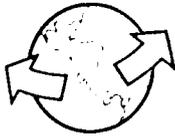


PROEXAG II



EXPORT INDUSTRY TECHNOLOGY SUPPORT PROJECT (AGRICULTURAL COMPONENT)

TRIP REPORT ON THE PLANNING AND ASSISTANCE TO GEXPRONT FOR AGRITRADE V

Assignment Number: ST-034

PREPARED BY:

NANCY TUCKER

THROUGH

Chemonics International Consulting Division
2000 M Street, Northwest
Suite 200
Washington, D.C. 20036

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UNDER THE AUSPICES OF:

United States Agency for International Development (USAID)
Regional Office for Central American Programs (ROCAP)
Guatemala City, Guatemala

July 1992

I. DATES AND DESTINATIONS

July 6 - 10, 1992. To Guatemala City, Guatemala, C.A.

II. PURPOSE OF TRAVEL

Participate in kick-off of AGRITRADE '92 and strengthen linkages with GEXPRONT in Guatemala. Work with GEXPRONT staff on convention/exposition activities. Establish contacts with officials from other Central American associations sponsoring the event.

III. PERSONS CONTACTED

PROEXAG team:

Bruce Brower
Ricardo Frohmader
William Barbee

AGRITRADE Board of Directors:

Alfredo Miron
Julio Campos
Jaime Alfaro
William Brandt
Steve Stahle

GREMINAL staff:

Fanny de Estrada
Jorge Eduardo Cruz
Irma Calvillo de Arias
Jandira Elias
Carlos Larraondo
Haroldo Zaldivar
Ana Lorena Colon
Guillermo Higueros
Magin Beteta Barillas
Gerald Lamberty

Other contacts:

Marcel Roehrs, Programa Integral de Protección Agrícola y Ambiental
Eduardo Gonzalez Castillo, Bancafe

Nancy J. Tucker, PMA - Exitos Report, p. 2

CONTACTS (cont.)

Honduras contact:

Medardo Galindo

Costa Rica contacts:

Gerardina Gonzalez Marroquin, CNAA

Anna Maria Vasquez R., CADEXCO

Panama contact:

Ricardo Koyner

El Salvador contact:

Ricardo Suarez

Belize contact:

Martha Marin

IV. ACCOMPLISHMENTS

1. Meetings with Agritrade Board of Directors. As a representative of PMA, I voiced support of a regional show representing all the countries of Central America. I evaluated the new schedule for Agritrade 92 presented at one of the meeting. It was very gratifying to see that so many of my suggestions presented in my critique of Agritrade 91 were incorporated into the new schedule. I was especially glad to see that seminars and exhibits no longer run concurrently and that the schedule of events is very logically organized.

At a later meeting, I commented that it was great to see how support for Agritrade as a regional event had grown through the week, as evidenced by the enthusiastic response from the representatives from the other Central American countries at that meeting.

2. PROEXAG staff. During a visit and tour of PROEXAG offices, I spoke with Ricardo Frohmader about communicating investment opportunities between the U.S. and Latin America. One way to do this is for PMA to direct inquiries to Ricardo and the PROEXAG staff as well as help provide information on potential US investors. PROEXAG staff could communicate interest to appropriate growers and help evaluate growers.

While at the PROEXAG offices, there was a discussion with PROEXAG staff and the invited representatives from the Central American countries and U.S. associations. This discussion reinforced the need for Agritrade to be a regional show, held in Guatemala.

ACCOMPLISHMENTS (cont.)

The group explored idea of holding more specialized, regional shows in other countries (e.g. a floral show in Costa Rica, a aquaculture show in Honduras). PROEXAG staff and I will develop idea of a floral show to be held in Costa Rica and present this to CINDE.

I met with Bill Barbee to get background on CINDE and discuss strategies and activities for my visit to Costa Rica.

3. **GEXPRONT staff.** We heard presentations from staff managers on their activities.

I met with Carlos Larraondo and Polly Calvillo de Arias to work on the following areas

- * Convention registration - I shared detailed information obtained from the many years of experience of PMA's convention staff (see enclosed). We went over each point step by step and discussed how appropriate procedures could be adapted to Agritrade. I will respond to the staff's request for information on computer programs for registration systems as well as names of companies in the U.S. that make convention badge ribbons.

