

OVEREATERS ANONYMOUS, INC.

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**Professional
Tradeshows Manual
for Service Bodies**

Overeaters Anonymous, Inc.

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Local Tradeshows Considerations

Exhibits and booths at local professional conferences and conventions offer additional opportunities to share OA's message. At such gatherings we can educate many professionals at one time by speaking to them directly when they visit the OA booth. Remember, we never present ourselves as professionals or experts in the field of food addiction, nor do we affiliate ourselves with sponsors of the conference or other exhibits. We are there to distribute information about Overeaters Anonymous, and member volunteers are asked to speak only in that capacity and to their own recovery.

How to Locate Local Tradeshows

Below are some resources for locating tradeshows in your area:

- **Local Convention and Visitors Bureau (CVB):** Most cities have a convention and visitors bureau which provides information on upcoming events. If your city does not have a CVB, consider contacting your local chamber of commerce. Some CVB's websites offer a calendar of events that lists upcoming professional conferences/conventions for the year. If the website doesn't offer a calendar of events, call your CVB and ask for one.
- **Internet Searches:** The Internet has a wide variety of information on upcoming tradeshows. Simply choose a search engine and type in the keywords for what you're looking for. Suggestions for keywords are "medical conferences," "obesity conferences," or you can search for more specific tradeshows such as "nurse conferences" or "family physician conferences." The more specific your keywords, the better chance you'll have locating the right kind of tradeshow.
- **Professional Newsletters, Journals, and Associations:** Your local library can provide you with a list of these types of resources. Refer to Appendix A for a list of professional associations. Refer to Appendix B for a list of suggested professional categories.
- **Region Trustee or Region Chair:** Contact your region trustee and/or region chair for information on upcoming tradeshows in your area.

Choosing Criteria for Local Tradeshows

After researching the local tradeshows in your area, you may want to select criteria when choosing the tradeshow. Below are some criteria to consider:

- **Target Audience:** Which groups do you think would best receive and carry our message of recovery to compulsive eaters who are still suffering?
- **Tradeshow Theme:** Are any speakers on the agenda discussing symptoms of compulsive eating, such as bingeing, purging, starving, or obesity? Is it Twelve-Step oriented? Audiences are more receptive if the agenda includes professionals who already recognize our illness and recovery program. It is just as important to inform the many professionals who are unaware of the OA program or who have misconceptions about OA.
- **Other Exhibitors:** What types of exhibitors have participated in the event? Are most exhibitors demonstrating products rather than discussing services? Tradeshows with mainly product-oriented exhibits needn't be avoided, but consider booth location carefully. Inquire with the tradeshow as to other Twelve-Step organizations that are exhibiting and consider placing the OA booth in that location. *Note: Some tradeshows offer nonprofit rates and have a non-profit section for exhibiting.*
- **Number of Attendees:** If this tradeshow has been held in previous years, how many people have attended in the past? What are the expected numbers this year? A larger audience is not always a better audience, but gives a better "yield" for the booth cost, and numbers may help you decide between two tradeshows. Expected attendance also impacts how much literature to order and its cost. Be aware that event organizers can inflate their projected attendance figures, sometimes drastically.
- **OA Meetings:** Is it possible to hold an open OA meeting at the tradeshow for professionals to attend?
- **OA Podcasts/Website:** Is there a location and time available to show the OA podcasts or demonstrate the OA website? Is rental equipment available?
- **Location:** Are enough local volunteers who exhibit a healthy body weight available to staff the booth? Is OA strong enough in the location to provide support and serve a variety of new members? Have you or any other OA service body exhibited in this city recently? If so, you may want to choose another tradeshow in another city.
- **Dates:** Do the dates conflict with regional meetings, with any other OA events or with a holiday, including religious holidays that might cause difficulties recruiting volunteers? Will the hours make it difficult for OA volunteers to attend?
- **Cost:** Consider your service body's budget. Try to get the best value for the dollar, but look for "hidden costs." Many tradeshows require union fees for booth setup, teardown, and electricity. Be

sure to ask if they offer rates for nonprofit organizations. Complete a budget sheet to analyze all costs. Refer to Chapter 3 for budget considerations.

- **Exhibit Space Requirements:** What is the size of the exhibit space? What is included in the exhibitor's registration fee? Are rentals available for tables, chairs, audio visual? Will the tradeshow provide a sign in the exhibit space? Does your region or a nearby intergroup/service board have an OA display for loan? Can you setup the display yourself? Are adequate display materials available?
- **Shipping:** Will the display and/or supplies need to be shipped in advance? Will you need to use the tradeshow's official shipping company?

Exhibitor's Prospectus and Service Manual

Professional conferences and conventions provide an exhibitor's prospectus to those organizations interested in exhibiting. Download the exhibitor's prospectus from the organization's website or call the organization directly and request an exhibitor's prospectus.

