



National Show Guidelines

2024.01

Table of Contents

Page

INTRODUCTION.....	3
1.0 THE APPLICATION PROCESS.....	3
1.1 PREPARING AN APPLICATION	3
1.2 GAUGING CLUB INTEREST.....	3
1.3 CHOOSING A SHOW SITE	4
1.4 PICKING DATES	5
1.5 PREPARING AN APPLICATION PACKET.....	5
2.0 SUBMITTAL TO MCA	6
2.1 REVIEW BY NATIONAL SHOW COMMITTEE.....	6
2.2 FINANCIAL SUPPORT	7
2.3 APPROVAL BY MCA BOARD.....	7
2.4 AWARD LETTER AND GUIDELINES.....	7
2.5 SIGNATURES OF HOST CLUB AND MCA OFFICERS	7
2.6 VENUE AND HOST HOTEL CONTRACTS	7
3.0 STRUCTURE OF AN MCA NATIONAL SHOW.....	8
3.1 OFFICERS	8
3.2 SHOW CHAIRPERSON.....	8
3.3 SHOW TREASURER.....	8
3.4 SHOW HEAD JUDGE	9
3.5 MCA NATIONAL HEAD JUDGE(S).....	9
3.6 MCA PRESIDENT.....	9
3.7 MCA NATIONAL SHOW COMMITTEE CHAIRPERSON	9
4.0 COMMITTEES	9
4.1 FINANCE COMMITTEE	10
4.2 HEALTH, SAFETY, AND SECURITY COMMITTEE	11
4.3 HOTEL AND SPECIAL EVENTS COMMITTEE.....	12
4.4 SHOW SITE LOGISTICS COMMITTEE	14
4.5 SPONSOR/VENDOR COMMITTEE.....	19
4.6 ACCESSORY SALES COMMITTEE	20
4.7 JUDGING AND CLASSIFICATION COMMITTEE.....	21
4.8 REGISTRATION COMMITTEE.....	22
4.9 PUBLICITY AND SPECIAL PUBLICATIONS COMMITTEE	26
4.10 AWARDS COMMITTEE	28

5.0	SHOW WEEKEND SCHEDULE.....	29
5.1	FRIDAY.....	29
5.2	SATURDAY.....	29
5.3	SUNDAY.....	29
6.0	POST-SHOW RESPONSIBILITIES	30
6.1	DOCUMENTATION FOR CORPORATE SPONSORS.....	30
6.2	WINNER FOLLOW-UPS.....	30
7.0	MCA NATIONAL SHOW COMMITTEE FOLLOW-UP	30
8.0	SHOW GUIDELINES DISCLAIMER	31
9.0	APPENDIX A – APPLICATION TO HOST A NATIONAL SHOW.....	32
10.0	APPENDIX B – OFFICER ACKNOWLEDGEMENTS - CONTRACT.....	37
11.0	APPENDIX C – INSURANCE COVERAGE FORM	38
12.0	APPENDIX D – INTERNET AND WIFI REQUIREMENTS	39
13.0	APPENDIX E - EVENT INFORMATION FOR ON-LINE REGISTRATION SETUP.....	40

INTRODUCTION

This document provides the guidelines for conducting an MCA National or Grand National Show. It is organized into sections describing the application process for MCA Regional Clubs that are interested in making a request to host a National Show. These sections describe in great detail how a National Show should be organized and cover the following aspects of the show:

1. THE APPLICATION PROCESS
2. SUBMITTAL TO THE MCA
3. STRUCTURE OF AN MCA NATIONAL SHOW
4. COMMITTEES
5. SHOW WEEKEND SCHEDULE
6. POST SHOW RESPONSIBILITIES

Throughout the document many statements will be recommendations, but some will be strict requirements. Requirements will be identified by [MCA Requirement: *This statement is a requirement*]. Under special circumstances, certain requirements may be waived. Requests for waivers of specific requirements must be made in writing to the National Show Committee. Such requests must be made sufficiently far in advance to allow the National Show Committee time to evaluate the consequences of the proposed waiver. If granted, the National Show Committee will provide written acknowledgement to the Host Club. Violation of any requirement without a written waiver is grounds for immediate withdrawal of sanctioning as an MCA National event along with the consequences that result from that withdrawal. By agreeing to abide by these Guidelines, the Host Club accepts responsibility of those consequences.

1.0 THE APPLICATION PROCESS

FIRST AND FOREMOST, IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE NATIONAL SHOW CHAIR FOR ASSISTANCE AND GUIDANCE.

Any MCA Regional Club located within the contiguous 48 states of the U.S. or Canada can apply to host an MCA National or Grand National show. MCA awards THREE National Shows and ONE Grand National in years that do not contain a 5-year Mustang or MCA Anniversary event. In years that contain a Mustang Anniversary event, normally TWO Nationals and a Grand National will be awarded. On years that contain an MCA Anniversary event, normally THREE Nationals will be awarded, and the MCA Anniversary event will replace the Grand National. This may be modified by a vote of the MCA Board of Directors. The stages that an application goes through are outlined in the following sections.

1.1 Preparing An Application

AN APPLICATION FOR A NATIONAL OR GRAND NATIONAL SHOW SHOULD BE SUBMITTED AT LEAST 24 MONTHS BEFORE THE REQUESTED SHOW DATE AND SHOULD BE APPROVED AT LEAST 18 MONTHS BEFORE THAT DATE. This may be modified by a vote of the Board of Directors. Preparing an application is a multi-stage process in and of itself. There are four primary steps a club must go through to put together a winning application. Those steps are:

1.2 Gauging Club Interest

Hosting an MCA National is a significant undertaking with both risks and rewards. A handful of highly motivated individuals can certainly lead the charge during the planning stages, but an event of this magnitude requires the help of many volunteers as the show draws closer. This is particularly true during the show weekend. It is essential that the entire membership of the host club has an understanding of what will be asked of them in the coming months. Near unanimous support for requesting a National is critical. Without sufficient support, those individuals motivated to work on the show at the beginning may become too burned out to carry it off in the end. As a rule of thumb, 6 to 12 people organized into appropriate committees can handle most of the planning for a National event. In the final months and

weeks before the show, more and more volunteers will be needed to implement the plans of the various committees. On the weekend of the event, anywhere from 30 to 50 volunteers will be necessary to manage a show with 200 to 400 cars. Obviously, there must be enough individuals in the host club (or clubs) committed to the idea of a National show before an application should be pursued.

There also is a certain amount of financial risk associated with hosting an MCA National. It is quite rare for a National event to lose money, but it can happen if the show is not managed properly. Guidance from MCA and national corporate sponsorship go a long way toward reducing this risk. Club members must keep in mind that seed money for planning, publicity, and other expenses usually comes from the treasury of the hosting club, since it is not available from MCA. This means that a club should have at least \$2000 of available funds before embarking on an application for an MCA National. If after being awarded a show the host club encounters unanticipated or unexpected expenses, it may apply for a loan from MCA for up to \$5000 to assist in mitigation of the expense. This loan will be executed on a promissory note for repayment. The loan must be repaid within 30 days of the show closing and before any MCA show stipend is paid to the host club.

1.3 Choosing a Show Site

Once everyone in the Regional Club is on board with the idea of hosting a National, the next big question is where to hold it. One characteristic of the ideal show site would be plenty of paved surfaces for show cars, vendors, and corporate sponsors. An MCA National application should plan for anywhere from 200 to 400 show cars, 50 to 100 vendors, and 4 to 8 corporate sponsors. Adjacent show car spaces should be at least 12 feet wide each. Vendor spaces are usually 10 feet wide and 20 feet deep. Corporate sponsor space requirements can vary greatly, but in past years, two to four corporate sponsors at each show have brought tractor-trailer rigs that take up 90 feet of width by 30 feet of depth each. Obviously, a solid paved surface with good drainage characteristics is the best choice, but gravel or grass can be considered where other qualities of the show site make it particularly desirable.

Another significant characteristic of the ideal show site would be near hotels and restaurants. Walking distance is, of course, the best situation, but a short drive to hotels can be manageable, particularly if shuttle buses are provided. There should be as many hotel rooms in the area of the show site as cars expected. For example, if a show of 350 cars is being planned, hotel space totaling 350 rooms also should be planned. If an adequate number of reasonably priced restaurants are not available within walking distance of the show site, some accommodation should be made to provide food vendors on the show grounds.

One final characteristic of an ideal show site is its closeness to other family-oriented activities. It is a goal of the National Show Committee to award shows that will be viewed as a destination for the entire family. Attractions such as shopping areas, theme parks, recreational facilities and historic monuments offer alternatives for the non-car-centric members of the family. They also create an opportunity for vacation planning with a Mustang show element. Amenities of this sort are not a requirement for a successful application; however, they can provide a competitive edge during evaluation by the National Show Committee.

When working on the show proposal with venue and host hotel management, it is advisable to request a written 'Memorandum of Understanding' concerning the terms of the proposal. This MOU should outline pricing and space details that will be included in the application to MCA. It should also offer a tentative hold on the proposed show dates. The MOU should contain no commitment on the part of the Host Club and should automatically expire if the club is not awarded the show. The Host Club should NEVER sign a binding contract with a venue or hotel prior to being awarded a show.

1.4 Picking Dates

The list of possible dates usually is driven by the availability of the chosen show site. An MCA National Show application is required to list at least one (preferably two) alternate date(s) in addition to the preferred date for the event. If other applications already have been approved, care should be taken to pick dates that are at least four to six weeks away from any other National Show. The National Show Committee also can offer guidance concerning dates of applications actively under consideration. A good selection of possible dates in the application greatly improves the odds of approval since it gives the National Show Committee greater flexibility to avoid conflicts. If the application is only to be evaluated for the Grand National, no alternate dates are needed since that show typically, although not exclusively, occurs on Labor Day weekend.

1.5 Preparing an Application Packet

After all the choices have been made and the supporting information gathered, the Host Club must put together the application packet that will sell its ideas to the National Show Committee. The most important element is the application form itself. A copy of the standard form can be found in Appendix A of this document. As much detail as possible should be provided when filling out the application. Any idea for the show that would make it appealing to MCA should be described in the application along with supporting information that proves that the idea can be successfully implemented. If at all possible, the application should include a map and/or pictures of the show site. The packet also should contain brochures for the host hotel and show site, if available. If any other local amenities or activities are to be featured in the application, brochures for those should be included, as well.

2.0 SUBMITTAL TO MCA

The application in a fillable PDF format can be downloaded from Mustang.org. The completed application packet should be emailed to the MCA office (mcaofficeadministrator@mustang.org) and emailed to the Chair of the National Show Committee (shows@mustang.org). This packet should include 2 copies of the National Show Guideline APPENDIX B – Officer Acknowledgements, signed by the requesting Show Chairperson and Regional Club President.

