

MERCHANDISING:

The merchandising effort of any convention should be based strictly on the need to generate funds to ensure the success of the event. Too often the merchandising efforts of the Convention Committee detract from the primary focus. The focus of any convention is the celebration of recovery. Our efforts to generate funds from our members should be based solely on what is necessary to ensure that the convention is successful.

The Merchandising Subcommittee should be fairly business minded and have an understanding of the Twelve Traditions, especially regarding the sale of N.A. related items. Any funds generated from an N.A. convention should be used to further enhance our Fellowship either locally or worldwide. Careful consideration should be made in negotiating the purchase price of items selected for sale.

The Merchandising Subcommittee Chairperson prepares a budget consisting of the items to be sold and expenses incurred. This budget is then submitted to the Convention Committee for approval. The Merchandising Subcommittee is responsible for the sale of all merchandise.

For UK and area conventions a convention pack is available from UKSO. For UKCNA, members of UKSO will often sell approved N.A. merchandise themselves. For area conventions UKSO will provide a convention pack sale or return.

The Merchandising Subcommittee is responsible for communicating with the Registration Committee for the provision of space for a table at the convention site. The Merchandising Subcommittee is responsible for the storage of all items, in a secure place, and the delivery of all receipts promptly to the Convention Committee Treasurer along with an accurate list of remaining items in the inventory. Following the convention a final statement of remaining inventory is given to the Treasurer. This should be provided no more than one (1) week from the closing date of the convention. This information should be included in the Treasurer's final convention report. In addition to the statement of remaining inventory a complete set of records showing all subcommittee orders for merchandise, expenditures, and sales should be given to the Treasurer to assure accountability for all merchandise and expenditures.

On occasion there will be representatives from other N.A. conventions or similar activities at a convention. Many times these committees would like to sell items from a previous or upcoming N.A. event. This should be allowed as long as it does not conflict with the merchandising effort of the sponsoring convention committee. One very practical approach is to establish a specific time and place for these sales to take place (usually Sunday morning). This not only simplifies the situation for the sponsoring committee, but also allows attendees the opportunity to purchase items from these committees at one time and in one place. It is customary for the sponsoring committee to receive some type of advance notification of a committee's intention to be present to sell. This allows the host committee ample time to plan for the provision of space and the scheduling of the sale so as not to interfere with the convention program. It is important that the host committee be reasonably sure that such sales will benefit the Fellowship.

Merchandising can generate considerable cash-flow and should not be the responsibility of a single N.A. member. A roster of two members per three-hour shift works well, plus close liaison with the treasurer so monies are not accumulated over too long a period.

All receipts of transactions between merchandise and treasurer should be recorded and signed by both parties.