

# Event Report – Great Train Show – Sacramento CA January 4-5, 2020

I traveled to the museum January 2, 2020 and picked up the trailer. I had to load the trailer as the reports of the items being in the trailer already were false. I was advised that there were 26 boxes of models. There was 16 boxes and not full of models. At the time, I played with the idea of just putting them in my truck and leaving the trailer. But I opted to take the trailer anyways for security reasons, I.E. a place to lock up items before and after the show. KC set us up with the cash box with a 100.00 starting bank and the Credit card reader and tablet.

I set up at the show on Friday, Photo attached is of our booth.

On Saturday & Sunday, Russ Johnson and I worked the show, I used points to get a hotel room at no cost to the society. This was done due to safety concerns with fog in the valley. Bart Hanson advised that we had a 100.00 per day per diem. Due to the extreme slow show, we only used 45.00 of that for dinner Saturday night. On Sunday, we were joined by Julie Chesley.

The show itself was one of the largest I have ever attended in my capacity at the FRRS. It was well attended. The problem is multiple of why we had a less than stellar show.

1. Starting with what was left of our collection. Primarily low end/no demand models
2. Someone put very unreasonable price stickers on the items. People looked at the price stickers and walked away. Ultimately, we crossed out through the prices and told people to talk to us. We had some success after that.
3. Location. They had us by the main entrance. Sometimes that is a good thing, but more often, people just walked into our booth, looked around and said they would be back after they see what else was at the show
4. Location. If you look at the picture, the event coordinator placed a 4 booth hobby shop with high walls, he cited last minute changes by Cal Expo. Both us and the vendor behind us took issues with that. I told the venue coordinator that they should have been placed against the wall in a corner.
5. On Sunday, with Julie there to assist Russ, I took the opportunity to go look at similar prices. With our changes Saturday, we literally had the lowest prices in the venue for the items we had. The problem was what is left in our collection.

So the show results were both disappointing but not a loss. We did heavily promote the museum and the RAL program. We did 477.00 in cash gross revenue. We had 15.00 in Parking expenses and the 45.00 Saturday Dinner leaving 417.00 cash on hand. There is an additional 100.00 cash from the starting bank KC sent. We had no Credit or Debit sales nor did we have Check sales. Additionally, at Bart Hanson's request, I put aside 2 cars for him. At 15.00 a car, that will add 30.00 to the show total. Bart advises he will settle up directly at the museum on Saturday.

Post mortem recommendation, We do not have enough to take to future shows unless other estates come in. Recommend clearing shelves in the back of the gift shop and putting it out with priced to sell. The trailer is currently secured at Russ' under lock and key. I will get over there and do a closing inventory tomorrow. I was going to do it today (Thursday) but illness kept me home.

Due to weather and finances, I cannot get the trailer back up to the Museum until the 19<sup>th</sup> as I am still zero revenue unemployed. As noted, the trailer and merchandise is secure. I have the cash box with me and not in the trailer. It is secured at this time. If you want it before I bring the trailer up, an option is priority mail flat rate (To include the calendars that came with me)

David Epling