2.1 Review by National Show Committee

The National Show Committee is responsible for reviewing all applications for National Shows. After all members of the Committee have received a copy of an application, it is discussed and evaluated on its merits. Those applications that the Committee feels are worthy of an award are recommended for approval to the full MCA Board of Directors.

All applications for National or Grand National Shows SHOULD be submitted at least 24 months before the requested show date. The National Show Committee will make recommendations for approval so as to have that approval communicated to the applying club no later than 18 months prior to the requested show date. These time frames may be modified by a vote of the Board of Directors. This timeframe provides a balance between: (1) making awards far enough in advance so that popular venues could be secured before all reasonable dates were booked and (2) providing MCA Regional Clubs adequate time to assemble a good application before all available show slots are filled.

A Regional Club that is interested in submitting an application is encouraged to make those intentions known to the National Show Committee as soon as possible and to submit an application as early as possible, even if some details are not completely worked out. One of the mandates of the National Show Committee is to work with Regional Clubs on their efforts to assemble a winning National Show application. The Committee can provide insight and guidance on any aspect of an application and is very willing to do so.

Many factors play into the recommendation decisions of the National Show Committee. This paragraph will list *some* of the most important criteria that are used. Any National Show for a designated show year must occur within that calendar year. National Shows SHOULD be scheduled at least four to six weeks apart. National Shows also should be geographically separated by 250 miles or more, within a given show year.

The Regional Club applying for the show should have sufficient size and experience to organize and execute it. Clubs should have at least 30 active members and should have conducted at least two 150+ car one-day shows. The number of MCA memberships in the host club is also a factor. Show sites must be large enough to accommodate a reasonable number of show cars, vendor spaces, and corporate sponsor spaces. Show sizes ranging from 200 to 400 cars are given the strongest consideration. Larger numbers of show cars are generally preferred for the sake of vendors and sponsors; however, a well-laid-out show application will be given priority over an overcrowded one. Corporate sponsor space for three to six tractor trailer displays should be available. Close proximity to hotels and restaurants is an important factor.

And finally, one of the deciding factors between competing applications is often the number and type of family-oriented activities available to participants. This could be planned activities during the show and/or entertainment opportunities in the area or community surrounding the event. One of the goals of MCA is for each National Show to be a family vacation destination!

2.2 Financial Support

MCA will provide a stipend to a host club in the amount of \$3500 for hosting a National Show or Grand National Show. This stipend is paid after the show with submittal to the MCA of a show stipend invoice. A blank copy of the stipend invoice will be provided to the host club, by MCA, to be filled out and submitted. Failure to follow or comply with any requirement set forth in these guidelines, without approval or the National Show Committee, could result in forfeiture of this stipend.

2.3 Approval by MCA Board

Only the full MCA Board of Directors has the authority to approve an application for an MCA National Show. Once the National Show Committee has determined that an application meets all the desired criteria and would make for a fun and successful event, the application is recommended for approval at the next available MCA Board Meeting. This usually is accomplished during the committee report by describing the key elements of the application, opening the floor for questions, and then calling for a vote. Since a quorum of Board Members must be present for the vote to be binding, the decision may be delayed if the meeting is poorly attended.

2.4 Award Letter and Guidelines

After the MCA Board of Directors has approved an application for a National Show, it is the responsibility of the Chairperson of the National Show Committee to send the Host Club a congratulatory letter acknowledging the award and detailing the steps needed to finalize the award process. The Host Club also should be sent copies of the National Show Guidelines for that show year.

2.5 Signatures of Host Club and MCA Officers

As a testament that each group understands their responsibilities in the execution of a National Show, officer signatures are required. The two copies of APPENDIX B of the National Show Guidelines signed by the Regional Club President and Show Committee Chairperson of the requesting Regional Club, and submitted with the application to MCA, will be signed by the MCA President and MCA National Show Chairperson. One copy will be returned to the host club within 30 days of the application being approved and the show awarded. The National Show Guidelines in effect at the time APPENDIX B is signed will serve as a CONTRACT between the Host Club and MCA by spelling out what should be expected from each party.

2.6 Venue and Host Hotel Contracts

The final step in the show award process is to provide MCA with copies of written and signed contracts with the Venue and Host Hotel. The show site and host hotel are the crown jewels of the event! After the award has been made, it is critical that written contracts securing these assets be signed within 60 days of the show award unless limited by the venue. The National Show Committee has considerable experience with the content of these type contracts and is readily available to provide guidance regarding this process.

□ [MCA Requirement: *Within 180 days after receiving the award letter, the MCA National Show Committee must receive copies of signed contracts securing the use of the show site and host hotel.* This signed contract is between the Host club and the venue and/or hotel. MCA is not a party to any contracts between the host club and the venue and/or hotel]. If this requirement is not satisfied on time, the National Show Committee will have the option of recommending that the MCA Board of Directors withdraw the show award. The show site and host hotel are key elements in the decision process used by the National Show Committee to recommend approval of an event. It is for this reason that such a strong emphasis is placed on this requirement. This is also why it will be necessary to receive approval from the National Show Committee before changing the show site or host hotel (whether before or after contracts have been signed) to avoid loss of the National show award.

3.0 STRUCTURE OF AN MCA NATIONAL SHOW

This section describes the key elements that define the structure of an MCA National Show. This includes not only the organizational units that relate to the show, but also the schedule for the show weekend.

3.1 Officers

The success of any plan is only as good as the key individuals responsible for carrying it out. This subsection describes the three most important roles occupied by members of the Host Club; namely Show Chairperson, Show Treasurer, and Show Head Judge. These three positions have significant responsibilities during the planning and execution of an MCA National and, therefore, should be assigned to three separate individuals. This subsection also describes the roles of certain key MCA leaders as they relate to a National Show.

3.2 Show Chairperson

This is the most important officer of the event! The person chosen for this role must be highly motivated to make the show as successful as possible. He or she must have the confidence and respect of their entire club. That person also must have sufficient free time, particularly during the time of the event, to fulfill his or her duties.

The Chairperson usually will be responsible for recruiting appropriate individuals to chair the required committees. The Chairperson should set goals for each of the committees and track their progress during the planning phase of the event. The Chairperson should delegate as much authority as possible to his/her committee chairmen, but when disputes arise within or between committees, the Chairperson must be prepared to resolve them. It is the Show Chairperson who is ultimately responsible for making sure that everyone is working toward the common goal of a successful show.

During the show weekend, it is the Show Chairperson who has the ultimate authority in any decision affecting the event (except those decisions reserved by MCA as defined elsewhere in these Guidelines).

The Show Chairperson is also responsible for guaranteeing that all requirements specified in these Guidelines are adhered to before, during, and after the show. The Show Chairperson and the Show Treasurer should be the primary individuals with signature authority on any contracts relating to the show.

3.3 Show Treasurer

The person chosen to be Show Treasurer must be above reproach and possess reasonably good financial skills. It is preferable for this person to have some professional banking or financial experience. This position requires a significant level of trust since the budget for a National Show will run into thousands of dollars. This person also must have available time from the very beginning as there are financial activities during every phase of the event.

The Show Treasurer will oversee all financial activities for the event. He or she should be involved with the creation of the original budget submitted with the Show Application. After the show is awarded, the Show Treasurer should revise the budget as necessary and track activities against it. The Treasurer should provide cash flow and budget reports to the Show Chairperson and other Committee Chairmen on a regular basis. The Show Treasurer must work closely with any other committees that have financial activities such as Registration, Awards, Special Events, and Sponsor/Vendor committees. As mentioned above, the Show Treasurer, along with the Show Chairperson, must be involved in the signing of any contracts that relate to the show.

Many of the responsibilities described above also could be considered part of the Finance Committee. As such, the Show Treasurer also should serve as Chairperson of the Finance Committee.

3.4 Show Head Judge

The individual selected to serve as Show Head Judge (not to be confused with the MCA National Head Judges) should be familiar with the judging process at MCA National Shows. THIS PERSON WILL BE THE LIAISON BETWEEN THE HOST CLUB AND THE MCA JUDGING STAFF. Ideally, this will be a Host Club member that possesses either Gold Card Judge or Certified Judge credentials. Since many of the duties of the Show Head Judge fall under the responsibility of the Judging and Classification Committee, the Show Head Judge should serve as Chairperson of that committee.

3.5 MCA National Head Judge(s)

One of the most distinctive aspects of an MCA National event is the judging process by which the show cars are evaluated. The MCA assures show participants of the integrity of this important process by maintaining strict control of all judging activities. Through the efforts of the MCA National Head Judges, the MCA Judging Secretary, and their many assistants, MCA will *manage* all aspects of the judging process, including assignment of qualified judges to appropriate classes, distribution and tallying of judging sheets, and generation of a winners' list.

The Host Club's Show Head Judge must work very closely with the MCA National Head Judges, both before and during the event, to assist them in the execution of their duties. The MCA National Head Judges (or their designee) must attend all MCA National Shows.

[MCA Requirement: *The MCA National Head Judge(s) shall be the final authority on any matters involving the MCA Judging Process. This authority shall apply before, during, and after the event.*] Officials of the host club shall be the sole authority to grant or deny permission to move show vehicles during show hours after registration has ended, after consultation with the National Head Judge(s). This requirement exists for the safety and protection of participants, spectators, and their property and is a stipulation of the liability insurance coverage provided by MCA. **THIS RULE MUST BE ENFORCED DURING SHOW HOURS FOR THE ENTIRE WEEKEND.**

3.6 MCA President

The role of the MCA President at an MCA National Show is to serve as the chief ambassador for the Mustang Club of America. He or she must promote the success of the event while keeping the best interests of the MCA organization in mind. The MCA President (or his/her designee) is required to attend all MCA National Shows. The MCA President shall be the final authority on any non-judging matter that potentially could impact the financial well-being or public perception of MCA. This authority shall apply before, during, and after the event MCA National Show Committee Chairperson

The role of the MCA National Show Committee Chairperson (or his/her designee) at an MCA National Show is to serve as an additional ambassador for the Mustang Club of America. The National Show Committee Chairperson must promote the success of the event by assisting the host club(s) with all aspects of the show, particularly the resolution of any problems that may arise. A member of the MCA National Show Committee shall attend all National shows. A member of the National Show Committee and the Assistant National Head Judge for Classification shall conduct a pre-show visit with the host club at least six weeks prior to the show to review show plans and make recommendations to address issues discovered during the visit. This is not to be construed as the National show committee dictating how to execute the show but to ensure problems are identified and resolved before show day.

4.0 COMMITTEES

Host Clubs are not required to create all the committees described in this section; however, all the duties listed must be handled by some committee or individual. The committee organization shown below has been used successfully by many Host Clubs in recent years and should be considered an excellent model

upon which to base the organizational structure of the event.