An exhibitor's service manual is usually available to those organizations who have paid for exhibit space approximately 3-4 months before the tradeshow.

Exhibitor's Prospectus

The exhibitor's prospectus provides the information you'll need when selecting the criteria for a tradeshow. Below is a list of common information found in the exhibitor's prospectus.

- Location, date(s), and time(s) of the conference/tradeshow
- Attendance numbers and profiles
- Conference theme
- Conference/tradeshow agenda
- List of previous year's exhibitors
- Booth costs, requirements, regulations
- Exhibit space application and floor plan
- Marketing and advertising opportunities (*Note: OA does participate in some marketing and advertising opportunities as long as it is not endorsing the event. An example would be including an OA pamphlet in the event's tote bag [cost may be involved].*)
- Expo company contact information

Exhibit Space Application

Review the exhibit space application in its entirety. The application will provide information on space deadlines and fees, cancellation deadlines and fees, as well as space regulations. Keep in mind that most tradeshows have early bird specials and nonprofit rates. If a nonprofit rate is not listed on the application or in the prospectus, consider contacting the professional conference to request a nonprofit rate. A deposit may be required at the time of application and may not be refundable after a certain date.

If information is missing from the application form, your application may be delayed or denied. Please make sure to include all the pertinent information as well as the required payment.

Once your application is accepted, you will be contacted to confirm your payment and booth assignment.

Exhibitor's Service Manual

Approximately 3-4 months out from the tradeshow, an exhibitor's service manual will be mailed or emailed to you. *Note: Some professional organizations require the exhibitor to download the service manual.*

Exhibitor's service manuals can be very lengthy and time consuming. It is important to read everything in the manual. If you're not sure about some of the information, contact the exposition organization.

Below is a list of common information found in an exhibitor's service manual.

- **Expo General Information:** This includes the purpose/scope of the conference/tradeshow; general regulations for exhibiting; insurance requirements; contractual considerations such as cancellation, security, liability; booth information; booth construction; signage; utilities; shipping; materials handling; labor; exhibitor setup and teardown dates and times; expo contact information; floor plan; and a list of current exhibitors.
- **Registration and Housing Information:** This includes information on how to register as a conference attendee and as an exhibitor; what is included in the exhibitor's registration fees; and housing information (i.e. hotel rates, guest information).
- **Promotional Opportunities:** This includes opportunities to sponsor special events during the conference/tradeshow; sponsor educational sessions; sponsor the registration bag. *Note: OA does participate in some promotional opportunities as long as it is not endorsing the event. An example would be including an OA pamphlet in the event's tote bag (cost may be involved).*
- **Exposition Company Information:** The professional conference hires an exposition company to handle all the exhibitor requirements such as shipping, materials handling, labor, cleaning, furniture. This section of the manual will include shipping information (advance shipments and direct shipments); booth package information; installation/dismantle dates and hours; show hours; tradeshow tips; show contact information; show site work rules; and expo company terms and conditions.

- **Shipping and Labor Information:** This includes expo shipping services; materials handling information; freight questionnaire; shipping and labor order forms; special handling; storage information; and shipping labels.
- **Furnishings:** This includes furniture and materials available; carpet information; custom exhibits and information; and cleaning information.
- **Convention Center Services:** Since most tradeshows are held at a convention center, the convention center is typically union-operated and therefore only allows union workers to provide specific services. The exposition company cannot provide these types of services. These services can include catering and hospitality services; electrical services; Internet services; and business center services (i.e. copying, printing, equipment rental). Remember that each convention center is different and may include additional services. Make sure to read your service manual for convention center requirements.
- **Other Vendors:** Certain types of services are outsourced to other vendors. These types of services can include lead retrieval systems; audio visual; computer equipment rental; floral arrangements; and photographic services.

Exhibitor's Service Manual Considerations

After reviewing the exhibitor's service manual, consider the following:

- **Discount Deadlines:** Most exposition companies establish discounted rates if materials are purchased by the designated deadline date. When reviewing the service manual, make sure to look at the discount deadlines. After the deadline, costs can be much higher. *Note: Deadline dates may be different from the exposition company and the convention center.*
- **Booth Shipments:** Most tradeshows allow for advance (warehouse) and direct (tradeshow site) shipments. If time allows, consider shipping the booth (if you own/borrow a popup booth) in advance (warehouse) in order to save shipping costs. Advance and direct shipments have a range of dates for shipments. The advance shipments allow for an approximate one month range of shipments (i.e. between June 15 and July 15). Direct shipments allow for 1 to 2 weeks range of shipments (i.e. between June 15 and June 22). Direct shipments normally require 2-day or 3-day service depending on where the booth is being shipped, which is considerably more expensive.
- **Materials Handling:** If the booth is shipped in advance or direct, there are fees for materials handling. Make sure to contact your shipping company to find out times for delivery. Materials handling rates are based on standard and overtime rates as well as weekend rates. *Note: Most expo companies will not charge handling fees if the service body can transport the materials by hand to the tradeshow floor. Be sure to check with the exposition company first.*
- **Union:** Most convention centers require union labor for installation/dismantle of displays, electricity, labor. It is important to read the manual carefully to see if union labor is required. *Note: Most popup and tabletop displays can be setup in 30 minutes; union labor is normally required to setup displays that take more than 1 hour.*