- * Speakers - Using the PMA Moderator's Kit as a guide, I shared information which provided tips on how to organize topics and speakers for convention workshops. This covered all aspects from deciding on topics to arranging for audio visual aids. I will send the 1992 PMA Speaker's kit when it is ready.

- * Sponsorships - We reviewed the list of sponsorships available at the PMA convention. Using this information, we developed ideas for new sponsorships that could be offered for Agritrade which will help bring in additional revenue.

- * Exposition - I shared and explained the timeline used by the PMA Exposition Department (see attached).

With Haroldo Zaldivar, I reviewed the goals, objectives and strategies for the divisions. These were well outlined. To make them even better, I suggested that they place the strategies under each goal to which they pertain. Then, using member and board input, staff needs to assign priorities to the objectives and strategies. They also need to develop tools and benchmarks by which to evaluate success in these areas.

Carlos Larraondo, Guillermo Higueros, and Magin Beteta Barillas gave me an in-depth look at Agritrade's matchmaking program. I found out how it was organized and implemented. I offered some suggestions, such as ways to make the brochure easier to understand, but mostly I learned as much as I could in order to bring back to PMA ideas of how we may adopt some of these procedures for future PMA conventions.

Nancy J. Tucker, PMA - Exitos Report, p. 4

ACCOMPLISHMENTS (cont.)

I shared the PMA convention marketing plan with Jandira Elias and showed her examples of materials PMA has used. We reviewed the budget of Agritrade 91 and 92.

4. **Other.** I met Marcel Roehrs and learned about the activities Of PIPAA (Integrated Agricultural and Environmental Protection Program).

I visited Antigua and the possible site for future Agritrade conventions. During this visit, I toured agricultural areas producing blackberries, celery, corn, cabbage, green beans, and other vegetables.

On Thursday afternoon, I gave a presentation on the PMA Convention. Included was what people could expect from this year's convention and exposition in Denver, Co (Oct. 10-13), as well as results from survey taken of convention attendees over the past three years. Highlights of these results are attached.

CONVENTION REGISTRATION PROCEDURES

Designing the registration form

The form must be easy to read and understand. The information must be easy to enter into the computer. If you wish to use it as a guide, the PMA registration form has been reviewed by many registration companies. They found it easy to use and well designed.

Completed form arrives at the office

The first step is to enter the money received into the computer. Check to be sure the correct amount was sent. The computer program should have debit/credit system that will catch incorrect amounts.

All forms should be reviewed before information on name, company, address, etc. is entered into the computer. Registrants often fail to fill in all the needed information. Phone calls/faxes should be made to obtain the information. Doing this before entering the information into the computer will speed data entry, result in fewer mistakes and help achieve greater consistency.

Entering information into the computer

Only one or two people should enter information into the computer. This should not be the job of many people. By limiting the number of people, you allow them to become skilled at entering this specific information, yielding benefits of speed and accuracy.

Collect registration forms that have been proofread and enter on regular basis, depending on how many you receive (for example once a week or two times a week).

After the information is entered into the computer, someone else (not the data entry person) should proofread the information in the computer. This is the last chance to catch any mistakes.

Computer system

The system should have only one or two screens. This allows quick entry of information and less chance for mistakes.

The system should be as repetitive as possible. For example, a single key could be programmed for a specific function such as spouse registration fee (other keys would be programmed for other functions). This helps reduce possible errors.

From information entered into the computer system, you should be able to print out:

- Registration lists (alphabetically by person and company name)
- Confirmations/acknowledgment of registration
- Badges (alphabetically by person's last name)
- Hotel reservation lists/reports
- Card for registration kits (alphabetically by person's last name)

Send confirmation to registrant

Confirmation should be produced by computer
Send confirmation with information about airlines, instructions on cancelling or changing registration or hotel reservations, fact sheet, and any other appropriate information. Send every two weeks.

Registration lists/information

Program the computer so registration lists can be printed out according to the person's last name and also according to the name of the company. As company names can be entered into the computer in many different ways, it is important to develop procedures to ensure consistency.

A few weeks before the convention, send the advance registration list to each participant with a notice that they will receive an addendum registration list of those who registered after the initial deadline when they pick up their materials at the convention.

Deadlines

Set realistic deadlines for receiving registrations and stick with the deadlines. You will need deadlines for printing advance registration lists and for receiving registrations at the office (after which the person would have to register on site).

Badges

Periodically print out and proofread badges.
Keep in alphabetical order according to person's last name.
Check for cancellations and changes.

