

# HOLD YOUR CLUB MEET AT CARLISLE



## THE FACILITY



Founded in 1974, Carlisle Events continues to present world-recognized automotive enthusiast events on its 82-acre facility. The Carlisle Fairgrounds is a clean, maintained facility that features a stage and grandstand, display buildings and a food court. Additionally, located close-by is the Carlisle Expo Center with 22,000 sq. ft. of indoor, climate-controlled space. On-site or nearby camping space is available.

## THE EVENTS



Our events feature designated areas for show vehicles, vendors and special displays and include a full schedule of seminars, entertainment and special guest appearances. We offer a children's activity area, a Women's Oasis, parts hauling services, security services and a variety of quality food concessions.

## THE PEOPLE



Our professionally produced events draw 500+ car and truck clubs, 13,000+ show vehicles and 400,000+ attendees annually. Join us and let the expertise of our experienced event staff do the work while you enjoy your club gathering.

## GET STARTED

### 1 APPLY ON OUR WEBSITE TO BECOME A CARLISLE EVENTS OFFICIALLY RECOGNIZED CLUB

- Your club name will be included in the drop-down club menu on our online showfield registration page.
- After at least one club member registers for the showfield, your club name will appear in the list of clubs attending the event on our website.

### 2 GET A CLUB PLANNING KIT

- Get a step-by-step guide to planning your club gathering.
- Get professionally-designed graphics to share on social media to recruit your members to attend.

### 3 RESERVE YOUR CLUB TENT\*

- A successful gathering includes a place for your club members to use as their club headquarters.
- We offer supply rentals such as tables and chairs and will provide contacts for other needs such as catering.
- Club names and tent locations are listed on the map in the official event guide
- Try to win the Coolest Club Hangout award by decorating your tent
- Recruit new members at the event
- Sell club merchandise

### 4 ENCOURAGE SHOWFIELD REGISTRATIONS

- The more club members that register for the showfield, the closer you are to earning a FREE RENTAL of your club tent!!
- The three clubs with the most members registered for the showfield win awards!

\*Availability varies by event. Call an event manager for details.



# CLUB PLANNING KIT

Welcome to the Carlisle Events family, we're glad you've chosen to hold your club gathering with us! Included in this kit are instructions, a checklist, registration forms and a graphics package to help you plan and promote your gathering.

CHECKLIST	DOES NOT APPLY	FOLLOW UP	COMPLETED
<p><b>BECOME A CARLISLE EVENTS OFFICIALLY RECOGNIZED CLUB</b></p> <p>To check the club's status you may:</p> <ol style="list-style-type: none"> <li>1) Contact the event manager (call or email)</li> <li>2) Check the drop-down menu for your club's name on the showfield registration page at <a href="http://store.carlisleevents.com">store.carlisleevents.com</a></li> </ol>			
<p><b>REGISTER FOR THE SHOWFIELD</b></p> <p>A showfield registration generates a club's name on our website (on the Clubs tab on the page for the event you are attending).</p> <p>Showfield Registration Options:</p> <ol style="list-style-type: none"> <li>1) Online at <a href="http://store.carlisleevents.com">store.carlisleevents.com</a></li> <li>2) Call 717-243-7855</li> <li>3) Use the enclosed form</li> </ol>			
<p><b>PROMOTE THE CLUB'S ATTENDANCE ON SOCIAL MEDIA AND ENCOURAGE MEMBERS TO REGISTER FOR THE SHOWFIELD</b></p> <p>See Graphics Package Information</p>			
<p><b>PLAN YOUR CLUB ACTIVITIES/PURPOSE OF CLUB TENT</b></p> <p>See Club Tent Information</p>			
<p><b>ORDER A CLUB TENT</b></p> <p>See Club Tent Order Form</p>			
<p><b>RENT TABLES AND CHAIRS</b></p> <p>See Club Tent Order Form</p>			
<p><b>SHARE THE LOCATION OF THE CLUB TENT</b></p> <ul style="list-style-type: none"> <li>• Approx. two weeks prior to an event, the map is posted on our website and it will include a list of club tent locations.</li> <li>• Share the location on social media to increase traffic to your tent or share with members to make it easy for them to find.</li> </ul>			



# GRAPHICS PACKAGE INFORMATION

Use our graphics package on social media to share your status of being a Carlisle Events Officially Recognized Club and encourage club members to register for the event. Carlisle Events will email these graphics to you.



This is the Carlisle Events Officially Recognized Club badge. You can use this to promote your attendance at the event on any social media or correspondence.



You can use these as your club's Facebook Cover Photo.



Post this promotional video on social media and use it for your Carlisle Facebook event.



Post this on Facebook or Instagram the same way you post a photo.