- **Return Shipments:** There can be hidden costs when returning the display. The exposition company will charge for transporting the display (materials handling) from the tradeshow floor to the shipping dock of the convention center. It is important that these costs are considered in addition to the costs to ship the display.
- **Packages:** When reviewing the service manual, check to see if there are furniture packages, cleaning packages, and carpet packages. Some exposition companies will discount these items if the package is purchased. A furniture package can consist of one 6' skirted table, two plastic chairs, and a wastebasket. Be sure to check what furniture is included in the booth registration fee before purchasing this package. If these items are purchased separately, the costs will be significantly higher. The same applies to carpeting and cleaning.
- **Carpeting:** The service manual will provide you with the color of the carpeting placed in the common areas (aisles) of the tradeshow hall. The exposition company does not provide carpeting in the booth spaces. When ordering carpeting, try to stick with the same color as the exhibit hall common areas so that the carpet transitions well.
- **Convention Center/Other Vendors:** When exhibiting at a convention center, the exposition company may not have any control over the purchase of certain items (i.e. audio visual, floral arrangements, lead retrieval systems). Make sure when completing these forms, they are sent directly with payment to the convention center or outside vendor.
- **Lead Retrieval Systems:** A lead retrieval system is an electronic scanner that scans attendees' contact information and then either prints out the information, provides you with a thumb drive, or emails it to an address you specify, depending on the service purchased.

Onsite Considerations

The following items have been suggested for onsite use:

- Create a notebook for the booth to include schedule of volunteers and times scheduled, volunteer contact information, local meeting lists, a couple of *Lifeline* magazines, and instructions for volunteers.
- Provide a clipboard for volunteers to tabulate the number of visitors per day.
- Provide a clipboard to record any observations or questions that need additional research.
- Provide note pads and pens, as well as a rack or some type of display for literature.

Budgeting for a Tradeshow

There are several resources for funding a tradeshow: service body, professional exhibits fund, reduced-cost literature, and contributions. Below are considerations when budgeting for a tradeshow.

Budgeting at the Service Body Level

The following items are normally included in an itemized estimate for exhibit costs.

Expenses

Costs	Estimate	Actual
Exhibitor Registration		
Shipping (exhibit display and literature)		
Booth Labor (install/dismantle)		
Rental Equipment (carpeting, cleaning, A/V)		
Literature		
Program Listing		
Hotel, if necessary		
Meals, if necessary		
Transportation/Parking Fees		
Miscellaneous		
Supplies		
Telephone		
Postage		
Lead Retrieval System		
TOTAL		

Income

Costs	Estimate	Actual
Intergroup/Service Boards		
Region		
Professional Exhibits Fund		
Other		
TOTAL		

Professional Exhibits Fund

In 2005, the Board of Trustees created a special fund to help service bodies to participate at health-related professional conferences and conventions that might otherwise be too costly. These events are attended by professionals such as doctors, nurses, family practitioners, and nutritionists. This fund is supported by OA members' and service bodies' contributions. **Note: The PE Fund does not provide funding for health fairs. A professional tradeshow is not a health fair. Professional tradeshow target professionals whereas health fairs target the general public. The Professional Exhibits Fund is available for professional tradeshow ONLY.**

Professional Exhibits Fund Allocation Procedures

Applications shall be evaluated in the following manner:

- Applications shall be evaluated monthly with consideration given first to national and international tradeshow and then to regional tradeshow.
- Applications will be sent to the committee on the first working day of the month.
- The committee shall convene, either via email or telephone, a consensus meeting to deal with the applications received within seven days of receipt.
- Service bodies shall be informed of the committee's decision within three days of that meeting.

Consideration will be given for the following expenses listed on the Professional Exhibits Fund application, provided there is funding available and request includes a brief explanation of need for such expenses.