Collating registration kits

Use a large envelope or other means to hold the materials for each person.

On the outside of the envelope, staple the information card printed out by the computer. The card should state the person's name, company, what the person has registered for, and materials that should be inside. Keep this card small, such as 7" x 7" or less. Be sure that cards and badges match.

Try to collate all the materials into the registration kits at one time. This results in more accuracy and efficiency.

Materials to put inside the registration kit

- Tickets
- Ribbons
- Convention program/directory
- Registration list
- Special announcements
- Evaluation form

Convention program/directory

A single publication with all the information on the convention is very useful and becomes an important document to the registrant. However, it also takes a lot of advance planning. Here are suggestions of what information to put in the directory:

- Table of contents
- Hotel floorplan
- Convention program at a glance
- Important convention/exposition information
 - Registration desk hours, message center, restaurant information, first aid, how to order tapes of the workshops, transportation, addresses and phone numbers of hotels, exposition hours, tours, etc.
 - The publication could also contain seminar/workshop descriptions, although at PMA we put this information into a pocket-sized brochure for easy reference.
- Recognition of convention committee/directors
- Recognition of association officers and directors
- Recognition of sponsors
- Floorplan of exhibits
- Information on exhibiting companies
- Exhibitor/product cross reference
- Association personnel (who to call for what)

On Site

You need to be able to print the same type of badges on site as you did for those who pre-registered. Those who register at the conference (and pay a higher fee) or those who need changes to their badges should not be made to feel like second class citizens (i.e. walking around with a badge produced by a typewriter while everyone else has a nice printed badge).

The computer system should be on site so you can bring up a person's record, easily make changes, and store the new information for future reference and marketing purposes.

Locate pre-registration and on-site registration in different parts of the registration area. If necessary, segment pre-registration into different tables according to the first letter of the person's last name (e.g. A-H, I-P, Q-Z).

One person must be in charge of the on site registration area. This person must have the authority to make all decisions concerning registration. He/she must be in the registration area at all times. There may be one or two (or more if necessary) supervisors who are able to answer questions and solve problems, but the person in charge has the final say. If he/she needs to take a break or eat a meal, the authority can be delegated to a supervisor. This system will solve 80% of the problems and allow you to handle the rest.

Notes:

People responsible for registration must feel they have "ownership" of the function. They must be in charge of this area and appreciate its importance. The people must pay close attention to detail and do much planning and preparation.

On site, each registrant feels that they are the most important person attending the conference. The registrant does not know or care that you have registered 500 other people that day. How you treat each person at registration sets the tone for the entire conference.

A person's name is very important to them. Extreme care should be taken to spell the name correctly and be sure that all the information on the badge is accurate.

1992 PMA CONVENTION SPONSORSHIP OPPORTUNITIES

Listed below are the sponsorship opportunities for "Denver Summit '92," the PMA Convention & Exposition scheduled for Denver, CO on October 10-13, 1992. Some of the opportunities are new and are available for sponsorship on a first come basis. However, if an activity was sponsored in 1991, that sponsor will have the option of first refusal for 1992.

Sponsor recognition includes:

- *Pre-Convention listing in the PMA Newsletter and New Products Newspaper
- *Pre-Convention listing on news releases to the trade press
- *On-site signage
- *Listing in the Convention Directory
- *Listing in the PMA daily convention newspaper
- *Acknowledgement during a PMA general session (for amounts of \$5,000 and up)
- *Priority assignment of hospitality suites based upon sponsorship amount (for amounts of \$2,500 and up)
- *Priority use of an industry meeting rooms in the convention center (available on Saturday through Tuesday between noon and 6 p.m.)

Major Reception - The Saturday Welcoming Party and Tuesday Chairman's Reception. The sponsor logo is incorporated in the reception decor and any handout items. If possible the sponsor product is included in the menu.

Full Sponsorship - \$55,000

Co-Sponsorship Two Companies - \$30,000 each

Media Conference - Special activities for media editors, planned in conjunction with the PMA Convention and Exposition. The sponsorship goes toward travel expenses, hotel accommodations, speaker fees, meals, promotion, etc. At least 15 media representatives will be in attendance.

Full Sponsorship - \$25,000

Convention Portfolios - the nylon portfolios given to every registered convention, spouse program, and International Trade Seminar participant containing the program and related convention information. The sponsor name and logo are printed on the front.