One of the most important things for the various committees to do is to communicate with each other. In the past, clubs have relied on monthly meetings, telephoning, and e-mailing. Another option is to establish a website-based forum where committee members can post questions and updates. The website forum is not a public forum, but rather is restricted by invitation only to those individuals—primarily committee chairmen—who are working toward putting on a National Show.

4.1 Finance Committee

The Finance Committee should consist of the Show Chairperson, Show Treasurer, and Club Treasurer. If the club treasurer is the show treasurer, a third individual, preferably with banking or financial experience, should be appointed to the committee. Also, someone with accounting experience could be appointed.

4.1.1 Controls and Auditing

A bank account should be opened for the show in order that a separate accountability of receipts and expenditures for the show is established. The combining of show funds with club funds should not be done under any circumstances until the show is complete and final accountability is made.

4.1.2 Financial Administration

A separate ledger showing receipts and expenditures on a weekly basis should be kept by the treasurer. The Show Treasurer should work closely with the Registration Committee so that funds received by registration are accurately recorded and separated by type (e.g., Vehicle Registration, Vendor Registration, Pony Corral, Accessories) Sponsorship money always should be accounted for separately under that heading. Appropriate receipts should be given to the sponsors for tax purposes in a short period of time.

4.1.3 Handling of Cash

Cash normally is received on the show site and special consideration must be made for its handling, accountability, and security. Cash received on-site should be kept in a lockbox that is out of reach of the general public. Large denomination bills should be segregated further and periodically counted. All cash should be counted on a regular basis. When cash has reached large proportions, it should be removed from the registration area to a secure area and counted by the Show Treasurer and one other individual. Those funds should be bundled and put in a lockable bank bag. If the bank branch handling the show account is open and available, the funds should be deposited immediately. If not, the funds should be secured in the bank bag in a safe or other secure area until it can be deposited. The use of local law enforcement should be considered at or near the registration area and when transporting funds to the bank.

CASH SHOULD NOT BE USED FOR ANY EXPENDITURE. All expenditures should be made by check, or in the alternative, by debit/credit card, for which a receipt may be submitted and reimbursed accordingly.

4.1.4 Post-Show Responsibilities

[MCA Requirement: *Within 90 days after the completion of the event, the Host Club is required to send a copy of the final balance sheet to the MCA National Show Committee Chairperson.*] This information will be used by the National Show Committee to assist future show applicants in their budget preparations.

4.2 Health, Safety, and Security Committee

This committee is responsible for keeping a vigil over the protection of life, limb, and property during the show weekend. It is strongly recommended that any members of the Host Club with a background in professional law enforcement or health care be recruited to serve as members of the Health, Safety, and Security Committee.

4.2.1 Spectator and Participant Safety

[MCA Requirement: *The Host Club must have a First Aid and Emergency Response Plan in place for the show weekend.*] This committee should make sure that adequate quantities of First Aid supplies are on hand for the show weekend and that someone with the knowledge to use them is on-site during all show hours. The Emergency Response Plan should also include phone numbers for the closest available First Responders (i.e., fire, police, and rescue) as well as an efficient protocol for making those calls. It also is the responsibility of this committee to make sure that EVERYONE working the show that weekend is knowledgeable about the First Aid and Emergency Response Plan.

4.2.2 Show Insurance

MCA provides \$5,000,000 in liability insurance coverage to all MCA-sanctioned events at no cost to the host club if the proper paperwork has been submitted. This committee is responsible for making sure that all insurance paperwork is properly filled out and delivered on time. SEE APPENDIX C – SHOW INSURANCE FORM

[MCA Requirement: *The host club must contact the MCA Office (mcaofficeadministrator@mustang.org) at least four months in advance of the show date to request copies of the necessary paperwork required for initiating liability insurance coverage. The completed paperwork must be received back at the MCA Office at least 90 days in advance of the show date to guarantee that liability insurance coverage will be in place. COPIES OF THIS INSURANCE FORM WILL BE SENT TO THE HOST CLUB NO LATER THAN 30 DAYS PRIOR TO THE SHOW START DATE]*

To guarantee compliance with the liability insurance policy, the Host Club must enforce the “Show Requirements” spelled out on the back of each MCA dash card. All vehicles on the show field must remain in place during show hours unless released by the show chairperson and the MCA National Head Judge. A vehicle’s engine must not be started during show hours after the vehicle is in place, and a speed limit of 10 mph must be enforced at the show site.

4.2.3 Show Site and Trailer Parking Area Security

[MCA Requirement: *Overnight security must be provided at the show site and any designated trailer parking areas.*] The Host Club is encouraged to use off-duty law enforcement officers in the fulfillment of this requirement. Depending on the size and layout of the show site and trailer parking area, security personnel could benefit greatly by the use of golf carts in performing their duties. Since golf carts often are used by other committees during show hours, the value of this expense can be maximized by reducing the number of security personnel needed. Security is required at the show site from 6:00 pm Friday until 8:00 am Saturday and from 6:00 pm Saturday until the show ends on Sunday. Additionally, security for Trailer parking areas should run from 6:00 pm on Thursday night until 8:00am Friday morning and the same hours as the Show area for the remainder of the show.

NOTE: Check with the local municipality for security requirements. Use of the local Police Department may be required to perform security or may be required to be on the show grounds during show hours. This may cause an unexpected expense if not known in the planning phases.

4.2.4 Selling and Consumption of Alcohol

[MCA Requirement: *Alcoholic beverages may not be sold or consumed on the show field.*] Because a National Show is a family event, no beer or liquor sales may occur during the show and no alcoholic beverages may be consumed on the show field at any point during the show. This restriction does not apply to any activity that occurs off the show field or after hours, such as a hospitality gathering, banquet, etc.

4.3 Hotel and Special Events Committee

The Hotel and Special Events Committee is responsible for managing the relationship with all hotels, as well as organizing any special events that might use the hotels or other similar type facilities. The Chairperson of this committee should be the primary individual involved in the negotiations with hotels and other special events venues during the preparation stages of the National Show application and should carry forward with those relationships after the show has been awarded. The committee as a whole is responsible for planning, staffing, and operating whatever special events are held.

4.3.1 Host Hotel Reservation Blocks

A Host Hotel should be chosen that is as close as possible to the show site and that has sufficient room capacity to accommodate most of the participants of the show. A good rule of thumb to use in estimating the number of room nights needed is to start with the number of cars expected to attend the show and presume 20 to 40 percent of that number for Thursday night, 75 percent for Friday night, 75 percent for Saturday night and 10 percent for Sunday night. For a 300-car show, these estimates would work out to a 60 to 120-room block for Thursday night, a 225-room block for Friday night, a 225-room block for Saturday night, and a 30-room block for Sunday night.

Hotels that are suitable for use as the Host hotel usually have additional facilities and amenities that can be valuable assets in the planning of an exciting MCA National show. Amenities such as meeting rooms, convention halls, hospitality suites, and business services usually are offered free of charge to organizations that book a prescribed minimum number of “room nights”. (Each night in the hotel counts as a “room night” so a person that checks in Friday and leaves Sunday has earned your club two “room nights.”) To reserve the free use of these amenities, the hotel usually requires the organization to sign a contract guaranteeing to pay for unsold room nights that fall below the minimum number specified in the contract. Hotel contracts of this sort also usually have early termination penalties that can be very expensive, if invoked. For these reasons, the Host Club must be very careful in estimating their room requirements and should NEVER SIGN A HOTEL CONTRACT BEFORE THE MCA BOARD OF DIRECTORS HAS AWARDED THE SHOW AND THE SHOW GUIDELINES (for the year of the show) HAVE BEEN ACCEPTED! Another very useful piece of advice with regard to amenities is to be sure to reserve as much of the auxiliary space at the hotel as your “room night” estimate permits, even if your club does not have immediate plans to use it. There are two reasons for this recommendation. The first is that an interesting use for the additional space may come up later in the planning phase of the event. The second is that if the space is not reserved by your group, the Host Hotel will very likely book for some other event, thus creating parking and other problems.

Three other very important elements of a hotel contract are room rate, “comp” rooms, and block release date. The contract should guarantee a special room rate to anyone associated with the “group” that books their rooms before the block is sold out and before the block release date. It is usually best to use a “group” name of “Mustang Club” to make it easy for telephone reservation systems to locate the group rate. This rate should be negotiated to be below other discounts such as AAA or AARP, if at all possible. A good room rate at a nice hotel will improve the quality of the show application and, if awarded, will improve the odds of achieving room night estimates. Another good thing to try to have written into the hotel contract is for the Host Hotel to honor the special rate beyond the event dates and beyond the block size. This would mean that if they want to extend their stay a few days before or after the event, they

could do so at the special rate. It would also mean that if the reserved block has been sold out, but the hotel still has space available, it would be offered to group members at the reduced rate. The “comp” room ratio specified in a hotel contract is the number of room nights that must be sold in the group’s block to receive a free room night. The group (i.e., the Host Club) is allowed to give these complementary or “comp” room nights to whomever they choose. The comp ratio typically ranges from as low as “1 per 60” (meaning 60 nights must be booked to receive 1 free night) to as high as “1 per 30.” The comp ratio varies from place to place, even within the same city, and must be negotiated with the hotel.

[MCA Requirement: Four complementary rooms at the Host Hotel must be provided on Thursday, Friday, and Saturday nights for use by MCA officials (when available). [The MCA National Show Chair must be notified if comp rooms are not available. This is a total of 12 room nights.] These rooms typically are occupied by the MCA President, Judging Secretary, and National Head Judges. The host club is responsible for reserving these rooms at the Host Hotel sufficiently early to guarantee their availability. The host club will provide host hotel confirmation numbers for each comp room at a minimum of two weeks prior to the show to the MCA President, the National Head Judges and National Judging Secretary. Additionally, for MCA personnel that are provided a comp room, all the rooms must be at the same hotel, no exceptions. In most cases, a properly negotiated hotel contract will provide sufficient ‘comp’ rooms in exchange for participant room bookings so that the host club incurs no expense in satisfying this requirement. If comp rooms cannot be negotiated the respective MCA personnel will pay for the rooms and be reimbursed through MCA approved methods. When using a third-party to contract the hotel rooms and participants will not receive night stay and point awards this must be made clear to participants.

The final element of the hotel contract to discuss is the block release date. This is the date when the block of rooms reserved by the group is released for sale to the general public. The release date is usually set to 30 days before the beginning of the event but can sometimes be negotiated to as little as 7 days.

The Hotel and Special Events Committee should request periodic updates from the Host Hotel regarding the number of rooms that have been booked for the group for each night. Since participants generally make hotel reservations much sooner than they send in registration forms, these numbers often provide much better information for other committees to use in their planning.

Once again it is stressed that any contract related to hotels is between the host club and the hotel. No contracts are to list or contain any reference to the Mustang Club of America as a party to the contract.

