



Hamfest Chattanooga 2016

Our 38th Annual Hamfest!

Dealer Invitation Letter

Chattanooga Amateur Radio Club (CARC)

Saturday, October 22, 2016 at

*Eastridge Community Center, East Ridge,
Tennessee*

Welcome to Hamfest Chattanooga 2016! As a preferred commercial dealer to the amateur radio community, we look forward to your participation in our event. Here are the particulars:

1. **Table Rental:** \$15 per 6' table. CARC will provide 1 chair per table or 3 chairs per multiple tables and 110v AC power upon request of dealers (only as available). Vendors & staff are not required to pay admission.

2. **Vendor-Supported Prize Program (VSPP).**

The VSPP is a program which will permit the longstanding tradition of having door prizes at our hamfest to continue, but done in a slightly different way.

- a. As before, vendors are provided the opportunity to give prizes of their choosing, to be used for the main door prize event as well as hourly prizes. Ownership of those prizes remains with the vendors until a winning ticket is drawn and the prize is presented to the winning guest.

The CARC will serve as custodian of prizes offered and assist in the process to select winning tickets via a traditional rotating drum of tickets completed by those guests wishing to participate in the door prize event. *Officers and members of the CARC are NOT eligible for door prizes.*

- b. Purchase of an admission ticket and registration for the door prize event are separate & unrelated activities. Registration for the door prize event will be done via a separate registration table...not at the point of purchase for admission.

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- c. Guests wishing to participate in the door prize event will be required to complete a door prize registration form. The form will collect the following information:

Full Name	FCC Callsign*	Email Address*
Mailing Address	Telephone Number	

*Except in the event the guest does not hold a current license and/or has no email address.

Each participating guest will only be allowed to register one time for the door prize program. The registration form will also contain language that notifies the guest that any information submitted will be made available to others for marketing purposes.

- d. Guest information will be compiled by CARC from registration forms after hamfest is complete. If requested, vendors that participate in the VSPP Program will receive this information in their choice of an Excel-type file and/or in printed version. Vendors may use this information for marketing purposes of their choice.
- e. The CARC would also like to offer vendors the opportunity to provide a discount coupon or other money-saving offer that would be directly printed on the registration form for the door prize program.

For example, XYZ Company offers a \$5 off coupon or offer toward a purchase of \$50 or more during Hamfest Chattanooga. Such coupons or offers would be redeemed at participating vendor's tables during the hamfest event.

Vendors may create other types of money-saving offers as they see fit provided that such offers are reasonable & legitimate in the sole determination of the CARC.

- f. We will list the vendors offering prizes in hamfest flyers, hamfest-related email campaigns, a direct mail campaign, on the hamfest website, and announce vendor names on the PA system during the Hamfest. There will also be special
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announcements throughout the day by Hamfest personnel to promote participating vendors.

We believe that these changes will provide an opportunity for guests to receive greater value and to permit our vendors to continue to have a direct link to guests via the VSPP and the guest information received via the registration process.

As all business owners know, times change which require that new methods be adopted to continue on. We hope that you understand our reasons for making these changes and we welcome your participation in Hamfest Chattanooga 2016.

As many dealers reserved tables at the end of hamfest last year, uncommitted tables and spaces are going fast so contact us today:

Phil Mullins, W4PRE, Inside Sales Manager, Hamfest Chattanooga 2016
Cell Phone: 423-284-2661

As registrations are received, our club website (www.w4am.net) will be updated to show confirmed registrations as well as tables/spaces that remain available.

We look forward to your participation. Best regards.

Gary S. Ownsby

Gary S. Ownsby,
Hamfest Chair & President 2016
Chattanooga Amateur Radio Club
Email: president@w4am.net