- Booth fees
- Professional presentation folder cost
- Professional folder shipping fee
- Copy expense for handouts
- Meals at per diem rate based on city where professional exhibit is held and volunteer hours are such that require meals

- Accommodations for overnight stay if required and there is no local OA volunteer available from a service body in the area of exhibit to provide local accommodations
- Mileage at current rate as set by OA, Inc.
- Parking fees
- Reimbursement for travel expenses (including meals, lodging, parking, etc.) shall be limited to a minimal number of volunteers and shall be at the discretion of the committee
- Exhibitor badge fees

In the spirit of the Seventh Tradition of self-support, it is requested that, where feasible, each applicant service body be provided some portion of these expenses from their available local treasury or regional treasury.

If funding is approved, a report to the Professional Tradeshows Committee shall be submitted within thirty days after the event which includes: the number of attendees, approximate number of attendees stopping by exhibit booth, number of packets distributed, what worked and what could be improved, any lessons learned, whether or not the service body would recommend a repeat attendance, and any other information about the experience which might be helpful.

Refer to Appendix C for the professional exhibits fund application.

Reduced Cost Literature

Service Body PI/Professional Outreach committees may purchase literature through members of the Board of Trustees at a reduced cost when participating in health fairs/professional exhibits or for distribution to professional groups.

The reduced cost shall be calculated to be the higher of either:

- The actual cost of the literature, or
- 50% of the retail price.

Literature shall be shipped and the actual cost of shipping shall be added to the order.

Note: Reduced-cost literature should be used to purchase above and beyond what the Professional Exhibits Fund has awarded the service body.

OA Volunteers

Choose a responsible, organized, and committed OA volunteer to coordinate the tradeshow. The coordinator should recruit abstinent volunteers who demonstrate recovery on all three levels (spiritual, emotional, and physical) and who are maintaining a healthy body weight.

It is important to remind volunteers that “we are a program of attraction.” Volunteers should be well versed in our Twelve Traditions, Twelve Concepts, and the OA service structure. For that reason, we recommend that volunteers be current or former trustees, region chairs, or region board members.

Organizing Participation at Tradeshows

- Arrange a schedule to staff the booth. The booth should be staffed by at least two people. This will allow volunteers to take breaks and still have the booth occupied (i.e. 1 volunteer takes a 15-minute break while the other covers the booth and vice versa). Orient and educate volunteers on dress, what to say, and types of professionals attending. Refer to the exhibitor’s service manual as to the amount of complimentary registrations (normally 2 or 4). Also refer to Appendix D for Volunteer Orientation Guidelines for Tradeshows and Appendix E for Questions Frequently Asked by Non-OA Members. It is suggested that volunteers receive a copy of the guidelines before the event. Also keep a separate copy of both appendices at the booth for easy reference.
- Volunteers designated as registrants are to understand that their first obligation is to the booth. It reflects well on OA when the booth is staffed adequately at all times. Tradeshow sponsors may be able to tell you in advance what times to expect the most traffic through the tradeshow hall and what times are fairly slow. Although OA is nonprofessional, volunteers dressed in business attire add credibility to the message. Depending on lengths of shifts, volunteers may want to wear comfortable shoes as many tradeshows are held on concrete floors with nominal padding. Inquire about the conference’s policy on seminar attendance and other conference activities by tradeshow volunteers. Then inform all volunteers whether they are eligible to attend any of the conference seminars.
- A good way to reach tradeshow attendees is to hold open OA meetings every night, if appropriate. Ask the exposition company well in advance for a meeting room and time, and request that both the room and time be printed on all program material. Publish the meeting time in local OA newsletters and invite members to attend and support the meeting, if allowed by the exposition company. *Note: There may be additional costs for meeting space.*

- Showing OA's website and podcasts can be very effective. Check your exhibitor's service manual for audio visual equipment and Internet costs.
- Order literature no later than two months prior to the tradeshow. Refer to Appendix F for suggested literature. Note: It is recommended that literature be purchased at 15 percent of the expected attendance for shows under 2,000 attendees and at 5 percent for shows over 2,000 attendees. The WSO has combined literature into a professional presentation folder that can be purchased through the OA literature department, reduced-cost literature program, or can be applied for through the professional exhibits fund.
- Plan activities to add to the booth's excitement, such as a drawing for a free *Lifeline* subscription or other promotional items. There may be tradeshow where this is inappropriate so check with the exposition company.
- Tradeshow exhibitors are also often professionals we want to reach. Whenever possible, encourage extra volunteers to visit other booths when activity on the floor is slow. This provides an opportunity for us to introduce OA to those who are not able to leave their stations, and for the OA volunteers to learn more about other organizations' presentations.
- Anyone interested in additional OA information should leave their contact information (through the lead retrieval system or a business card). Indicate next to their name if the attendee would like to receive a professional kit.
- At the end of the day, secure the bulk of the literature and supplies. Leave some literature and other applicable information out for those who prefer to visit the booth when it is unattended. *Note: Check with the exposition company to see who has access to the booths after show hours.*
- A volunteer evaluation form is provided in Appendix G for feedback and suggestions for future tradeshow.