4.3.2 Overflow Hotel Reservation Blocks

A minimum of 3 additional hotels should be negotiated as available for the show participants close to the show site. This gives participants some variety in cost and amenities. It can also be the only option if the Host Hotel is particularly popular. If only one hotel is used, the room block should be larger enough to accommodate all guests. Arrangements with overflow hotels may involve a contract signed by the Host Club and the hotel management or they could involve just a letter from the hotel. In either case, the Host Club should not make any financial commitments with overflow hotels. The overflow hotel benefits from the recommendation and publicity in the show flyer while the show participants benefit from the group rate. Since additional amenities usually are not involved, the Host Club should not be contractually obligated to pay for any unsold rooms in the block. With an overflow hotel agreement, “comp” rooms can often be negotiated for, but the ratio is usually relatively high (1 per 50 or 1 per 60). A good rule of thumb for block size at each overflow hotel is 10 percent to 20 percent of estimated show size. For a 300-car show, this would be a 30- to 60-room block at each overflow hotel.

4.3.3 Friday and Saturday Night event(s)

Friday and/or Saturday night social gatherings are just a few examples of the type of events that this committee should coordinate. The Host Club is not required to put on a Friday or Saturday night social event. The Saturday night events, however, have become so commonplace that an application without one would be at a competitive disadvantage. **IT IS STRONGLY DISCOURAGED TO DO ANY GRILLING NEAR THE SHOW FIELD WHERE GREASE OR SMOKE WILL BLOW OVER THE SHOW AREA.**

Often a local corporation is willing to sponsor a “hospitality” gathering on Friday evening for the participants. Hospitality gatherings usually consist of a comfortable place to socialize and some form of inexpensive food. The location could be tables and chairs near (but not on) the show field or a banquet room in the Host Hotel. The food served might be hot dogs, hamburgers, or just finger foods like chicken wings. To help keep the sponsorship costs in check, it is a good idea to limit free tickets to participants only with tickets available for others to purchase for a nominal fee (e.g., \$5). The best way to gauge attendance for a Friday or Saturday night gathering is to list the event as part of the registration in the registration application. Saturday night events usually are much more elaborate. This is the special event where the Host Club has the opportunity to show off its creativity and/or some interesting aspect of the local community. A sit-down banquet with a few entertaining speakers is the norm, but certainly not the only option. In recent years, MCA National Show attendees have been invited to such interesting activities as a celebrity roast, a sock hop, a hoe down, and a country music dinner theater. Unique, family-oriented gatherings such as these can have a significant influence on which National Show applications are recommended for approval. Another option is to hold a Sunday morning brunch that leads into the awards ceremony. Keep the costs of any of these events to a minimum, breakeven or possibly subsidize these events to increase head count. Do not price them any higher than you would want to pay when attending a show.

An important factor to consider when planning any gathering that involves food at the host hotel is that the hotel contract will likely require the use of the hotel’s catering services. This can even extend to the show site (if the hotel parking lot is being used) and could limit or prohibit the use of food vendors during show hours. It is wise to address these types of questions with the hotel management before signing a contract so that problems do not occur down the road.

4.3.4 Other Special Events

The Host Club is encouraged to arrange technical or other special interest seminars during show hours, particularly if there are facilities to accommodate such events close to the show field. Often vendors that offer unique services are quite willing to speak on a topic related to their service, if allowed a few minutes to talk about their business. For example, someone that restores carburetors might speak or demonstrate about identifying and/or tuning them.

Activities that encourage the entire family to attend and participate in the event are strongly advocated by MCA. Family-oriented fun is what MCA is all about so any functions that promote this ideal will receive special consideration during the application process.

If the show site is not within walking distance of a particularly interesting local attraction, the Host Club is encouraged to evaluate the possibility of running shuttle buses to the attraction. Often the attraction management or a company that would benefit from the additional visitors is willing to sponsor the cost of the shuttles.

4.4 Show Site Logistics Committee

The Show Site Logistics Committee is responsible for designing the layout of the entire show site and then making sure each of the other committees knows for which areas they are responsible. Any area that does not come under the natural responsibility of one of the other committees should remain the responsibility of the Logistics Committee.

It is the Logistics Committee that understands the “big picture,” both figuratively and literally. As such, this committee should stay current with the activities of all other committees to head off any potential problems or conflicts. This oversight role also makes the Logistics Committee responsible for making sure that nothing “falls through the cracks.” Due to the critical nature of this committee, it is advisable that the Show Chairperson heads it.

4.4.1 Vehicle Flow During Registration

[MCA Requirement: *The flow of participant vehicles must proceed in this order: Classification to Registration to Parking.*] If a participant photograph session is desired, it should be arranged to take place between Registration and Parking. All relevant committees should coordinate during the planning and execution phases of the show to make sure participant cars flow through this process in an efficient and orderly fashion. Every effort should be made to avoid the possibility of backups into public lanes of travel during Classification and Registration.

4.4.2 Preparation of a Site Map

A map of the show site is required and should be prepared early in the planning phase of the show. This map should depict available and unavailable (e.g., buildings, fire lanes) spaces on the site. As show planning progresses, this map should be updated to indicate where each event-related area will be located and the capacity of each area (e.g., number of show car spaces, number of vendor spaces). A copy of the site map must be provided to the National Show Committee Chairperson for review.

The site map should show how the judging classes are distributed across the show field. The host club should provide an 8-1/2"x11" photocopy of the map on each judging clipboard.

4.4.3 Areas of the Show Site

This section discusses each component of the show site that the Show Site Logistics Committee should consider when planning how the space will be used.

4.4.4 Show Car Spaces

[MCA Requirement: *A map of the show field layout and parking shall be provided for participants and judging.*] Parking should be by class on outside show fields where feasible. With the current requirement for pre-registration of judged classes, the number of cars per class is known a few weeks before the show. This allows the parking committee time to layout the show field parking. Display Only class (DSP) should be parked as a group and in such a location the participants in this class can come in and leave at any time and not cause insurance violations or disturb the remainder of the show. Also, this class should be charged less than the regular show participants. A typical recommended fee is \$35.00 to \$45.00.

When laying out the show car parking area, care should be taken to provide adequate space of at least 12' wide per vehicle, to allow owners to clean their cars without disturbing the cleaning efforts of adjacent participants.

NOTE: The Mustang Mach E (EV) has been added as a class for judging. If there are any EV cars registered for the show, they must be parked separately from the other vehicles.

4.4.5 Honored Show Car Spaces

Conservator, Classic, and Concept show cars are considered among the best examples in their divisions of the Mustang that the hobby has to offer. As such, these vehicles deserve a special place of prominence at an MCA National Show. Conservator, Classic, and Concept Cars should be situated in a prominent location on the show field *IF FEASIBLE*. The placement of these cars should offer good visibility while affording some degree of protection from vehicle and pedestrian traffic patterns. The owners of these cars may elect to park with their group/club, if the parking setup allows for this, and should be allowed to do so.

The placement of Unrestored and Thoroughbred cars also should allow for trailer unloading and loading fairly close by. Owners of these cars often prefer to push their vehicles to their assigned spaces rather than starting them. The Host Club is encouraged to make a reasonable attempt to plan for, and accommodate, these requests.

4.4.6 Corporate Sponsor Spaces

Corporate Sponsors of MCA shall be afforded exclusivity, in that no other Sponsors or Vendors engaged in a like, or similar concern will be permitted without the written permission of the impacted MCA corporate sponsor. Display space for primary corporate sponsors should be in a highly visible, centrally located spot on the show site. The ideal location will promote a large volume of foot traffic as participants and spectators move between key areas of interest at the site. A map of available sponsor display space with details about expected pedestrian traffic patterns can be a tremendous asset to the Sponsor/Vendor Committee as they try to sell that space.

Space on the show site should be allocated in a prominent location for tractor-trailer rigs that will be used by MCA Corporate Sponsors for publicity purposes. MCA will make every effort to keep the host club informed of Corporate Sponsor space requirements as far in advance as possible, **AND NO LATER THAN THREE WEEKS BEFORE THE SHOW.**

4.4.7 Commercial and Swap-Meet Vendor Spaces

When deciding on the layout of vendor spaces, including swap-meet and small commercial vendors, host club planners should keep in mind that most vendors consider 10 feet wide by 20 feet deep to be a 'standard' space. Planners should be aware that this does not match the standard size of 9 feet by 20 feet for a marked parking space. Other measurements that could be used to charge for vendor space include 'per-frontage-foot' (with a fixed depth) and 'per-square-foot.' Whatever method is chosen, every effort should be made to make sure potential vendors know *exactly* what they are paying for long before they arrive at the show site. Good communication of vendor space size will avoid major headaches during the vendor setup portion of the show. The registration form is a good place to publicize the size of vendor spaces. Some vendors also will wish to have a car in their display area, and the car may be entered in the show.

Swap-meet and vendor space should be in an area that will see steady pedestrian traffic. Locating vendors around the perimeter of the show site is generally acceptable if show cars will be parked close by. Care should be taken to avoid placing vendors and show cars on opposite sides of natural barriers such as buildings, shrubbery, etc. Steady foot traffic improves vendors' sales potential. Those vendors are much more likely to come back to a Regional Show in later years if they have seen strong sales during the National.

4.4.8 Car Wash Stations

[MCA Requirement: *At least one, and preferably two, car wash stations should be provided on or immediately adjacent to the show site or host hotel. Car wash stations should provide, at a minimum, a garden hose with reasonable water pressure and a nozzle. Drainage from car wash stations must not flow across designated show car parking spaces.*] Participants should be expected to supply their own buckets, towels, and cleaning supplies. Often the best location for car wash stations is at the Host Hotel, if it is adjacent to the show site. These stations should be set up early on Thursday afternoon and made available around the clock during the event weekend. If the hours of availability must be limited, this fact should be well publicized. The exact location of the stations also should be well-publicized before and during the event. If a wash station is not provided, addresses for local car washes should be provided.

4.4.9 First Aid Station

The Show Site Logistics Committee should consult with the Health, Safety, and Security Committee on the best placement of the First Aid Station.

4.4.10 Restroom Facilities

Consideration should be given to making sure that there are adequate restroom facilities within a reasonable walking distance of all parts of the show field. Where on-site or adjacent buildings do not provide public facilities in sufficient quantities, portable toilets (including a handicapped accessible unit) must be rented.

4.4.11 Trash Receptacles

Most participants and spectators are willing to help keep the show field clean if trash cans are conveniently placed. When laying out the show site, a good rule of thumb for trash can placement is such that no spot on the show field is more than 50 to 100 feet from a trash can.

