the Car Placement Team will direct each vehicle to its' parking spot. Parking will be by class. Vehicles will be parked with room for both doors to be opened without hitting another vehicle if at all possible. Room behind each vehicle will be made available for chairs, cleaning supplies, and other personal items. Please remember to take all valuables with you if you leave your vehicle. There will be security guards but the best plan is to leave valuables at the hotel.

Late Entries: Unless specifically directed by the CSM no late entries will be allowed for ZCCA judged vehicles. People's Choice late entries (non-judged) will be allowed if there is adequate space to park these vehicles.

Schedule: Vehicle check-in will open Wednesday morning, October 8th, at 8am. In the event that heavy rain is predicted, the CSM will make a decision to allow loading of vehicles into the Armory on Tuesday night. Information on vehicle loading will be posted in the main registration room. A final update will be made no later than 4pm, Tuesday, the 7th of October.

All vehicle detailing must be completed by 11am. ZCCA car show judges will meet at 10am to go over any last minute issues/concerns. Judging will start at 11am. Except for vehicles that undergo Gold Medallion or in the case of a tie in a class, all judging should be completed no later than 3pm. The Car Show hopes to have everyone back at the hotel before 5pm so they can get ready for "Track Day" and attend the driver's meeting scheduled to take place at 7pm. Whatever time you do leave please remember to drive carefully, both in the parking lot and on the way back to the hotel.

Spectator Parking: A limited number of parking places will be available at the Armory for spectators. Additional parking will be available in a one to two block area of the Armory. Remember to lock your car. Covered parking at the Holiday Inn is located 3 blocks from the Armory and a fee per hour is charged. Bus service to and from the hotel to the Car Show leaves in the morning at 9:30am and returns at 4pm.

Indoor Car Loading: All car show entries will be given a sheet of instructions pertaining to the requirements set forth by the Manchester Fire Department (MFD) for loading cars into the Armory. Neither the CSM, ZCCNE, nor ZCCA have the authority to make changes to these rules. A vehicle that cannot comply will not be allowed to enter the Armory.

MFD rules can also be found on the ZCCNE convention website and will be posted in the main registration room at the Crowne Plaza.

Loading will take place by class and will be conducted under the supervision of the Car Placement Team Manager. Once a vehicle has been placed indoors it will not be allowed to leave until the end of the car show. There will be no exceptions to this rule.

Judges: There will be a Car Show judges' meeting at 7pm at the Crowne Plaza hotel. Check the main registration room for the exact room location. ZCCA judging issues and specific guidance for this car show will be discussed. A brief on-site meeting will also take place at 10am to go over any last minute changes and to hand out judges t-shirts. At 11am all judges should report to the vehicle check-in station to pick up clipboards, pens, scoring sheets, and completion stickers.

Food: Army National Guard personnel will be offering food and beverages for sale inside of the Armory.

Restrooms: Facilities are located on the first floor of the Armory and two (2) Port-a-Johns will be placed a corner of the parking lot.