Closing the Tradeshow

The OA member responsible for coordinating the tradeshow and volunteers should also be in charge of closing out the tradeshow. Experience has shown that it is a good idea to have at least two volunteers scheduled for the closing. Below is a list of suggestions for closing a tradeshow.

- If literature was secured through the professional exhibits fund, inventory the literature and contact the WSO with this information. Arrangements will be made to ship the remaining literature back to the WSO. Returned literature will be credited to the fund.
- Collect the volunteer evaluation forms and compile the information for a final report.
- Submit a final report to the WSO within thirty days after the event with the following information: name, date, and location of tradeshow; the number of attendees; approximate number of attendees stopping by exhibit booth; number of packets distributed; what worked and what could be improved; any lessons learned; whether or not the service body would recommend a repeat attendance; and any other information about the experience which might be helpful.
- Follow up with any professionals that requested additional information. Contact the WSO if a professional is interested in receiving a professional kit.
- Reconcile all expenditures and reimburse volunteers where appropriate.



Professional Associations

The following is a partial list of professional associations. An asterisk (*) indicates OA's suggested primary target groups.

- Academy of Nutrition and Dietetics*
- American Academy of Diabetes Educators*
- American Academy of Family Physicians*
- American Academy of Nurse Practitioners*
- American Academy of Nursing*
- American Academy of Physician Assistants*
- American Association for Marriage and Family Therapy
- American Association of Colleges of Nursing
- American Association of Family and Consumer Sciences
- American Association of Medical Assistants
- American College of Nurse Practitioners*
- American College of Physicians*
- American Correctional Association
- American Correctional Health Services Association
- American Counseling Association
- American Dental Association
- American Diabetes Association*
- American Heart Association*
- American Hospital Association*
- American Medical Association*
- American Nurses Association
- American Physical Therapy Association
- American Psychiatric Association*
- American Psychological Association*
- American Public Health Association
- American Public Human Services Association
- American Society for Clinical Nutrition
- American Women's Medical Association*
- Association for the Improvement of Mental Health

- Association of American Medical Colleges
- Association of American Physicians and Surgeons
- Association of Chiropractic Colleges
- Canadian Cardiovascular Society
- Canadian Counselling and Psychotherapy Association
- Canadian Medical Association*
- Canadian Nurses Association*
- Employee Assistance Professionals Association
- International Association of Marriage and Family Counselors
- John Howard Association
- Kiwanis
- Lions and Lionesses
- National Academy of Medicine
- National Association of Community Health Centers
- National Association of Public Hospitals and Health Systems
- National League for Nursing
- National Medical Association*
- Obesity Foundation*
- Pri-Med
- Rotary
- Society for Human Resource Management
- Soroptimist
- Southeastern Psychological Association
- Substance Abuse and Mental Health Services Association*
- World Health Organization
- World Obesity Federation

List of Suggested Professionals

The following is a partial list of professionals to target for outreach work. An asterisk (*) indicates OA's suggested primary target groups.

Health and Human Services

- Alcohol/Drug Abuse Counselors*
- Allergists
- Case Managers
- Chiropractors
- Dentists
- Dieticians*
- Discharge Planners
- Doctors*
- Eating Disorder Counselors*
- Family Counselors
- Health Club Managers
- Hospital Administrators
- Marriage Counselors
- Medical Librarians
- Medical Students*
- Nurses*
- Nursing Students*
- Nutritionists*
- Occupational Therapists
- Physical Directors
- Physicians Assistants
- Primary Care Physicians*
- Psychiatrists*
- Psychiatric Nurses*
- Psychologists*
- Public Health Administrators
- Social Workers
- Welfare Case Workers

Clergy

- Ministers
- Pastoral Counselors
- Priests/Nuns
- Rabbis

Educators

- Diabetes Educators*
- Public Librarians

Business Community

- Employee Assistance Counselors*
- Labor Management Consultants
- Personnel Consultants

Judiciary

- Judges
- Lawyers

Correctional Facilities

- Assistant Wardens of Programs
- Corrections Clinical Psychologists
- Corrections Officers
- Directors, Wardens or Administrators
- Parole Board Members
- Parole Officers
- Police Officers
- Prison Chaplains
- Probation Officers
- State or Local Medical Directors

Institutions

- Correctional facilities at the local, county, state and federal levels
- Eating disorder units and treatment facilities*
- Educational institutions (i.e., colleges, technical schools)
- Employee assistance programs*
- Family counseling or service agencies*
- Hospitals*
- Mental health centers*
- Nursing homes
- Referral information or other mental services
- Retirement centers
- Substance abuse and recovery centers*

Appendix

C

Professional Exhibits Fund Application



Professional Exhibits Fund Application

In 2005, the Board of Trustees created a special fund to help service bodies exhibit at health-related professional conferences and conventions that might otherwise be too costly. These events are attended by professionals such as doctors, nurses, family practitioners, and nutritionists. This fund is supported by OA members' and service bodies' contributions. If you would like to support OA in carrying the message to large professional conferences and conventions, please consider donating to the Professional Exhibits Fund. You may send your check to the World Service Office at PO Box 44020, Rio Rancho, NM 87174-4020 USA, or donate by credit card at <https://oa.org/contribute/>. Be sure to select "Professional Exhibits Fund" in the Designation drop-down menu.

Professional Exhibits Fund Guidelines

The Professional Tradeshows Committee will evaluate all applications received the first working day of each month with consideration given first to national and international tradeshows and then to regional tradeshows.

Service bodies shall be informed of the committee's decision within three days of the committee's meeting. The committee has seven days to review applications and make a decision.

Consideration will be given for the following expenses listed on the Professional Exhibits Fund application, provided there is funding available and request includes a brief explanation of need for such expenses:

- a) Booth fees (*it is recommended that you request a non-profit/charitable fee*)
- b) Professional presentation folder cost (*15% of the expected attendance for shows under 2,000 attendees and 5% of the expected attendance for shows over 2,000 attendees*)
- c) Professional folder shipping fee
- d) Copy expense for handouts
- e) Meals at per diem rate based on city where professional exhibit is held and volunteer hours are such that require meals
- f) Accommodations for overnight stay if required and there is no local OA volunteer available from a service body in the area of exhibit to provide local accommodations
- g) Mileage at current rate as set by OA, Inc.
- h) Parking fees
- i) Reimbursement for travel expenses (including meals, lodging, parking, etc.) shall be limited to a minimal number of volunteers and shall be at the discretion of the committee
- j) Exhibitor badge fees

In the spirit of Seventh Tradition of self-support, it is requested, where feasible, each applicant service body be provided some portion of these expenses from their available local treasury or regional treasury.

If funding is approved, a report to the Professional Tradeshows Committee shall be submitted within thirty days after the event which includes: the number of attendees, approximate number of

attendees stopping by the exhibit booth, number of packets distributed, what worked and what could be improved, any lessons learned, whether or not the service body would recommend a repeat attendance, and any other information about the experience which might be helpful.

Need Help?

If you need help completing the application or calculating costs, please contact Sandy Zimmerman at the World Service Office.

Sandy Zimmerman – Associate Director/Member Services Manager

T: 505-891-2664

Email: szimmerman@oa.org

In addition, a Professional Tradeshows Manual for Service Bodies is available for download on the OA website at <https://oa.org/groupsservice-bodies/resources/public-information-suggestions/>. It provides over 40 pages of valuable information for service bodies participating in professional tradeshows. Topics include criteria for selecting appropriate tradeshows, budgeting for a tradeshow, organizing volunteers, and closing the tradeshow.

NOTE: A professional tradeshow is not a health fair. Professional tradeshows target professionals and health fairs target the general public. The Professional Exhibits Fund is available for professional tradeshows ONLY. These events are attended by professionals such as doctors, nurses, family practitioners and nutritionists.

Application Date _____

*It is recommended that the application is submitted at least 2 months in advance of the event.
NOTE: Applications are reviewed the first working day of each month.*

Contact Information

Name	Service Body #
Mailing Address	Service Body Name
City	State/Province
Postal Code	Country
Phone Number	Cell Number
Email	

Professional Conference/Convention Information

Conference/Convention Name	
Dates	Location
Expected Attendance	
Is this conference/convention <input type="checkbox"/> international <input type="checkbox"/> national <input type="checkbox"/> regional?	
What professionals are attending the conference/convention (list all categories of professionals)?	
Why does the service body want to participate in this conference/convention?	
Why do you think these professionals would be receptive to OA's message?	

Professional Folder

The literature available through the Professional Exhibits Fund is the professional presentation folder **ONLY** which includes *Introducing OA to Health Care Professionals*, *Compulsive Overeating: An Inside View*, *Member Survey Report*, and a cover letter to the professional.

Any additional literature should be purchased through the Reduced-Cost Literature Program. Additional details on this program can be obtained through your region trustee or on the OA website at <https://oa.org/groupsservice-bodies/resources/public-information-suggestions/>.

NOTE: Shows under 2,000 attendees will receive 15% of the expected attendance; shows over 2,000 attendees will receive 5% of the expected attendance. The WSO will calculate the cost of literature and shipping and include them in the application request.

Ex (under 2,000): 1,500 attendees X 15% = 225 professional presentation folders

Ex (over 2,000): 10,000 attendees X 5 % = 500 professional presentation folders

Professional Folder Quantity _____ (5% expected attendance over 2,000 attendees; 15% of expected attendance under 2,000 attendees)

Miscellaneous Expenses

Please itemize any additional expenses (i.e. lodging, meals, transportation, printing/copying, parking, etc.)

Description and Explanation	Cost
	\$
	\$
	\$
	\$

Service Body Funding

Is your service body providing <i>additional</i> funding for this conference/ convention?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If so, how much funding is being provided by the service body?	
If funding is not being provided by the service body, please explain why.	

Additional Information

Please provide any additional information you feel the committee needs to know in order to make an informed decision.

Mail/Email Application to:
World Service Office – Attn: Sandy Zimmerman
PO Box 44020, Rio Rancho, NM 87174 USA
szimmerman@oa.org

For WSO Use Only (please do not complete this section)

Booth Fee	\$
Miscellaneous Fees	\$
_____	\$
_____	\$
Subtotal	\$
Subtotal A	\$

Professional Presentation Folders Cost	\$
Professional Presentation Folders Shipping Fee (<i>UPS ground to/from</i>)	\$
Subtotal B	\$

Subtotal A	\$
Subtotal B	\$
Total Funds Requested	\$

For WSO Use Only (please do not complete this section)

Date service body was last funded	
Amount funded	\$
Application approved	<input type="checkbox"/> Yes <input type="checkbox"/> No
If not approved, why?	
Amount of outstanding allocations to other service bodies	\$

Volunteer Orientation Guidelines

- Remember that we are a program of attraction. With respect to appearance and attitude, please dress appropriately in a business fashion. Be hospitable to all those with whom you speak. This includes the other exhibitors, whether you agree with their ideas or not. Do not engage in debate with people of differing view.
- Please do not eat or smoke at the booth. Do not wear stickers or buttons from other booths, so we will not violate our tradition of non-affiliation.
- Do not use your cell phone in the booth. If you must make or receive a call, please step out of the booth and walk to an area of the tradeshow floor that allows you to speak freely, such as the concessions area.
- When answering questions, remember we are not professionals and are not expected to be authorities on medical, psychological, or nutritional topics concerning compulsive eating. When questions are asked about the disease rather than the OA program, give intelligent answers that do not conflict with our amateur status. To inform yourself, refer to OA Conference-approved literature. Do not hesitate to say, “I don’t know,” or “I’ll try and get the answer you requested and get back to you if you wish to leave me your name and number/email address.” When speaking to professionals, it is suggested that you refrain from sharing your story or pictures unless asked.
- Look alert and interested in what you are doing. Attendees will be attracted to stop and see our exhibit by your smile and friendliness. Let people know you are ready and willing to speak with them—make eye contact. Look at their name tag, call them by name, and use an opening greeting such as, “Are you familiar with Overeaters Anonymous?” or “Do you work with compulsive overeaters?”
- Refer to the fact that OA is a Twelve-Step, Twelve-Tradition program patterned after Alcoholics Anonymous. This will answer a lot of questions.
- Don’t engage in a lengthy conversation with an attendee, especially if there is a line.

- Don't ignore a booth visitor even if you are already in conversation with someone else. Acknowledge their presence and indicate you'll be with them shortly.
- Do not interrupt other volunteers when they are speaking to an attendee.
- If you state an opinion of your own, remember to say just that—that it is your opinion and not representative of OA as a whole.
- You will be speaking to professionals. Let them know that OA does not want to replace them. We wish only to complement them and act as an adjunct to their services.
- Offer the attendees literature after you have spoken with them. Sometimes literature can be a conversation stopper.

Questions Non-OA Members Frequently Ask

- **What is compulsive eating?** Compulsive eating is a progressive illness which cannot be cured but can be arrested. Compulsive eaters are “driven by forces we don’t understand to deal with food in irrational and self-destructive ways.” (*Questions and Answers*)
- **How does OA work?** The Twelve Steps are the heart of the OA recovery program. They offer a new way of life that enables the compulsive overeater to live without the need for excess food. Members who make an earnest effort to follow these Steps and to apply them in daily living get far more out of OA than do those members who merely come to meetings and don’t do the serious emotional and spiritual work involved in the Steps. (*Questions and Answers*)
- **What are the Twelve Steps?** The ideas expressed in the Twelve Steps, which originated in Alcoholics Anonymous, reflect practical experience and application of physical, emotional, and spiritual insights as recorded by thinkers throughout many ages. Their greatest importance lies in the fact that they work. They enable compulsive eaters to lead happy, productive lives. They represent the foundation upon which OA has been built. (*Questions and Answers*)
- **How does a person join OA?** No one “joins” in the usual sense of the word. There are no membership applications to fill out. Those who believe they have an eating problem may join simply by attending meetings. (*Questions and Answers*) “The only requirement for OA membership is a desire to stop eating compulsively. (Tradition 3) If you feel you are one of us, we welcome you with open arms.” (*Many Symptoms, One Solution*)
- **How did OA start?** OA was founded in Los Angeles, CA, on January 19, 1960, with an initial meeting of three compulsive overeaters. Our founder, Rozanne S., was assisted by the founder of Gamblers Anonymous in applying the principles of Alcoholics Anonymous to our particular compulsion. (*OA Handbook for Members, Groups, and Service Bodies*) From that first meeting, OA has grown until today there are thousands of meetings in the United States, Canada, and other countries throughout the world. (*About OA*)