The Show Site Logistics Committee should coordinate the volunteers needed to acquire, set up, and empty trash cans on the show field. If sufficient numbers of trash cans are used, this chore should only need performing once per day. Sometimes local beverage or waste management companies are willing to supply cardboard boxes (displaying their logos) to use as trash receptacles. Other outdoor entertainment functions, such as concerts, are good places to spot potential sponsors of this type.

4.4.12 Hotel Guest and Employee Parking (if appropriate)

If the parking lot of the Host Hotel is being used as the show site, care must be taken to plan for the parking needs of the hotel guests and employees. In this situation, most of the hotel guests will be related to the show; however, not every show-related guest will have their car in the show. Reserved parking space for guests and employees should be carefully planned so as not to interfere with vehicle and pedestrian traffic patterns associated with the show.

4.4.13 Spectator Parking

Spectators are just as important to a successful show as are participants, especially to the sponsors that help pay for the event! To draw large numbers of spectators, reasonably convenient parking must be provided for them. Ideally, spectator parking should be immediately adjacent to, but not within the bounds of, the show field.

4.4.14 Car Trailer Parking

MCA National events tend to draw an unusually large number of trailered vehicles. In recent years, the approximately 31percent of judged vehicles arrived in trailers. Consequently, host clubs must plan for parking for 100-130 (depending on show size) car trailers along with their tow vehicles. When planning for the space requirements of car trailers, several points should be considered. First, tow vehicles often will be left attached or parked in front of the owner's trailer, particularly if the show site and hotels are within walking distance. Second, extra space should be allocated on the sides of the trailer since they obviously are wider than an automobile and space must be available to open enclosed trailer side doors. Finally, extra space should be allocated behind each trailer to accommodate loading and unloading.

[MCA Requirement: *Parking must be provided within a reasonable distance of the show site for car trailers and their tow vehicles. The trailer parking area(s) must be provided with the same level of security during non-show hours on Thursday from 6:00 pm through the end of the show on Sunday, as is provided on the main show field. Trailer parking must be available by 3pm on Thursday afternoon.*]

4.4.15 Classification Area

The show site should be laid out so that the Classification Area is where participants first enter the show site and provided with a 10' X 10' tent, 4 chairs, and 10 clipboards. It should be at least 100 feet from the Registration area and there should be sufficient space to allow 30 to 50 cars to wait for classification without backing up into public roadways. This usually is accomplished with multiple one-way lanes for incoming show vehicles. There also should be a safety pullout zone to move cars to in case of a starting or Classification problem. The Classification space is no longer needed after registration ends on Saturday morning and can be reused for other activities on Saturday afternoon and all-day Sunday.

4.4.16 Registration Area

The Registration Area should be adjacent to the Classification Area so that participant vehicle traffic flows smoothly from Classification to Registration. Again, multiple lanes (similar to a quick lube station) often work best. The Registration Area should be organized so as to discourage participants from pulling out of line to park.

4.4.17 Host Club Information Table

This is where the host club would provide information about their club, sign up new members, and sell club and event merchandise.

4.4.18 Public Address System

The Public Address system amplifiers and microphones often are located at or near the Host Club Information tent. Care should be taken when deciding on the location of loudspeakers to make sure they are not located too close to critical conversation areas such as information, registration, classification, and vendor tents.

4.4.19 MCA Membership and Merchandise Tents and Tables

[MCA Requirement: *The host club must provide MCA with an approximately 20' X 20' tent or other suitably protected space in a prominent location on the show field.*] This can be a portion of the host club's tent, if desired. *The tents or space must include at least 32' of banquet tables and four chairs.* This area will be used by MCA volunteers to provide information about MCA, sign up new members, and sell MCA merchandise. NOTE: If this space can be provided for with indoor high traffic, secure area a tent is not necessary.

The MCA will reimburse the Host club the cost for tent, table, and chair rental and up to \$300 for water with receipts provided with an invoice.

4.4.20 MCA Judges Meeting Area

[MCA Requirement: *Judges Meetings on Friday and Saturday at 10am.*] Although these meetings can be conducted on the show field, it is preferable to use an inside meeting space where ambient noise can be controlled better. This meeting area should be able to accommodate approximately 100 people. Three banquet tables should be set up as head tables and a public address system should be there as well.

4.4.21 Awards Presentation Area

An area large enough for all participants to gather will be needed for the Awards Ceremonies at the end of the show. This location should be within a short walk of the show cars but should not be so close that the crowd must stand next to or between show cars to participate. One possible area is where Classification and Registration had been earlier in the show. If an appropriate indoor space is available, that should be considered also (even if only as a backup) since it would provide shelter from inclement weather or uncomfortable temperatures.

4.4.22 Fire Lanes

The Host Club is encouraged to review the proposed site layout with the local fire marshal to ensure that appropriate lanes of travel have been reserved for fire and rescue vehicles. In most municipalities there are regulations and codes that apply to gatherings the size of an MCA National. This is especially true when vehicles are parked indoors. Large outdoor tents may also need inspection by the fire marshal. It is the responsibility of the Show Site Logistics Committee to oversee compliance with any local laws and regulations.

4.5 Sponsor/Vendor Committee

This committee should be responsible for all sponsor and vendor-related activities. These activities include the sale of sponsor/vendor/pony corral spaces at the show site, as well as solicitation of door prizes, “goodie bag” stuffers, and any other donations to the event.

After the Site Logistics Committee has determined what areas of the show site will be devoted to corporate sponsors, vendors, and pony corral cars, the Sponsor/Vendor Committee should develop a plan for how those areas will be used. That plan should include an inventory of each type of space (vendor, car corral, and corporate sponsor) and a list of the registration/sponsorship fees that will be charged for each space. The plan then can be used by the members of the Sponsor/Vendor Committee to solicit sales of those spaces. During the solicitation stage, frequent communication among committee members is necessary to avoid “double booking” areas of the show site. Since most of the vendor and pony corral sales will arrive via registration forms, the Registration Committee will need to be in frequent communication with this committee to avoid overselling of available space.

[MCA Requirement: *Intentional overbooking of vendor, pony corral, or corporate sponsor space is strictly prohibited!*]

When the show weekend arrives, the Sponsor/Vendor Committee should have in place a detailed map of all spaces sold along with contact information for each of the purchasers. Depending on the preferences of the Host Club, this “Vendor Map” should be used by either the Parking Committee or the Sponsor/Vendor Committee to manage the setup of vendors, corporate sponsors, and pony corral spaces.

4.5.1 MCA Corporate Sponsors

Version 2024.1

01/08/2024

Over the past several years, through the dedicated efforts of a number of Board members and officers, MCA has developed a strong sponsorship relationship with several large corporations. This sponsorship has included cash and some giveaway items for each MCA National show. In return, each event has had to provide publicity, in varying degrees, for those sponsors. As such, your fortune, or misfortune, will depend on the actions of your predecessors and, likewise, your good works will affect the shows that come after yours. A very common requirement is to provide the sponsor with photos taken during the show that demonstrate the visibility their company received.

The MCA National Show Committee will provide a list of current MCA Corporate Sponsors in the Show Award Letter (or very soon thereafter) and will update the host club as Corporate Sponsors are added or dropped. Host clubs *are* permitted to approach local Ford dealers and/or their regional Ford Dealers Association for sponsorship support, but not Ford corporate headquarters.

4.5.2 Goodie Bags

“Goodie bags” are the same for all participants and usually consist of a plastic bag containing trinkets, flyers, business cards, and various other giveaways. The Sponsor/Vendor Committee should be responsible for collecting the contents and assembling the Goodie Bags prior to the show.

4.6 Accessory Sales Committee

The Accessory Sales Committee should be responsible for all tasks, from concept to delivery, relating to accessories for the event. This should include the show T-shirt and any other accessories that the Host Club decides should be sold. This committee should evaluate the accessory possibilities and then make a proposal to the Finance Committee detailing which items should be sold and why.

[MCA Requirement: All National event accessories such as T-Shirts and the like must be provided by a Licensed Ford Vendor if it contains any likeness or representation of any Ford/Mustang Trademark, Logo, etc.]

The number of Licensed Ford Vendors has been greatly reduced by Ford Global Marketing. In the past we were able to recommend many Licensed vendors that provided quality and competitively priced merchandise. Currently, only Chamberlain Marketing in Dearborn Michigan offers show accessories that are licensed by Ford. They are competitively priced. There are several vendors that also offer Ford Licensed merchandise, but they obtain them from Ford Licensed Vendors. Please realize that this requirement was not initiated by MCA on its own. For a number of years now, Ford Motor Company has aligned itself as a major corporate sponsor of MCA. Part of that alignment was that MCA respect their copyrighted and registered trademarks and ensure that regional clubs granted National Shows do the same. That way, anything on an accessory at a National event has already been submitted and approved for use by Ford Motor Company. Any item that brandishes the Ford, Mustang, MCA, or any other registered trademark, must be properly licensed by the owner of the trademark. Accessory vendors offering such items must be willing and able to provide written documentation that proper licensing has been secured.

The show T-shirt is the most common and profitable accessory sold at MCA National Shows. If the T-shirt displays exceptional artwork, it will be worn for years to come by show participants and generate long-lasting advertising for the event, the sponsors, and particularly, the Host Club. This committee should handle the development of a design for the show T-shirt and solicit bids from Ford licensed vendors to have them produced. Care should be taken to price the shirts reasonably and to order appropriate quantities of each size. Other clubs that recently have hosted an MCA National can provide valuable advice regarding these decisions.

The Accessory Sales Committee should make arrangements for the design (if necessary) and purchase of other souvenirs that are to be sold. Examples of other souvenirs that typically sell well at an MCA National are patches, hat pins, key chains, posters, mugs or cups, and hats or visors. Other unique

items, perhaps of local or regional interest, may also be considered. The committee should consult with other clubs that have sold similar accessories and the MCA National Show Committee to gain insight into determining profitability, pricing, and appropriate quantities.

Whatever accessories are chosen to be sold, the Accessory Sales Committee should negotiate to secure the best possible price, payment terms, quality, and delivery standards for the Host Club. This negotiating process should be started and completed early enough to assure delivery of the saleable merchandise before the beginning of the event.

The Host Club may choose to pre-sell accessories before the event by listing them on the registration form, show flyer, or show website. If this is done, all advertising should clearly state whether the items will be delivered to the purchaser or held for pickup at the show. Items held for pickup at the show should be held separate from for-sale items to ensure availability for those who have pre-paid.

As indicated above, the Accessory Sales Committee also should be responsible for coordinating and staffing the Accessory Sales table during the event. The Accessory Sales Committee should plan a distinct set of staff working the Accessory Sales table and avoid the temptation to combine the workforce of the Registration and Accessory Sales tables. This will avoid the possibility of lost sales, improperly handled registrations, stolen merchandise, and unguarded cash boxes.