Full Sponsorship - at cost (\$25,000 in 1991)

Shuttle Buses - the transportation between some convention hotels and the convention center. The sponsor name(s)/logo(s) will be on bus window signs, printed bus schedules and on bus schedule signs in the convention center and, where permissible, in the hotel lobbies.

Full Sponsorship - \$20,000

Co-Sponsorship Two Companies - \$10,000 each

Co-Sponsorship Four Companies - \$5,000 each

Meal Function and General Session Speaker - The Sunday brunch, Monday breakfast and lunch and Tuesday lunch. The sponsor(s) logo is shown on the screen in the front of the room during the meal. The sponsor also has the opportunity to develop a welcoming video or give a brief personal welcome following the meal and before the program. If possible, the sponsor product is incorporated into the menu.

Full Sponsorship - \$16,000

Co-Sponsorship Two Companies - \$8,000 each

Full Sponsorship of All Three Lounges - \$8,000

Co-Sponsorship - \$3,000 per 50'x50' lounge area, \$2,000 for Floral Pavilion 20'x20'lounge

International Trade Seminar Luncheon - Luncheon for the International Trade Seminar held on Saturday.

Full Sponsorship - \$5,000

Co-Sponsorship Two Companies - \$2,500 each

Exposition Prizes - The cash prizes given away at the end of each days's show (\$1,000 Sunday, \$2,000 Monday, and \$3,000 Tuesday). A sign with the sponsor logo will be on display in the prize drum area and the sponsor's name will be on all deposit tickets.

Full Sponsorship - \$6,000

PMA Board of Directors Dinner - A Friday night dinner to honor current PMA directors and past-presidents. The sponsor will be invited to the dinner and introduced to the guests from the podium.

Full Sponsorship - \$5,000

Exhibitor's Lounges - Refreshment lounges, located just off the show floor, for exhibitors only, open during show hours and for one hour after show hours on Sunday and Monday. Complimentary beer, wine, soda, and coffee will be served.

Full Sponsorship - \$5,000

Refreshment Breaks - The complimentary coffee/soft drink stations set up in the workshop sessions area on Monday and Tuesday mornings.

Full Sponsorship - \$5,000

Local Grocers Day - A program to encourage local retailers to attend convention and exposition activities at no charge on Tuesday. Free bus transportation, luncheon tickets, and a refreshment lounge area will be provided.

Full Sponsorship - \$4,000

International Trade Seminar Breakfast - Breakfast for the International Trade Seminar held on Saturday.

Full Sponsorship - \$3,500

Convention Directory Printing - The printed information booklet, with preview of exhibits, given to each registrant. Each co-sponsor is entitled to a full-color promotion on a cover page (5 1/4"x 8 1/4").

Co-Sponsorship Three Companies - \$4,000 each

Exhibitor Refreshments - The complimentary coffee and soft drinks provided to exhibitors during setup and dismantling hours.

Full Sponsorship - \$4,000

Co-Sponsorship Two Companies - \$2,000 each

Exhibitor's Pocket Guide - A handy reference guide on Denver and the PMA Exposition sent to all pre-registered exhibit personnel prior to the show. Sponsor may have a two-color promotion on the back page.

Full Sponsorship - \$1,500

Recycling Program - Sponsorship of a program to encourage the recycling of as much of the solid waste generated by the convention and exposition as is possible.

Full Sponsorship - \$1,500

Restaurant Reservations Desk - Sponsor a restaurant reservations desk in the registration area. The sponsor's name will appear on the overhead sign and will be printed on the reservation confirmation forms.

Full Sponsorship - \$1,500

Speaker's Lounge - The decor, audiovisual equipment and complimentary food and beverage provided in a room set aside for program participants.

Full Sponsorship - \$1,000

International Trade Seminar Refreshment Break - Between session refreshments served during the International Trade Seminar held on Saturday.

Full Sponsorship - \$1,000

Chairman's Honor Roll Sponsorship - A sponsorship applied to general convention activities or grouped together to cover any area above that is not sponsored or under-sponsored. All sponsors will be appropriately recognized.

Co-Sponsorship - \$1,000

Welcome to Denver Sponsorship - A sponsorship applied to the Denver-area decor used in the registration area, hallways, general session room, and workshop rooms, any workshop speaker costs, etc. As well as the exhibit hall information booths and printed information on the Denver area. All sponsors will be appropriately recognized.

Co-Sponsorship - \$500

For more information, or if you have an idea for a new sponsorship, please call Duane Eaton at 302-738-7100.