



September 15, 2014

WELCOME COVER LETTER

DIVISION 3 SUPERINTENDENT

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Please read this information sheet carefully! First of all, welcome everyone (vendors and exhibitors) and thank you so much for participating in the 39th Annual Dayton Train Show. This show promises to be one of our biggest and best ever, and we certainly appreciate your willingness to be involved with it.

Secondly, regrettably in August, Nick Folger, our Train Show Chairman for the last 5 years, had to give up the reins of managing the train show due to a recently discovered illness. Larry Zeller, assisted by a team of 6 division train show veterans, will manage this year's show. Over the last month, we have been transferring Nick's computer files, interpreting the data, and working on the information so as to get the first mailing out by September 15 to over 85 vendors and 45 exhibitors. This has been no easy task, and it has taken a while to digest all the information, policy, and procedures. We apologize for the short delay in getting this first mailing out, but we want to make sure the transition to the new team is as seamless to all of you as possible. If you are a returning participant (vendor or exhibitor), we are making every effort to give you the same place you occupied in the past, with the exception of those who requested either a change in the number of tables or a definite request for a different location. As of today, we do not have the entire floor diagrams for all halls captured on the computer, although we have manual diagrams of all assignments. So, the final color-coded floor diagrams that you are all accustomed to will not be included in this mailing, but they will be mailed to you in a couple weeks.

While we are in the final stages of preparation for the 39th Annual Dayton Train Show, I want to take this opportunity to bring you up to speed on what to expect. The show is Nov 1 & 2, 2014, at our usual venue at Dayton Hara Complex, 1001 Shiloh Springs Rd, Dayton, Ohio 45415. Friday, Oct 31, is dedicated to setting the majority of the halls up.

We have updated our public mailing list database, and we now have over 9700 households that are receiving direct notice of the show. These are people who have been to our show at least once in the last 5 years. We get about 60% of our annual attendance from this list. Just based on our historical returns from the mailing list, we expect to have a minimum of 4300 people in the door. And, in conjunction with our other advertising, I hope that we'll be near the 5000 attendee mark this year.

We have advertised in the normal train magazines and all the near train shows over the last year, and there will be newspaper ads 4 days preceding the show in Dayton, Cincinnati, Columbus, and Indianapolis, as well as many local internet sources and local establishments.

We are OVER sold in the East Hall, and have had to move some tables into the Ballarena and Court 2 for places to put late registering dealers and clear the waiting list, with about 85 dealers and 45 exhibitors and over 450 tables sold. The Ballarena, Silver Arena, and Court 1 will host 30+ layouts and displays of various gauges and scales. We have, as of this writing, 9 non-profit museums or historical societies confirmed, plus many clinics for the modeling public. And we will have at least 2 test tracks for the public and you to use.

Set up times on Friday, Oct. 31 will be from 1:00 pm to 9:00 pm. If you arrive in the afternoon, you will be able to drive into the East Hall. For those in the Ballarena, and want to drive in, be there between 3:00 to 5:00 pm; if you do not need to drive in, you can arrive anytime after 1:00 pm. Saturday set times are 7:00 to 10:00 am with NO drive ins, but there will be carts and volunteers to help you.

Friday evening around 5:45 pm, Division 3 will host complimentary pizza and drinks at Hara. If possible, you may want to load-in on Friday afternoon to take advantage of this.