4.7 Judging and Classification Committee

This committee serves as the liaison between the Host Club and the MCA National Head Judges. As such, the Show Head Judge must be designated the Chairperson of this committee. The responsibilities of this committee include coordinating Classification Inspection, providing operational support for the judging activities, and recruiting an adequate roster of qualified judges for the event.

4.7.1 Classification

MCA does all the Classification using Gold Card and Certified Judges and will, if needed, ask for knowledgeable volunteers. If parking by CLASS, two to four people may be needed to assist the Classification Team with writing dash cards. The MCA Assistant National Head Judge of Classification will be available during the hours of registration to supervise the Classification Team.

[MCA Requirement: *Classification shall be performed by persons assigned by the Assistant National Head Judge of Classification. The host club will not perform any duties related to classification unless directed by the ANHJ of classification.*

4.7.2 Judging Sheet Tally Room

[MCA Requirement: *The National Judging Secretary must be provided the use of a controlled access room with at least (6) 8 foot or (8) 6-foot tables and twelve chairs to use in the judging sheet tallying process. Access to this room will be needed no later than 2pm on Thursday afternoon and starting at least one hour before registration opens on the first day of the show all the way through the awards presentation on Sunday. The Judging Secretary must be able to exclusively secure this room at the end of each day. Reference Appendix D for internet and Wi-Fi requirements]*

[MCA Requirement: *The Host Club must provide a small table and chair outside the tally room along with one volunteer to staff this table between the hours of 12 pm and 5 pm on Friday and Saturday.] This will be the drop-off point for judging sheets.*

4.7.3 Judging Activities Support

[MCA Requirement: *The Host Club must provide clipboards and pens for use by the Classification crew and MCA Judging teams.*] A good estimate for the number needed would be one clipboard and pen for each class for the show season. This should amount to approximately 80 to 85 clip boards.

The host club must provide two golf carts as requested by MCA for use by the MCA National Head Judges and for MCA personnel. The cost of the golf carts will be reimbursed by MCA. Receipt must be provided with the invoice for reimbursement. The host club is encouraged to provide mobile phone numbers for their Parking, Registration, and Show Chairmen to the MCA National Head Judges, National Judging Secretary and Classification Assistant Head Judge for communication.

[MCA Requirement: If warm weather conditions are expected, the host club must provide water to judges during the primary judging hours.

4.7.4 Judge Recruitment

[MCA Requirement: *The Host Club must make reasonable efforts to recruit enough qualified judges to fulfill the judging needs of the event.*] The first and foremost action to take towards satisfying this requirement is to include questions on the Registration Form asking if the registrant is an MCA Judge (Certified or Gold Card), if they are willing to judge during the event, and, if they are willing to judge, what MCA classes/years they are qualified to judge.

The Judging and Classification Committee is responsible for building a list of judges (and their qualifications) who are expected to attend and judge at the show. Approximately two months before the show, the Show Head Judge (who is the Chairperson of this committee) should consult with the MCA National Head Judges to determine if the compiled roster of judges will serve the needs of the event. Where deficiencies are noted, it will be the responsibility of the Show Head Judge and his or her committee to address those deficiencies with stepped up recruiting efforts.

Two categories of judges where recruitment has been difficult in recent years are Late Model Judges and Occasional/Daily Driven Judges. MCA is willing to assist in the recruitment of new judges (in these categories in particular) by conducting a weekend "MCA Judge Certification Crash Course" shortly before the National Show. With the coordination assistance of the Judging and Classification Committee, the MCA National Head Judges will provide one or more qualified instructors to conduct a full-day Saturday training session with the goal of producing newly certified judges that can assist with judging at a National Show. The Host Club may be required to incur some of the expenses (such as hotel and meal costs) associated with conducting the seminar. If the Host Club is interested in this opportunity to increase the availability of MCA Certified Judges in the local area, the Show Head Judge should contact the MCA National Head Judges to discuss the details.

4.8 Registration Committee

This committee has three primary duties: Completing Appendix E, handling pre-registrations prior to the event, and handling registration and check-in during the first two days of the show. The Chairperson of this committee needs to be one of the most organized people in the Host Club!

4.8.1 The Registration Process

All participants in National shows **MUST** utilize the MCA provided application to register for National events. The use of a paper registration form for National shows will no longer be accepted. The host club registration committee is responsible for designing flyers to promote the show and advertise it. The flyer should include information related to the show venue, show activities, host and other hotel information, and location. All show facts and contact information should also be on the flyer/ad. Flyers for other MCA National events can be found in recent issues of Mustang Times and should be used as a guide in

designing a flyer.

[MCA Requirement: The host club must complete APPENDIX E of these guidelines and submit to the National Show Committee Chairperson at least eleven months prior to the event to facilitate setting up the automated registration portal.] The registration portal will be built and should go live at least 9 months prior to the show date. For approved changes to be incorporated into the portal for the following year, no show will go live until after the October Board of Directors meeting.

NOTE: The host club will need a PayPal account to collect entry fees. This should be a business account established in the club name. No personal accounts should be used since 1099 will be issued for the funds collected at the end of the year.

[MCA Requirement: *Show Flyers must be reviewed by the National Show Committee Chairperson before distribution and publication to verify compliance with corporate sponsorship and other MCA requirements.*]

4.8.2 Registrant Numbering

[MCA Requirement: *Each car entered in the show must be assigned a Registration Number consisting of an MCA Class code followed by a sequence number unique for the entire show.*] MCA Class codes are two to three letters (e.g., MA or CTA). The sequence number portion of the Registration Number must be unique for the entire show field. It should **not** start at 1 in each class. This requirement makes it possible to reclassify a car during the show without causing numbering problems because only the MCA Class code needs to be changed. Class codes should **NOT** be assigned to a vehicle until it enters Classification Inspection. It is the responsibility of the Classification Inspection team, through consultation with the car owner, to assign the car to the appropriate class. **NO NUMBER SHOULD BE USED TWICE ON ANY REGISTRATION CARD!** Numbering should always be 3 digits or more starting with 101. The list of the official "MCA Judging Classes" for the current year is available on the MCA website.

The class codes that are assigned in the application portal prior to the show date are for reference only. They are not to be used by the host club to make dash cards, parking space assignments or any other show related activity that can impact the National Show Judging process. They are subject to change prior to and during check-in at classification, the day of show.

4.8.3 Pre-Registration

[MCA Requirement: All participants in a National Show that want to be judged must be a member in good standing in the Mustang Club of America. The only exceptions are entries in President Choice classes and Display. The "Display" category is restricted to Mustangs only. Other Ford vehicles must be entered in a "Ford Special Interest" (FSI) category if the host club desires to set up an FSI class. MCA membership is not required for FSI. Monies collected for MCA memberships through the registration will be remitted to MCA, minus the PayPal merchant fee.

Pre-registration is now required for all MCA National shows. The pre-registration postmark cutoff date shall be at least 20 days prior to the show. For cars that are registered by a certain date, it is recommended that an acknowledgment of registration be mailed (paper or e-mailed) to the entrant. (the application performs this notification)

Once the show pre-registration deadline has passed, no additional registrations will be accepted for any judged classes. At the discretion of the host club, registration for Display Only may continue with a recommended cut-off of one week before show date.

It is up to the host club to decide if they want to accept “day of show” entries in the Display class only. Handling of “day of show” Display entries shall be the responsibility of the host club. The registration online registration will be reconfigured after the registration deadline to prevent “Display only” registrations.

If the total number of pre-registered cars is 135 or less at the pre-registration deadline, pre-registration may be extended by up to one week with the approval of the National Head Judges, National Show Committee Chairperson, and the National Judging Secretary. This approval must be unanimous.

Automated registration provides a means of computerized tracking of pre-registrations. The show registrar may export pre-registration reports from the application.

4.8.4 Registration Fees

The amount charged for registration fees is up to the discretion of the host club but must be specified in the show application.

[MCA Requirement: *The registration fee specified in the show application cannot be increased without the written consent of the MCA National Show Committee.*] The typical registration fee is \$75 to \$95. Cars in the Display Class should not be charged the full registration fee. Typically, registration fee for Display Class cars would be in the \$35 to \$45 range. The registration fee for Conservator, Classic, and Concept class entries is set at \$15 less than the Judged entry fee.

Cars registered in Thoroughbred classes are special and unique and, in most cases, require judging by individuals with the experience and knowledge to accurately judge and evaluate the authenticity of the vehicle. The registration fee for Thoroughbred is the normal registration fee plus an additional \$250 fee. This additional \$250 must be remitted to MCA after the show. The additional fee is used to offset the cost of procuring a lift (if required) and qualified judges to judge the class. Since situations and circumstances often change, the host club must provide refunds for cancellations up to the pre-registration cutoff date. After the pre-registration cutoff date, refunds shall be at the discretion of the host club. It is recommended that refund requests after the pre-registration cutoff date be reviewed for extenuating circumstances and refunds provided or refused based on this review. PayPal now charges a service fee for transactions in or out. Refunds should be reduced by the amount of the service fee and if merchandise has been purchased the cost of shipping to send the merchandise. The refund policy should be stated in the registration portal.

4.8.5 Registration Packets and “Goodie Bags”

The Registration Packet typically consists of a full-size manila envelope with the participant’s name and registration number written on the top left corner. The envelope should contain banquet tickets or other items unique to that participant. The Registration Committee should be responsible for assembling the registration packets for pre-registered participants prior to the show.

MCA provides up to 400 Dash Cards at no cost to the host club. If registration is expected to exceed 400 vehicles, the host club should purchase additional dash cards (\$25 per 100 cards) from MCA.

[MCA Requirement: *The host club must make a written request by email to the MCA Office (mcaofficeadministrator@mustang.org) at least two months in advance of the show for the number of dash cards desired.*]

[MCA Requirement: *MCA may choose to provide materials for inclusion in the Registration Check-In Packet. If MCA provides these materials to the Host Club at least two months in advance of the show weekend, the Host Club must add these materials to the Registration Check-In Packets, as requested.*] Examples of materials that might be provided by MCA include corporate sponsor brochures or participant questionnaires. MCA must provide all required copies of the materials. The only impact on the Host Club

Version 2024.1

for this requirement is the labor required to add the materials to the packets. If this is done when the packets initially are assembled, the impact of this requirement should be minimal.

The Registration Committee also should be responsible for distributing the Registration Packets and Goodie Bags as participants check in.

4.8.6 Show Weekend Procedures

□ [MCA Requirement: During registration check-in, the assigned Registration Number should be written on the Dash Card in black ink.]. The Classification code will be accessed using the registration sheets by the Classification Crew with the two or three-letter class designator submitted. The Registration Crew then should assign the next sequential number to the car (unless parking by class and tracking number is utilized) and fill it in and submit to the tally room using the registration application. The complete Registration Number then should be transferred to an MCA-supplied dash card and handed to the registrant with instructions to place it in the lower left corner of the dashboard. This will greatly assist in locating cars during judging. Once a participant is finished at Registration Check-In, they should be instructed to proceed to Parking (or the Event Photo area, if applicable).