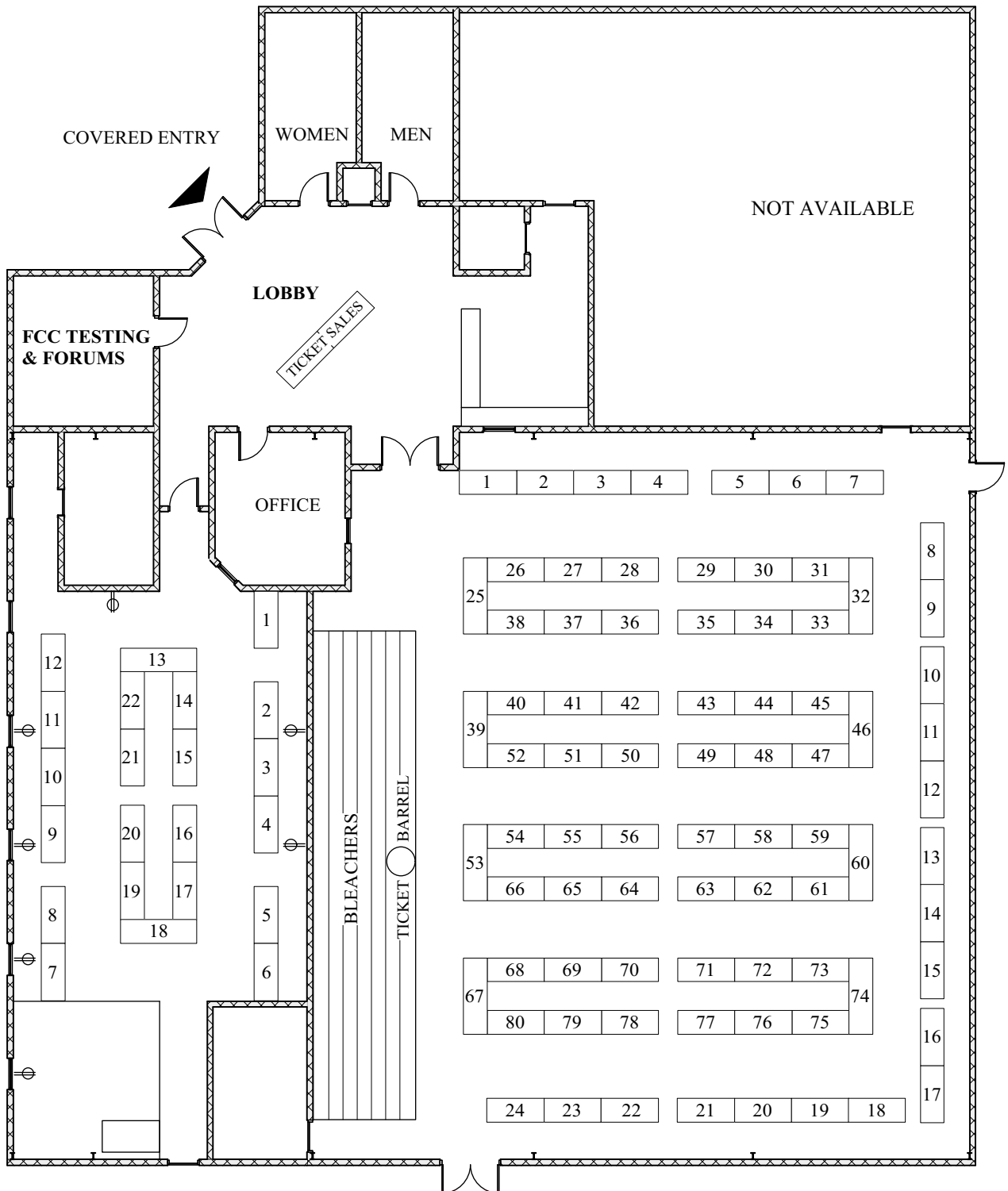
Phil Mullins

Phil Mullins
Hamfest Inside Sales Manager 2016
Chattanooga Amateur Radio Club
Email: philmullins@w4am.net

Enclosure: Hamfest Chattanooga 2016 Flyer
Facility & Table Layout Diagram
Dealer Registration Form

HAMFEST CHATTANOOGA 2016

517 Tombras Ave, East Ridge, TN 37412



ROOM A

FLOOR PLAN
 Scale: 1/16" = 1'-0"

ROOM B

HAMFEST CHATTANOOGA 2016 - DEALER REGISTRATION FORM

TAILGATE OR TABLES	EACH	X	QTY	SUB-TOTAL
Inside Flea Market Tables - 6 Foot	\$15.00	X		
Dealer Admission Arm Band	\$0.00	X		
Outside Tailgate per Space or Partial	\$5.00	X		
General Admission Arm Band	\$10.00	X		
Total				

All tables & spaces are on a first-come, first-served basis and will not be considered as reserved until payment is made and clears.

PICK	TABLE OR SPACE NUMBER	NOTES (Anything You Need to Tell Us?)
1st Choice		
2nd Choice		
3rd Choice		

Dealer Information

Company Name:	
Contact Person:	
Mailing Address:	
Phone:	
Email Address:	

Signature below indicates your agreement to abide by the rules of Hamfest Chattanooga 2016 including those outlined in the Dealer Invitation Letter. Please sign below, return this form completed along with payment in the proper amount to:

Chattanooga Amateur Radio Club
5251-C Highway 153, #127
Hixson, TN 37343

Signature: _____ Date: _____