- **Why are OA members anonymous?** Anonymity allows the Fellowship to govern itself through principles rather than personalities. Social and economic status have no relevance in OA; we are all compulsive eaters. Anonymity at the level of press, radio, television and other media of communication provides assurance that OA membership will not be disclosed. (*About OA*)

Anonymity at the most basic level says we don't disclose the identities of individual members; their personal situations; or what they share in confidence at meetings, online or on the phone with us. This makes OA a safe place where we can be honest with ourselves and others. (*Questions and Answers*)

- **What does membership in OA cost? How is OA supported?** There are no membership dues or fees. Most local groups "pass the basket" to cover the group's expenses and to support our service bodies. (*Questions and Answers*)
- **Are there many men in OA?** Based on a 2010 survey of members in the US and around the world, 13 percent of members were male.
- **Can young people join?** Yes, sometimes they attend meetings open to all who have a desire to stop eating compulsively and sometimes they attend special meetings targeted for teens and young people. A pamphlet for teens can be obtained from the World Service Office.
- **Does OA work for everyone?** OA, like AA, works for those who work the program. "Rarely have we seen a person fail who has thoroughly followed our path." (*Alcoholics Anonymous*, 4th ed., p. 58)
- **Are all OA groups alike?** The essence of the program is the same, but some groups are more structured and disciplined, while others are more individualized. They vary in size, demographics, recovery profiles, and formats. Where possible, newcomers are encouraged to attend several different meetings to find what works for them.
- **Is OA affiliated with any other organizations?** No. OA is not affiliated with any other organizations of any sort. While someone's first contact with the program may come from a treatment facility, OA itself is not affiliated with treatment centers. (*OA Handbook for Members, Groups, and Service Bodies; Treatment and Beyond*)
- **Is OA a religious organization?** "Overeaters Anonymous has no religious requirement, affiliation, or orientation. The Twelve-Step program of recovery is considered 'spiritual' because it deals with inner change. OA has members of many different religious beliefs as well as some atheists and agnostics." (*About OA*)
- **Does OA recommend a particular diet?** OA is not a diet club, and we do not endorse or recommend any particular plan of eating. While OA does make available to its fellowship a pamphlet which contains sample food plans OA members have chosen as plans of eating (*Dignity of Choice*), OA members are free to follow the food plan of their choice.

It is strongly recommended that the members contact a health care professional before embarking on any particular plan of eating. The OA program works, not by following a particular food plan, but by working the Twelve Steps.

Suggested List of Literature

The following literature is sent out by the WSO in a professional kit when responding to professional inquiries. A standard kit is composed of the following:

- Cover letter from the World Service Professional Outreach Committee
- Professional Presentation Folder, which includes *Introducing OA to Health Care Professionals*, *Compulsive Overeating: An Inside View*, and *Membership Survey Report*
- *Questions and Answers*
- *OA Members Come in All Sizes*
- *Is Food a Problem for You?*
- *Lifeline*

Specialty pamphlets, if needed, are added to the standard kit in the front of the packet.

- Dignity of Choice
- Fifteen Questions
- Introducing OA to the Clergy
- The Twelve Traditions of Overeaters Anonymous

The professional presentation folder can also be purchased through the OA literature department, reduced-cost literature program, or applied for through the professional exhibits fund.



Volunteer Evaluation Form

Please fill out this form and place it in the envelope provided. Your comments and suggestions are requested for future participation in these types of expos.

Day _____

Hours Worked _____

What was the general response at OA's exhibit? _____

About how many people did you talk to that did NOT want additional information? _____

Would you recommend OA's participation at this event again? Yes No

Would you do anything differently if OA participated at this event again? _____

Was sufficient literature available? Yes No

In your opinion, did the booth meet the needs of the tradeshow attendees? Yes No

If not, what would you suggest as an improvement? _____

Overall comments, suggestions or stories you would like to share: _____