**NEW!** You can order this banner to hang on your club tent! See Club Tent Order Form.

<b>1</b>	<p><b>USE OF TENT</b></p> <ul style="list-style-type: none"> <li>• A Club Tent may be used as a “club headquarters” during the event. It may be used to sell club merchandise, host meetings, hold a picnic or simply as a place for members to gather and socialize.</li> <li>• Club tents are not to be used as a place to park or display vehicles.</li> <li>• No food, beverage or other merchandise may be sold within a club tent area except to club members. Failure to adhere to this rule may lead to immediate dismissal without refund and loss of club tent privileges indefinitely.</li> </ul>
<b>2</b>	<p><b>COST</b></p> <ul style="list-style-type: none"> <li>• If your club had 25 or more vehicles registered last year, your club is eligible for a free tent IF the order form is submitted by the deadline.</li> <li>• If your club did not meet the 25-vehicle requirement last year but does this year, a refund of the tent rental fee will be issued approx. 4-6 weeks after the event.</li> <li>• The fee to rent a 20 ft. x 20 ft. club tent is \$180.00.</li> </ul>
<b>3</b>	<p><b>SIZE</b></p> <ul style="list-style-type: none"> <li>• Club tent sizes are offered and determined by the number of vehicles your club has pre-registered. Free tents may be offered at the following club vehicle registration levels: 25 vehicles = 20 ft. x 20 ft. / 50 vehicles = 20 ft. x 30 ft. / 75 vehicles = 20 ft. x 40 ft. / 100 vehicles = 30 ft. x 40 ft.</li> </ul>
<b>4</b>	<p><b>LOCATION</b></p> <ul style="list-style-type: none"> <li>• We try to accommodate requests for club tent locations, however we cannot guarantee placement.</li> <li>• We will send an event map showing the location of all club tents to the club organizer listed on the Club Tent Order Form approx. 1-2 weeks before the event.</li> </ul>
<b>5</b>	<p><b>PARKING</b></p> <ul style="list-style-type: none"> <li>• Registered showfield vehicles are required to park in the areas reserved for their vehicle classes during these events: Ford Nationals, Chevrolet Nationals, Chrysler Nationals (and Truck Nationals if the vehicle registered for the Judged Showfield). We make an effort to place club tents in advantageous positions.</li> <li>• Space will be reserved for club members to park near the club tent at: Import &amp; Performance Nationals and Truck Nationals based on pre-registration numbers. The area is only reserved until 10 a.m. on event days.</li> <li>• Parking requests for a club support vehicle or trailer must be made in advance to the event manager. Attempts to accommodate requests will be considered but cannot be guaranteed.</li> </ul>
<b>6</b>	<p><b>FOOD</b></p> <ul style="list-style-type: none"> <li>• There are many quality food concessions available at the event. Many of our concessionaires offer catering as well. To have a club gathering catered, call 717-243-7855 for catering information. All catering must be from an approved provider.</li> <li>• You may bring a grill to prepare food for your club, however, misuse or unsafe behavior will result in you and/or your items being removed from the fairgrounds. Your grilling area must fit within your club tent footprint and may not affect surrounding vehicle classes. Any food prepared by your club may not be sold to the public, but may be sold to your club members only.</li> </ul>
<b>7</b>	<p><b>SHOWFIELD REGISTRATION</b></p> <ul style="list-style-type: none"> <li>• Each club member must register individually for the showfield and they must choose your club name (from the drop-down menu online) to be counted towards your club’s total registration number. A showfield participant may only choose one club affiliation.</li> <li>• To register for the showfield, go online to: <a href="http://store.carlisleevents.com">store.carlisleevents.com</a></li> </ul>
<b>8</b>	<p><b>AWARDS</b></p> <ul style="list-style-type: none"> <li>• Clubs are eligible for two awards: Coolest Club Hangout and Club Challenge. The winner of the Coolest Club Hangout is chosen by our event team, sponsors and/or partners and is awarded on Saturday afternoon. Club Challenge awards are given to the three clubs with the most members registered for the showfield. Numbers are counted at the close of registration on Saturday.</li> </ul>

\*Valid for the following events only: Import & Performance Nationals, Ford Nationals, Chevrolet Nationals, Chrysler Nationals & Truck Nationals.



# CLUB TENT ORDER FORM

Use this form to order rental of a club tent\*, tables and chairs; order a professionally designed club banner and to make payment. Your club must be a Carlisle Events Officially Recognized Club.

\*Club tent is subject to approval of Carlisle Events.

1	<input type="checkbox"/>	2019 EVENT	DEADLINE	EVENT DATES	This form must be received by Carlisle Events by the deadline to reserve your club tent. No exceptions.
	<input type="checkbox"/>	Import & Performance Nationals	April 1	May 17-19	
<input type="checkbox"/>	Ford Nationals	April 15	May 31-June 2		
<input type="checkbox"/>	Chevrolet Nationals	May 6	June 21-22		
<input type="checkbox"/>	Chrysler Nationals	May 27	July 12-14		
<input type="checkbox"/>	Truck Nationals	June 17	August 2-4		

**2 CONTACT INFORMATION (1 FORM PER CLUB)**

CLUB NAME \_\_\_\_\_

NAME OF CLUB ORGANIZER \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

SOCIAL MEDIA PAGE \_\_\_\_\_

**3 TENT** Pre-payment of your tent rental is required. See #3 on Club Tent Checklist for further details. \$ 180

**4 TABLES** Complete this section to rent sturdy 8 ft. x 3 ft. tables. They will be delivered to your club tent on set-up day of the event, which is Thursday. # \_\_\_\_\_ x \$15 \$ \_\_\_\_\_

**5 CHAIRS** Complete this section to rent plastic folding chairs. They will be delivered to your club tent on set-up day of the event, which is Thursday. # \_\_\_\_\_ x \$2 \$ \_\_\_\_\_

**6 BANNER** Complete this section to buy 5 ft. x 3 ft. banners featuring your club's name. Sample on Graphics Package Information page. # \_\_\_\_\_ x \$50 \$ \_\_\_\_\_

**7 PAYMENT** Add the fees and write the total due where indicated.

**Check:** Make check payable to "Carlisle Events" and mail to:  
1000 Bryn Mawr Road, Carlisle, PA 17013

**MasterCard**    **Visa**    **Am. Exp.**    **Discover**

Credit Card No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

**TOTAL DUE**   \$ \_\_\_\_\_

**8 Return your completed form:**  
MAIL 1000 Bryn Mawr Road, Carlisle, PA 17013 / EMAIL Clubs@CarlisleEvents.com / FAX 717-243-0255