Parking Committee

As part of the task of managing the flow of traffic around the show site, the Parking Committee should be responsible for acquiring, installing, and removing any direction signs, traffic cones, construction barrels, etc., needed to do its job efficiently. This committee must work closely with the Judging/Classification Committee and the Registration Committee to assure a coordinated and orderly flow of show car traffic through the registration process. It also must work with the Sponsor/Vendor Committee to handle the safe and orderly movement and setup of vendors, corporate sponsors, and pony corral vehicles.

Highly visible, strategically placed traffic signs leading up to the Classification Inspection, Trailer Parking, and Spectator Parking entrances will help tremendously in reducing bottlenecks caused by confused drivers. Another excellent way to improve participant awareness of the desired traffic patterns is to prepare a map showing traffic flow and the location of parking areas for all three vehicle types: Show, Tow, and Spectator. This map should be incorporated into the multi-page show flyer, sent in the confirmation packet, and/or posted on the show website.

There should be at least one parking person at each open entrance to the show site. This person should be equipped with a map to help redirect individuals who have arrived at the wrong entrance. Traffic cones, barrels, or some other highly visible obstruction should be located at each closed-off entrance.

Classification Inspection Team members should be able to direct show cars to Registration Check-In if it is located close by. After Registration Check-In, show vehicles should come under the direction of the Parking Team until they reach their final destination. Parking Team members should be stationed close enough together so that show car drivers will always be able to see the Parking Team member they are headed towards. There is nothing more frustrating for a participant than to feel lost amidst a sea of friends and competitors!

Vendor, Corporate Sponsor, and Pony Corral traffic should enter the show site from an entrance separate from that used for Classification Inspection. The Parking Team or Vendor/Sponsor Committee member(s) responsible for leading vendors to their assigned spaces should, of course, be stationed at the Vendor entrance. These volunteers should personally lead each arriving vendor directly to their space and inform them of their precise boundaries. This personal attention not only creates goodwill with the critically important sponsors, but also helps avoid encroachment problems as the final vendors arrive.

Spectator vehicles and car trailers, if parked on the show site, also should enter through separate dedicated entrances, if possible. Spectator parking should be sufficiently segregated so that parking assistance is not necessary. Car trailer drivers, on the other hand, often do not park in the most efficient

and compact manner, if left to their own devices. Consequently, at least one Parking Team member should be responsible for directing car trailers into designated spaces. This may not be necessary if there is an overabundance of trailer parking spaces available. Some trailered vehicle owners will prefer to unload their cars on the show field as close as possible to their intended parking space. If this can be accommodated in an orderly and safe manner, it should be allowed. The farther from the show site that trailer parking is located, the more likely this request will be.

Efficient communication is essential to the smooth operation of the Parking Team. The best way to achieve this is using Talk about-style two-way radios. These radios are inexpensive enough so that every member of the Parking Team should be encouraged to own one. Since this type of radio likely will be used by other show teams (such as Judging), a separate frequency should be used for each major Team to avoid excessive radio traffic. A list showing the frequency used by each team should be distributed before the show begins to each show volunteer who has a radio. This will help facilitate cross-Team communication during the event. Safety should always be a driving factor for the Parking Team. Each member of the Parking Team should wear a brightly colored safety vest or T-shirt with special markings. Special care also should be taken to avoid blocking fire lanes.

4.9 Publicity and Special Publications Committee

This committee is responsible for the advertising and publicity for the show. The success or failure of this committee will have a significant impact on the success or failure of the show as a whole! To attract the number of show cars that all the committees are basing their estimates on, the Publicity and Special Publications Committee must get the word out about the show early and often.

4.9.1 Show Flyer

[MCA REQUIREMENT: The flyer must be reviewed and approved by the National Show Committee prior to printing and distributing.] The Show Flyer should be the first activity of the Publicity and Special Publications Committee. This should be done as soon after the show is awarded as possible. The Flyer will need to change as new sponsors are added and additional information becomes available, but every effort should be taken to make the first version as accurate as possible. Information that might, or is expected to, change should not be included on the early versions of the Flyer. The primary reason for creating a Flyer so early is so that copies can be handed out at prior year MCA Nationals and other local car shows. This helps build awareness and interest for the event, even if all the details are not yet available.

Some clubs choose to expand on the one-page Flyer by producing a two- or four-page Show Flyer. One page of the Show Flyer should contain the Registration information about Motosho, whereas the other page or pages are devoted to providing additional information about the show. To avoid unnecessary printing costs, the Show Flyer, if produced, should be delayed until most of the details, and especially the primary sponsors, are known and not likely to change.

The content and layout of the Flyer itself is very important. A great deal of information must be conveyed on a single page. The best source of inspiration for designing a Show Flyer is recent issues of Mustang Times. Any National Show Flyer that appears in Mustang Times has been checked and rechecked for accuracy and completeness so it should serve as an excellent example of a good design.

4.9.2 Event Listings on the Internet and in Magazines

In the fall of the year preceding the show, this committee should begin submitting event listings to any publication or website that will take them. Text-only event listings usually do not cost anything so they should be placed in as many places as possible. Printed publications do have significant printing lead times though, often as much as 60 or 90 days, so those listings must be submitted early. By January of the show year, listings should begin appearing in the key automotive and Mustang-oriented magazines

and websites.

The event name, dates, location, and contact information are the primary details that should appear in text-only listings. Additional information about the host hotel, activities planned, registration costs, etc. also can be helpful, but should not be included until such information is not likely to change.

Display advertising in national magazines is usually prohibitively expensive and not generally recommended for this purpose. The one exception to this rule is the MCA national publication, Mustang Times. Each MCA National Show receives two full-page ads in Mustang Times free of charge. The Grand National receives one extra full-page ad for a total of three. Additional ads can be purchased at a reduction off the current advertising rate. Ads for Mustang Times must be received by the Mustang Times Editor prior to the published submission deadline to assure inclusion in the desired issue. It is strongly recommended that the show Flyer be used as the ad copy for the full-page ad in Mustang Times.

[MCA Requirement: *Ads for the National Show that are placed in Mustang Times by the Host Club must contain the logos of all MCA Corporate Sponsors. Additionally, these ads must be reviewed by the National Show Committee Chairperson and the Mustang Times Editor before they can be printed in Mustang Times.*]

4.9.3 Club and/or Show Website

If the Host Club already has a website, or if it has members with the expertise to create one, serious consideration should be given to creating one or more web pages about the National Show. Web pages provide a relatively inexpensive way to convey a large amount of information about the National Show to a very large audience. Another advantage to a website is that the information can be kept current much more easily and cheaply than with printed materials. If the Host Club has an existing website, it is possible to register a new domain name just for the National Show and have it “forwarded” to a page on the club website for less than \$20. Whether a new domain name is created or a page on an existing site is used, this web address or “URL” should be used in ALL advertising and publicity associated with the show. If this is done, the public will always know where to go (on the Internet) to easily find the latest details about the event.

If a website is used, one of the most important things to have on it is the Show Flyer with registration info via Motosho. The best option is to have someone create an Adobe Acrobat (PDF) version of the form and post it on the website for people to download. If that option is not readily available, most current word processing programs such as Microsoft Word and WordPerfect are capable of saving the Flyer document as an HTML page. That page then can be placed on the website for visitors to print directly from their browser. A link to the registration application can be included on the page. Email show information to events@mustang.org to have the show included on the MCA website events calendar.

4.9.4 Local Media Publicity

A large portion of participants, particularly in the Occasional Driver and Daily Driver classes, come from the local community. For this reason, it is very important to schedule announcements about the event in the local media outlets. If any of the proceeds from the event are to be donated to a local charity, most media organizations are quite willing to announce the event in a Public Service Announcement at no charge to the club. Local sponsors that routinely purchase print and television ads also may be willing to mention the show in ads run just before the event. The Host Club should work with the local radio stations, television stations, and newspapers to get the word out about the event. Where possible, major sponsors should be mentioned in the ads.

Another source of local publicity is the Chamber of Commerce and/or the Convention and Visitors Bureau. Either of these organizations may be willing to provide brochures about local points of interest. These brochures can be handed out in registration packets or possibly even mailed to registered participants in a confirmation packet. Some community service organizations like this are even willing to

assist with bulk mailing of confirmation packets if their materials are included.

4.9.5 Show Program - Optional

A Show Program can be a tremendous income producer for a Host Club, but ONLY if the Publicity and Special Publications Committee has sufficient resources to sell the advertising space and then handle the layout and printing of the publication. This activity is only recommended for larger clubs with significant numbers of volunteers. In most cases, a relatively large number of ads must be sold before a program will turn a profit over the printing costs. If the decision is made to do a program, this committee should contact MCA regarding corporate sponsor requirements.

4.10 Awards Committee

The Awards Committee is responsible for designing, choosing, and purchasing awards for the winning show cars, dash plaques for all participants, and any other gifts or special awards that the Host Club would like to hand out. The Awards Committee also is responsible for coordinating the volunteers needed to hand out awards during the awards ceremony at the end of the show. The Awards Committee should work with the Hotel and Special Events Committee to determine the best time and location to hold the awards ceremony on Sunday afternoon.

4.10.1 Car Show Winner Awards

Quality awards (either plaques, trophies, or specialty items) are part and parcel of an MCA National Show. MCA does not impose any requirements on the cost or style of the awards; however, participants at MCA National Shows have come to expect awards befitting the event. Poor quality awards will leave a negative impression in the minds of participants and the MCA. This could in turn reduce turnout at subsequent regional shows as well as jeopardize the possibility of being granted another MCA National Show in the future.

Any awards that are presented to “Display Only” and “Ford Special Interest” cars by the National Show host club, shall not make any reference to the National show at which they are presented.

[MCA Requirement: The Retired Class has been eliminated. As of 2024, there are 79 classes with three levels of awards (Gold, Silver, or Bronze). Also, ties commonly occur in a number of the classes. Past history shows that approximately 85-90% of the cars entered receive awards/trophies. We are working to get this percentage down so the awards mean more to the winners and the host club has less expense. The percentage of early model vs. late model has been changing toward more late model cars, approximately 60/40 late to early. Trophies/awards for a National Show will probably be in the \$35 to \$45 per trophy cost range.

4.10.2 Conservator, Classic, and Concept Award

[MCA Requirement: The entry fee for cars in the Conservator, Classic, and Concept classes is \$15.00 less than the Judged Class entries. All Conservator, Classic, and Concept cars MUST be pre-registered, there are no exceptions. They will receive an award plaque at their first show where they enter these classes and applicable plates for their plaque at future shows. The plaques must be specially engraved for each award, and we need lead time. New entries in these classes will not have a Permanent number assigned until they attend their first show. Conservator, Classic, and Concept cars will also receive a show trophy. The Award will say “Conservator”, “Classic”, or “Concept”. instead of Gold, Silver, or Bronze.

4.10.3 Dash Plaques

As is typical of most regional one-day shows, MCA National Show participants usually expect to receive a

“dash plaque” commemorating their attendance at the event. These are usually small (4” by 3” or so) metal plates with the event logo silk screened on them but can be any memento you wish to use. Enough dash plaques should be ordered so that everyone that participates will receive one in their Registration Packet.

4.10.4 Tokens of Appreciation for Judges

Although not a requirement, it is customary for the host club to offer a gesture of appreciation to the volunteer MCA judges, scribes, and tally room personnel that contribute most of their Friday and Saturday to making the judged show possible. A gift often used at past shows is a ball cap displaying the show logo and the words “MCA Judge.” In addition to being thoughtful, this gift also serves the purpose of identifying the judges to show participants. Other gifts that have been given include specially printed t-shirts, clipboards, and kneeling pads. If judging gifts are given, the fairest method of distribution is to provide an appropriate number of gifts to each judging team leader for that person to distribute to their team along with the judging sheets they are expected to complete. For a National event, about 100 gifts would be needed whereas for a Grand National, about 135 gifts would be required.

5.0 SHOW WEEKEND SCHEDULE

The host club may choose to allow vendor setup on Thursday; however, Registration Check-In must not begin until Friday morning.

5.1 Friday

[MCA Requirement: *Official show hours on Friday must be 8 a.m. to 5 p.m. Classification and Registration Check-In must begin at 8 a.m. on Friday and continue until 5 p.m.*] Since the MCA officials needed for the Classification process will not arrive until Thursday evening, Registration Check-In must not begin before Friday morning. **ALL OF YOUR PEOPLE SHOULD BE IN PLACE AND READY TO OPERATE BY 7:30 AM. IF AVAILABLE, THE MCA CLASSIFICATION TEAM WILL BEGIN EARLY BUT NO LATER THAN 8:00 AM.**

5.2 Saturday

[MCA Requirement: *Official show hours on Saturday must be 8 a.m. to 5 p.m. Classification and Registration Check-In must begin at 8 a.m. and continue until 10 a.m. Classification and Registration Check-In must end promptly at 10 a.m. on Saturday.*] **CARS MUST NOT BE ALLOWED TO START OR LEAVE BEFORE 5:00 PM WITHOUT THE HOST CLUB OFFICIALS PERMISSION AFTER CONSULTATION WITH THE NATIONAL HEAD JUDGE(S).... THIS MUST BE ENFORCED!!**

5.3 Sunday

[MCA Requirement: *Official show hours on Sunday must be 8 a.m. until the end of the awards presentation.*] All cars should be in place by 10 a.m. on Sunday morning but leeway should be given to participants that choose to attend church. In any case all cars should be in place by 12 noon. Cars that do not return to their parking space are subject to disqualification.

[MCA Requirement: *Cars that leave the show site without permission prior to the awards presentation are subject to disqualification.*]

After the MCA National Head Judge(s) have certified the winner results provided by the MCA Judging Secretary, the winner list will be provided to the Show Chairperson.

It is customary for the MCA President to say a few words to the audience and present MCA awards before the awards presentation begins.

[MCA Requirement: *During the awards presentation, class winners should be announced in the order the classes appear on the MCA Judging Classes sheet beginning with Division I Class CAT and proceeding in order through each sequentially higher Division.* This order may be modified by the host club. *The Conservator, Classic, and Concept classes are presented by the MCA President at the beginning of the Awards Ceremony.*]

6.0 POST-SHOW RESPONSIBILITIES

6.1 Documentation for Corporate Sponsors

MCA Corporate Sponsors have various requirements that must be met. The MCA Treasurer will provide the Host Club with a letter detailing those requirements at the beginning of the show year. The most common requirement is to provide photos showing how the sponsor was represented at the event. This might include pictures showing corporate banners hung in high traffic area, pictures of posters or catalogs being handed out to participants, or pictures of donated “door prizes” being distributed.

6.2 Winner Follow-ups

The Host Club may choose to offer theme photos (for example pictures of the participant’s car in a locally interesting setting), engraved award nameplates, or some other personalized items at the event. If items of this type are planned, that planning should include efforts to deliver those items to purchasers and/or winners in a timely manner after the event. In order to ensure that participants have reasonable expectations for when to expect delivery, the expected delivery schedule should be well publicized during the show.

Final Accounting to MCA

[MCA Requirement: *Within 90 days after the completion of the event, the Host Club is required to send a copy of the final balance sheet to the MCA National Show Committee Chairperson.*] This information will be used by the National Show Committee to assist future show applicants in their budget preparations.

[MCA Requirement: *Within 90 days after the completion of the event, the Host Club must provide the National Show Committee with an approximate count of attendees for any formal social gatherings held during the show.*] This information will be useful in estimating future banquet needs.

If the Host Club fails to fulfill all final accounting requirements in a timely manner, the National Show Committee will have the option of disqualifying the Host Club from consideration for future National Shows for a period of seven years.

MCA National Show Committee Follow-up

Every National Show offers opportunities to learn new ways to improve the process. With that goal in mind, the National Show Committee will solicit comments about the show from a number of sources and then create a post-mortem report of the event. These actions should include:

- 1 Solicit comments from MCA Board members in attendance
- 2 Solicit comments from small random selection of registrants

3 Solicit changes to the National Show Guidelines from the Host Club

This report will list the good, the bad, and the recommended improvements (with the author of each comment noted in the report). A summation section in the report will list the recommendations of the National Show Committee regarding future awards to this Host Club.

7.0 SHOW GUIDELINES DISCLAIMER

Please note that these guidelines are subject to change. The host club will be required to follow the guidelines that are received with their MCA show contract at the time of show award, however, If the National Show guidelines are revised after a show is awarded, any host club of a show already awarded must comply with any of the revisions that directly affect their event. If the change will result in a negative financial impact on the club, MCA will absorb that impact.

8.0 APPENDIX A – APPLICATION TO HOST A NATIONAL SHOW

The following pages contain the standard application form. If desired, another document may be substituted for this form provided all of the information requested on the standard form is included in the substitute document.

MUSTANG CLUB OF AMERICA
P.O. Box 3973
Suwanee GA, 30024
Phone 850-438-0626

PROPOSAL FOR HOSTING A NATIONALLY SANCTIONED SHOW

SHOW INFORMATION

Date prepared and
submitted:

Host Regional Group:

Show Dates:

Alternate Dates
(Required):

Show Site:

Typical Weather:

Hotel Accommodations:

Main Hotel:

Address:

Phone:

Additional Hotels:

Describe Show including
any special features:

Show sponsors:

PROPOSED BUDGET

Estimated Income	Number	Cost Each	Total
A. Car entries			
B. Vendor spaces (10' x 20')			
C. Pony Corral			
D. Program Advertisements			
E. Banquet, etc.			
F. Sponsors			
G. Miscellaneous (t-shirts, etc.)			
Total Estimated Income			

Estimated Expenses	
A. Publicity (Forms, ads, phone, printing, mailing, tickets, etc.)	
B. Programs	
C. Local Arrangements (Facility rentals, security, signs, etc.)	
D. Social Functions (Banquet, etc.)	
E. Trophies and other prizes	
F. Other	
Total Estimated Expenses	

Regional Group Information

Name:

Headquarters Address:

Officers :

President	Name:		MCA#:
	Address:		
	Phone #:	Email:	_____
Vice-President	Name:		MCA#:
	Address:		
	Phone #:	Email:	
Secretary	Name:		MCA#:
	Address:		
	Phone:	Email:	_____
Treasurer:	Name:		MCA#:
	Address:		
	Phone:	Email:	

Total number of members:

Number of active members:

Number of MCA members:

Previous shows hosted (include dates, locations, and size):

- 1.
- 2.
- 3.
- 4.

Previous MCA National/Grand National Shows attended by Show Committee Members:

- 1.
- 2.
- 3.
- 4.

10.0 APPENDIX C – INSURANCE COVERAGE FORM

Contact MCA office for current form.

11.0 APPENDIX D – INTERNET AND WIFI REQUIREMENTS

The Mustang Club of America (MCA) uses a cloud-based show management system. In order to manage, judge, run the MCA portion of the car show, a good stable connection to the Internet must be available. This includes the show field, the registration and classification areas, and the Tally room. Having access to the Internet in the area where the awards will be presented is highly suggested.

Minimum Access Requirements:

A signal strength of greater than 65 dB with either Wi-Fi or Verizon 4G/5G cell signal is needed and must be reliable throughout the show area and the Tally Room. If this signal strength cannot be obtained then several checks of stable upload, download and ping speeds should be conducted. Minimum requirements for the average speeds are:

- Download: > 10Mb/s
- Upload: >5Mb/s
- Ping: <60ms

The Tally Room must have the ability to power and use several computers, as well as stable signal strength and access to the Internet.

Preferred Access Capabilities:

The Tally Room must function with several computers and people working. A high-speed Ethernet connection would be beneficial in this area. Wi-Fi coverage with signal directed to a high-speed Internet connection in the registration, classification and show field would be preferred. This type of signal is generally more stable than signals provided by cell services. This also allows for the use of cell services in the event there is a loss of Wi-Fi.

How do I find out our signal strength?

There are several applications that can be downloaded for both the iPhone and Android platforms that can detect signal strengths. Of course, using these applications will only give you the results/strengths for that specific device when it comes to Wi-Fi and 4G/5G signal strength.

12.0 APPENDIX E - EVENT INFORMATION FOR ON-LINE REGISTRATION SETUP

Event Name:

Event Start
Date:

Event End
Date:

Preregistration
Deadline:

Participant Limit
(Number of Cars) if
applicable:

Hosting Club Website
address:

Brief Event
Description:

Show Information
contact email address:

Show information
contact phone number:

Event Location's Name:

Event Location's Street
address:

Event Location's
City:

Event Location's State
and or country:

Event Location's mailing
Zip Code:

Event Location's Time
Zone:

PayPal
Email:

Check Payable
To:

Host Club Mailing Address:

Additional information to include in the confirmation e-mail:

Club Show Liability Release Statement:

Charges:

Judged Classes, including Presidents Choice per car:

(Pre-registration required and MCA membership required)

Conservator class: Judged fee less \$15 per car
(Prior approval required)

Display only class per car: (Mustangs only)

Ford Special Interest class if offered per car:
(Ford powered vehicles other than a Mustang)

Show T-shirts if offered, need price per shirt and sizes offered:

Additional events please provide details and pricing for each event:

Special Requests (i.e., "Inside Parking", "Club Group Parking" etc.) provide all pertinent details: