

# **Show Manager's Guide**

## **To Organizing a TICA-Sanctioned Cat Show**



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## To Organizing a TICA-Sanctioned Cat Show

### Section 1 - STARTING A CLUB

Not enough TICA-sanctioned cat shows in your area? If you and other TICA members and exhibitors in your area desire more local shows, take action—put on a TICA show! The following outline will serve as a guide to steps you must take to put on a SUCCESSFUL show.

1. Charter a TICA Club: Contact the TICA Executive office (1-956-428-8046, P. O. Box 2684, Harlingen, TX 78551 or email [information@tica.org](mailto:information@tica.org)) and ask for a sample charter and bylaws. Have a meeting of people who are interested in participating and determine the format of the club, elect officers, set dues, create a Mission Statement and set a meeting schedule. There must be at least 5 TICA members in good standing as members and officers of the club. Some clubs have regular meetings to socialize and plan shows. Some clubs never or rarely have meetings and plan shows by discussions at shows, by telephone or by email. Some clubs have annual membership dues to help defray the cost of administrative expenses in organizing shows and some clubs do not have membership fees. You will need to discuss how your club will be organized and write your bylaws accordingly. The cost of chartering a TICA club is \$50, which includes the show license fees for the first show (annual awards and insurance fees are billed) and the charter is renewable May 1 of each year for a \$25 renewal fee.

If you are fortunate and make a profit on your first show, you will have to determine whether or not you want to file the necessary documentation to obtain non-profit organization status with both your State taxing authority and the IRS. You do not have to be a non-profit corporation to obtain tax exempt status and may prefer to eliminate corporate formalities by forming a non-profit organization. If you call your State taxing authority and the IRS, they will provide the necessary forms to complete this process. If you do not live in the U.S., check with your local and country government to see if obtaining non-profit status is possible and, if so, what is required.

2. Open a Checking Account: Select a Treasurer and ask the Treasurer to open a checking account in the club's name at the local bank or other suitable financial institution. (It is advisable to set up a checking account with one of the larger banks as PayPal may not accept accounts with small local or regional banks.) In the U.S., if you mention that the club is a non-profit organization that sponsors cat shows and anticipates being able to donate some funds to local animal welfare organizations, you **MAY** get the service fees on the account waived. In the U.S., you will need a Federal Tax ID (EIN) number to open the account. If you have not already obtained tax exempt status and filed the necessary form to obtain a Federal Tax ID#, do so. It is **NOT** a good idea to use the Treasurer's personal Social Security # used as the Federal Tax ID#. If they do, they could be held liable for the income generated by the shows on their personal income tax. If you have a computer, set up an income/expense spreadsheet or get a personal accounting program, such as Quicken. Deposit membership fees into the account so that you will have a little working capital. Very important: when setting up the checking account, make sure two (2) signatures are required to sign the checks, not just one. Require that the Treasurer provide an accounting of funds at every meeting, if you have meetings, after every show and at the end of the year.

3. Open a PayPal Account: The majority of clubs now have PayPal accounts. Having a PayPal account to accept entry fees makes receiving entry fees easier, faster and more secure. In some cases, it may increase the number of entries a club receives because some exhibitors will only pay via PayPal, not with a check or money order. Set up a BUSINESS account in the club's name, not a personal one. To do this in the U.S., you will be required to provide a Social Security number OR a Federal Tax ID (EIN) number. Therefore, you need to get your Federal Tax ID (EIN) number before setting up your PayPal account.

## Section 2 – PUTTING ON A SHOW

1. READ AND BECOME FAMILIAR WITH TICA's BYLAWS AND SHOW RULES!!!!!!
2. Select the Show Committee: The Show Manager is responsible for the overall coordination of the show and the orderly management of the show itself. This should be someone who is familiar with the TICA Show Rules and is well organized. Article Nine, 29.1.1 of the TICA Show Rules provides: "A show committee should be appointed consisting of at least five members who are thoroughly familiar with show rules and show management." You will need to select a Show Secretary, Entry Clerk (not necessarily a club member) and persons to be responsible for the following tasks: rosettes, supplies, budget, litter, cat food, vendors, publicity, show hospitality, show hotel, ring clerks (usually handled by the Entry Clerk), cages, decorations, trophies, stewards, Master Clerk, hospitality, judges' gifts, transportation (judges and exhibitors), set-ups and tear downs, catalog layout and printing, benching chart, raffle prizes/tickets, etc. (Job Descriptions and a sample Task Matrix are located in the Appendix Section.)
3. Ask someone or a club that has successfully put on shows to act as a mentor: Think about the shows you have gone to that you think were fun and well-organized. Call the show manager and ask him/her if he/she will advise you as needed. If he/she doesn't have the time, he/she will probably recommend someone who does.
4. Select a Show Date: Contact your Regional Director regarding available show dates. Show Rules, Article Two, 22.1.2 This may be done in writing. After 30 days, there being no response from the RD, your club may proceed with the show date, scheduling it through the Executive Office by providing the Executive Office with a copy of the written request. SR 22.1.2.1 The Regional Director may decline a show date if there is a previously scheduled TICA show within 500 miles (805 km) or in the *same* region on the requested weekend. In selecting a show date, you should also consider other TICA shows scheduled in the other regions. You will also want to see if other cat associations have scheduled a show in the same area for the same weekend. You should consider selecting alternative show dates so that changes can be made based on availability of suitable show halls and the judges you want to judge your show.
5. Select the Show Hall & Show Hotel: The size of the show hall needed will depend on the number of entries expected, the dimensions of the cages in which the cats will be benched, and the number of judging rings needed. Additional space is needed if vendors are to be invited to participate. Approximately 7,500 sq. ft. of usable floor area is needed for a 5-ring/day, 150 entry show; however, this will allow very little space for vendors. In determining whether a particular room is large enough, you will also need to consider the fact that judging rings must be set up against flat walls without entry/exit doors. Show halls commonly used by TICA clubs are: fairground facilities, National Guard armories, private organization halls (like the Masons, VFW halls, etc.), and hotels. Since the judging rings and benching must be set up in advance of exhibitor check-in, you will probably need the designated show hall for at least ½ day before the first day of the show. In determining the cost of a particular show hall, you must consider what is included in the cost and items for which you must pay extra. For example, are tables/chairs included or do you have to pay extra for each table and chair needed? Will the show hall staff set up the tables and chairs in accordance with a floor plan you submit? Do you have to pay extra for set-up and tear down? Is a PA system included, or will you have to pay extra? Does the PA system include sufficient microphones for your purposes? What about garbage and garbage cans? Are they included or do you have to obtain cans and a dumpster? If the show is to be held at a hotel, do you have to guarantee a certain number of guest rooms? Is the cost of the show hall based on a sliding scale depending on number of guest rooms used?

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6. Determining Your Show Format: Are you going to hold two, one-day, back-to-back shows, a two-day split format show, or alternative format? The advantages in holding two, one-day, back-to-back shows are: (1) if a cat gets the final(s) and points it needs to become a Quadruple Grand Champion/Master on the first day of the show, a Best Cat on the second day of the show will count toward the cat's Supreme Grand champion status; (2) separate one-day shows allows exhibitors to enter for one day only, which may provide an opportunity for someone to attend who might not be able to attend a two-day show. (The same applies for an Alternative Format show in which two separate shows are held consecutively, but in the same calendar day. Each show is scored as a separate show. Entries are limited to a maximum of 125 each show. There can be four shows in a 2-day weekend.) TICA judges cannot be required to judge more than 250 cats in one day. If you anticipate more than 250 entries for a 1-day show or 500 entries in a 2-day, split format show, consider contracting with and print the names of judges who will judge if an entry limit of 250 is exceeded. (See Show Rules Article Two, 202.2, regarding maximum times any single cat may be judged AND maximum number of rings allowed per format.)
7. Establish a Budget: Project income and expenses for the show. Attached is a chart with common show income and expenses listed. Your two major sources of income are: (1) entry fees; and (2) gate (admission fees paid by the general public). Your three major sources of expense are: (1) show hall rental; (2) judges fees and expenses; and (3) rosettes and trophies. Try to estimate your expenses as accurately as possible. When in doubt, estimate conservatively (more than you really think it will cost). Be conservative in estimating your income - budget your first show based on a low entry (125-150) and low gate. (A sample Budget Form is in Appendix III.)
8. Where does the money come from? Consider fund raising projects, such as raffles (if allowed) that the club can undertake to raise "seed" money to pay costs incurred before receipt of entry fees. Some clubs buy candy bars @ Sam's Club, Costco or a similar place and sell them at shows. Many clubs are getting sponsorships to help defray some of their costs. These sponsorships come from many sources ranging from pet-related retail stores and private companies, to exhibitors who may be willing to sponsor a judge's ring. Types of sponsorship include: corporate show sponsorship, judges travel and meal expenses, rosettes, hospitality, and the printing of spectator's guide and/or exhibitor catalogs.
9. Select Your Judges: This can be a very time-consuming and difficult process if the club members have a meeting and discuss each and every judge to determine who will be asked to judge the show. The selection can also end up being determined based on one member's likes or dislikes if that member is more vocal than others. Consider asking members to vote by secret ballot after discussing the cost of using local judges vs. judges who will have to fly to the show. For example, members could be asked to fill out a form that has every TICA judge listed and a point matrix provided: "Approve – 3 points"; "Okay – 1 point"; "No Opinion – 0 points"; "Oppose – 3 points". Each judge would then be assigned a final point score and judges for a particular show would be selected based on aggregate points. To the extent the judges with the highest aggregate number of points are all out-of-state judges and one or more local judges are close in the total aggregate points, the club might decide to use the local judges.
10. Show License: The following is directly from TICA's Show Rules.
  - 22.4 Show Licenses.
    - 22.4.1 A show shall not be held under the auspices of this association unless the show has been issued a show license at least 30 days prior to the first date of the show.
    - 22.4.2 A show license shall be issued upon the following requirements having been met:
      - 22.4.2.1 A completed show application has been submitted, listing the total number of rings, type of rings (AB, SP, HHP and/or congress);
      - 22.4.2.2 The club applying for the show license is in good standing;
      - 22.4.2.3 The application is accompanied by the insurance fee, or that fee has been waived.

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202.4.2 Show Licenses. Licenses are issued upon payment of license fees provided any Guest Judges have been approved, club charter renewal fees have been paid and a current list of club officers names and addresses has been provided to the Executive Office. Once applied for, no changes may be made to the number and type of rings without 1 week's written notice to the Executive Office. The time limit on the exemption from license fees for newly chartered clubs is 1 year.

202.4.2.1 Show Supplies. Show supplies shall be sent upon receipt of license application in the Executive Office in accordance with 22.4.2. Show supplies shall include one copy of the current Show Rules and ByLaws, including supplements and updates.

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22.4.3 All fees must be paid to Executive Office at least 30 days prior to the opening day of the show unless other arrangements have been made in writing with the Executive Office.

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202.4.4 Late Show License Application. The Executive Office shall charge a \$25 late Application for Show License Fee to any club that does not have the proper paperwork in hands of the Executive Office staff 60 days prior to the show.

202.4.4.1 The show information must be submitted for publication to the show calendar on the official TICA website at least 30 days prior. In addition to this, clubs are encouraged to use other available means to publicize their shows.

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11. Contract with a Cage Service: Unless you own your own judges and exhibit cages, you're going to require a cage service. When negotiating with the service, find out if they also provide a PA system/microphones, clerking supplies for each ring, dividers between rings, color & division ring flats (enough for each ring), cage cards (enough for each ring) and/or disinfectant. These items are extremely important to planning your show.
12. Entry Clerk Program: Research which program best suits your club's needs and order it and have it delivered directly to the Entry Clerk 4-6 months before the show. Some Entry Clerk Programs are listed in the Resources section.
13. Decide on a Theme and Colors: Decide on a theme, if there is to be one, and start working on it. You'll need to decide if you want to go all out on decorations or keep them simple and to a minimum. If you decide to go all out, you may want to hold a cage decorating contest and/or costume contest(s) for humans and/or felines, or other activities and award prizes for the contestants.
14. Rosettes: You will need to decide if you want to use rosettes and, if so, decide upon the style and colors for them. Instead of ordering rosettes for each final, some clubs are ordering one rosette per entry in order to save money. They then make bars or plaques with sticky backing to denote the finals for each ring. Judges hand these out during their finals and the exhibitors stick them to the rosettes they received for their entries. The bars or plaques should include the judge's name, Allbreed, Longhair or Shorthair and finals placement. Some rosette companies are listed in the Resources section.
15. Vendors: As you go to shows in your area, ask the vendors if they would like to be at your show. If so, get their business card or information so you can contact them when you're organizing your show.

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16. Judges Dinner: In the past, having a Judges Dinner on Saturday night was the norm and was usually open to the exhibitors. Nowadays, it's not as common. However, you might want to seriously think about having one, even if it's just for the club members and judges. Having a dinner planned ensures that your judges, particularly the ones who have flown in, are taken care of. If a judge makes other plans, that is fine. The dinner doesn't have to be anything elaborate, just at a decent restaurant. Decided whether or not you're going to include exhibitors at the judges dinner, estimate how many you will have, then contact one or more restaurants to see if they can accommodate a group of your estimated size. If you are including exhibitors in the dinner, put out a sign-up sheet at the show and have exhibitors sign up by whatever cut-off time you decide upon so you can call the restaurant with the final count.
17. Rescue Groups: Decide if the club wants to work with a rescue group and donate some of the proceeds of the show (if there's a profit) to the group. If yes, research the local groups carefully to ensure they are reputable and they conform to the Mission Statement of the club. Once a group is identified, contact the group and set up a partnership with them. They can be helpful in many ways, including publicity, providing stewards, etc.
18. Publicity/Advertising: Some avenues of publicizing and advertising your show are: TICA Trend and Online Calendar, Create Road Signs, Press releases/Public Service Announcements (PSAs), Flyers in local merchants/veterinarians, newspapers, etc. If you have a club member or know someone who can design a web site for the club, this would get your presence on the Internet. Facebook, Craig's List, Newspaper's online Events Calendars and other similar social media/electronic venues are additional ways to get the word out about the show. If you've connected with a rescue group, ask their assistance in publicizing the show in return for an area at the show to bring adoptable cats/kittens.
19. Spectator's Guide: TICA has a Spectator's Guide that can be downloaded from the web site and printed out. <http://www.tica.org/members/publications/brochures/spectators.pdf>  
However, you may wish to create one of your own that is specific to your club.



## Section 3 - BANQUETS AND SPECIAL EVENTS

Once you've had several shows, you may decide you're ready to host a special event, such as a conference or regional banquet. Before committing to this, be sure your facilities are available and affordable. It's best to find a hotel that can host the events so that exhibitors don't have to drive back and forth. Also, having the event all under one roof can attract fly-in exhibitors who may not have a car.

### Regional Banquets

Be sure to inquire about all possible costs related to the banquet – audio/visual fees (for regional banquets, this cost is usually paid from the region's treasury, but you will want prices in advance), rental of linens, clean-up charges, etc. Most banquets include a cash bar, and there is usually a charge for that as well. You will need to provide a schedule of when the bar is to be available, the timing of any cocktail hour food items, the serving time for the meals, and the start/end time for the awards.

When choosing menu selections and pricing tickets, be sure to read the fine print! Hotels generally add not only local tax, but their service charge as well, to the prices you will see. Service charges can be significant! 22% is a standard rate – and that takes the \$37 chicken entrée up to \$47! An easy way to calculate the actual cost is to add the tax rate and service charge rate, plus 1, and multiply by the entrée price (ex., tax = 6% or .06, service charge = 22% or .22, so multiply the \$37 chicken by 1.28 and you get the actual cost of \$47.36). If you do not include all these costs in your ticket pricing, the club will be paying the difference. Most banquets traditionally have a chicken, a beef, and perhaps a fish and/or vegetarian selection. Beef, however, can be highly expensive – pork may be a suitable option in that case. Since we now have a Junior Exhibitor program and they receive awards at the Regional, you might want to include a smaller Child's plate at a lesser cost.

Find out whether the club is responsible for decorating the banquet room, and whether the other organizers have any special needs or requests. If awards are being presented, be sure to leave room for tables to hold them. Chances are you will need a microphone and podium, and possibly a stage as well. Work with those who will handle the slideshow to see what setup they require for the projector and screen. Whenever possible, find someone to loan the club a projector for the evening since they can be extremely expensive to rent.

### Seminars & Symposiums

When adding a seminar or symposium to your show, again be sure the hotel or show hall has space available before committing. Discuss all details with the organizers, including:

- Who arranges the speaker(s)
- Who determines the topic(s)
- Whether CEUs will be offered and if so, who will arrange this
- How the event will be promoted
- Whether there will be a charge, and if so, how is this collected
- Which expenses fall to the club
- How to handle registration at the event
- Audio/visual needs
- Food/Beverage needs
- Whether cats will be present during the event (can be a concern if food is served)
- How the organizers will handle payment for speaker rooms, food, and a/v needs

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## Section 4 - RESOURCES

### ROSETTES

#### U.S. COMPANIES

- A D R Enterprises, 1487 Clover Hill Rd., Dayton, VA 22821 1-540-867-5733
- Centaur Awards (formerly Ribbon World), 936 Peace Portal Drive, #38, Blaine, WA 98230, 1-800-665-2771 or 1-604-533-0171 [www.catshowribbons.com](http://www.catshowribbons.com)
- Hodges Badge Company, Inc., 1170 East Main Road P.O. Box 1290 Portsmouth, RI 02871 1-800-556-2440  
[http://www.hodgesbadge.com/category.asp?c=19&utm\\_source=NewCatShowAwards6-14-12&utm\\_medium=Email](http://www.hodgesbadge.com/category.asp?c=19&utm_source=NewCatShowAwards6-14-12&utm_medium=Email)
- The Ribbon Place, Inc., 141-C Wyoming N.E., Albuquerque, NM 87129 1-505-266-1411 [www.theribbonplace.com](http://www.theribbonplace.com)

#### EUROPEAN COMPANIES

- THE RIBBON ARTIST, M. Bülow & G. Naedler GbR, Langestraat 1, 17209 Fincken OT Kaeselin, GERMANY, Tel. +49 39922 28063, Fax +49 39922 28064, email: [info@ribbonartist.de](mailto:info@ribbonartist.de), [www.ribbonartist.de](http://www.ribbonartist.de)

### ENTRY CLERK PROGRAMS

- PATS-MANS, Richard Payne, 13 Raymond Rd., Langley, Slough, SL3 8LN, Great Britain +44 1753 545824 [richard.payne@pats-mans.com](mailto:richard.payne@pats-mans.com)
- TICA Show Biz: <http://ticashowbiz.com/index.htm>
- TOES, Erwin van den Bunder, 119/65 Hauptstrasse, Pressbaum 3021, Austria, +32 (495) 36.88.50, +43 (664) 383.67.66, [toes@e-ware.be](mailto:toes@e-ware.be), <https://www.i-tica.com>

## **Appendix I – SHOW JOB DESCRIPTIONS**

(Note: With smaller clubs, many of these jobs are combined.)

### **Show Manager:**

- Responsible for coordination and orderly running of the show, both before and during the show
- Handles all problems/complaints tactfully and professionally or refers them to the appropriate source

### **Show Secretary**

- Emails or sends two (2) copies of the contract and show information to each judge
- Keeps track of responses from judges
- Sends alternate contracts if necessary
- Submits application for show license and insurance coverage
- Works with other club members to prepare a show flyer, including designing logo for flyer and show catalog
- Sends out flyers to judges, Regional Director, TICA Executive Office, TICA Trend and all others who request it. Submits information to TICA Calendar @ [calendar@ticamembers.org](mailto:calendar@ticamembers.org). Post information to TICAMembers List, your regional members List, TICA Facebook and your regional Facebook (if it has one).
- Prepares judging schedule and forwards to the Entry Clerk
- Works with Entry Clerk to prepare the show Catalog
- Prepares Ring/Judge Sponsorship signs
- Post-Show
  - o Assures Master Catalog is copied and sent to judges, clerks, TICA officials and exhibitors who have paid for them according to TICA rules. (Timeline in TASKS Section.)
  - o Posts Thank You notes to all judges

### **Show Treasurer**

- Prepares a budget for the show, which projects income and expenses:
  - o Income: entry fees, gate, vendor fees, sponsorships, etc.
  - o Expenses: judges' travel, room & fees; show hall rental, rosettes, supplies, etc.
- Remits payment upon presentation of legitimate bills
- Makes timely deposits of income
- Keeps accurate records of all I & E
- Prepares monthly reports for club as well as a final show financial report on which the next show budget may be based

### **Entry Clerk/Flyers/Catalog/Benching**

- Orders Entry Clerk program
- Processes entries, assuring correctness and verifying any inconsistencies with the exhibitor
- Sends/emails confirmation to each exhibitor (include Rabies or Health Certificate notification if applicable)
- Verifies that the correct remittance has been received for the entry
- With the help of the Show Secretary, prepares the show Catalog to include list of club officers, show committee (including Master Clerk), thank yous to donors, sponsors, ring clerks, vendors, plus the required TICA forms.
- Sends Ring/Judge Sponsorships to Secretary for signs to be made.

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### **Vendor Coordinator**

- Listed on show flyer as Vendor Contact with email address, address & phone number
- Develops letter and contract
- Contacts previous & new vendors by email or mail
- Sends confirmation to vendors with information regarding the time they will be able to begin setting up.
- Coordinates vendor placement in the show with Set-Up Chair.
- Serves as a resource for vendors before and during the show.

### **Hotel & Food:**

- Negotiates show hall rate, block of rooms, and any additional space for classrooms, photography, vendors, etc.
- If show is being held in a hotel, negotiates a lower show hall rental in exchange for a designated number of rooms being reserved
- Arranges food service for judges, clerks, stewards & club members (buffet or box lunches suggested in order to keep the show moving)
- Coordinates table and chair needs with hotel and Set-Up Chair

### **Publicity & Marketing:**

- Emails show information to: [calendar@ticamembers.org](mailto:calendar@ticamembers.org) for show calendars
- Contacts local newspaper for inclusion in the calendar and event information in publication and online. (If a club member has and "in" with someone at the newspaper, contact that individual for a special story to be run the week to the show.)
- Place an ad in the Pet Section of the newspaper and/or free weekly publication(s), both online & in the "hard copy," to run several weeks or weekends before the show. You may want to make it a "Dollar Off" coupon ad to encourage more gate.
- Contacts local cable company for inclusion in their community calendar
- Contacts local TV stations:
  - o Provide PSAs to be run on Event Calendar the week before the show.
  - o Arrange representation on AM, Noon, or PM talk shows
  - o Contact Newsroom to request reporter to attend show on SATURDAY. This will increase gate on Sunday.
- Request show hall to post the show on its sign the week before the show. If show is being held in a hotel, coordinate with Hotel Chair so the hotel promotes the show.

### **Transportation, Set-up & Tear-down:**

- Inventories supplies in advance to enhance budget preparation
- Arranges for transportation of cages (if owned by club) and supplies from storage to show hall and back to storage
- Designs basic show hall layout: ring placement , exhibitor area, vendor area, location of Master Clerk
- Coordinates with Benching Chair and Vendor Chair

### **Decorations:**

- Inventories what is already available in storage and determines appropriateness with the show's theme
- Estimates monies necessary to purchase additional supplies
- Coordinates with Show Treasurer/Budget and Set-Up Chair
- Prepares judges name signs for judging rings

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**Litter:**

- Identifies potential suppliers
- Usually will need 500-700 lbs. of litter
- Arranges for pick-up or delivery
- Negotiates catalog advertising in exchange or product donation or at least a discounted price for quantity

**Raffle:**

- Solicits local merchants for donations
- Provides donors with receipts for tax purposes
- Determines the type of raffle to be used. (Note: Placing a cup by each individual raffle item has been found to be more profitable than a random raffle. Silent Auctions of quality items is also profitable.)
- Coordinates with Set-Up Chair as to placement in show hall and table needs. Verifies there are sufficient raffle tickets in supplies for the entire weekend. If not, purchases more tickets.
- Coordinates with Vendor Chair obtaining a raffle gift from each vendor
- Arranges and runs raffle (or finds someone else reliable to run it)

**Gate:**

- Requires two(2) people at all times
- Collects all attendance fees
- Keeps record of attendance numbers
- Stamps hand of each attendee (different stamp each day)
- Distributes club membership applications
- Acts as a cordial representative of the club

**Show Hours:**

Friday: \_\_\_\_\_ to \_\_\_\_\_  
Saturday: \_\_\_\_\_ to \_\_\_\_\_  
Sunday: \_\_\_\_\_ to \_\_\_\_\_

**Exhibitor Check-in:**

Friday: \_\_\_\_\_ to \_\_\_\_\_  
Saturday: \_\_\_\_\_ to \_\_\_\_\_  
Sunday: \_\_\_\_\_ to \_\_\_\_\_

**Announcer:****Photographer:**

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## Appendix II - TASKS

\*Information needed to prepare the show flyer

The time periods given indicate the interval before the show when the task should be completed.

SHOW DATE: \_\_\_\_\_

### 9-12 MONTHS BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>Charter TICA Club</b>		
<b>Apply for 501(c)(3) Non-profit Status</b>		
<b>Establish a Checking Account</b>		
<b>Establish a PayPal Account</b>		
<b>Obtain a copy of the current TICA Show Rules and READ THEM!</b> The Executive Office will include a copy of the TICA By-Laws and Show Rules in the show materials sent to you about 6 weeks before the show—but that's too late. You need to know what the rules are before you do any further planning. Download from TICA Web Site: <a href="http://www.tica.org/members/publications/shw_rules.pdf">http://www.tica.org/members/publications/shw_rules.pdf</a>		
<b>*Coordinate Show Date w/Regional Director/TICA Office &amp; Confirm when set</b>		
<b>*Locate Show Hotel/Motel:</b> Determine proximity to airport, shuttle to/from airport, parking, etc. Negotiate show room rate and block Rooms. Be conservative in your room numbers, especially if the hotel required that you guarantee the room block. Most 'local' shows block 20 rooms per night (and that includes the judges' rooms). Unless your show is scheduled for the busiest time of the year for the hotel, they will probably give you a reduced rate for your exhibitors in order to get the room nights. Ask for an even lower room rate for your judges. <u>If you plan to hold the show at the hotel, you can probably negotiate a deal that will give you the show hall facilities free if a certain number of room nights are booked by your exhibitors.</u> For example, if the show hall facilities are \$1,000 a day and the total cost for the show, plus the ½ day set-up time you need is \$2,500, you should be able to negotiate a lower rate based on the room nights booked. For example, you might be able to get a credit of \$20-\$25/room night booked (100 room nights booked at \$25/room night would make the show hall free). Or the hotel might offer a sliding scale such as \$1,250 for 50 room nights booked and free if 100 room nights booked. The hotel should set-up the show hall with its tables and tablecloths as part of this rental charge. You may have to pay extra for the sound system. Most hotels use 6' x 30" or 6' x 18" tables, not the 8' x 30" tables we are accustomed to seeing in show halls. Find out what size tables the hotel has available and draw your floor plan accordingly.		
<b>*Locate Show Hall</b> (if not in the hotel): (Size, proximity to airport, parking, cost, amenities included in cost, deposit required, floor plan)		

### 6-9 MONTHS BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>*Determine Show Format:</b> One day; two, back-to-back one-day shows; two-day, split format show, etc.		
<b>Verbal Confirmation of Judges</b>		

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Assignment/Task	Person Assigned	Date Completed
<b>Send Judges Contracts:</b> Most clubs are now emailing contracts to their judges. However, some judges prefer to have them "snail mailed" to them. If this is the case, send two signed copies of the contract, ask the judge to sign and return one copy in an enclosed self-addressed, stamped envelope. The official judges' contract is in the Show Rules and on the TICA web site: <a href="http://www.tica.org/members/forms/judge/agreement_to_judge_a_tica_show.pdf">http://www.tica.org/members/forms/judge/agreement_to_judge_a_tica_show.pdf</a> The online form can be completed and saved. The second page of the judges' contract has detailed information on transportation, lodging, meals, weather, etc. The second page is not a required part of the contract, but judges must be advised of lodging arrangements at least 2 weeks before the show.		
<b>*Confirmation of Judges:</b> Verify that you have all judges contracts signed. If you are missing any, call, write or email the judge and ask for it.		
<b>Sponsors:</b> Request local feed and pet stores, veterinarians, grooming shops, etc. to sponsor one or more rings; also contact national companies, such as pet food, pet supplies, etc. Sponsorship can range in price and benefits to the sponsor. For example, a ring sponsor might pay all costs, including the costs of rosettes and awards, judges' fees and expenses, etc. Sponsorship might include just the cost of the rosettes for that ring. Benefits to the sponsor could include a full page ad in the catalog, a sponsor sign in the ring, the sponsor's name on the side streamer on the rosettes, etc. Note: Some national companies may require proof of a 501(c)(3) before committing to sponsorship.		
<b>Prepare a floor plan of the show hall (cage service will need this):</b> Floor plans provided by the organization from which you are renting the space will probably only provide overall dimensions and not provide dimensions with respect to location of doors, etc. You should take the floor plan and a good tape measure to the show hall and measure everything. You cannot block exits and need to know exactly where they are. You will need unobstructed wall space for the back of the judging rings and will need to measure the space available between doors and obstructions. If you prepare a preliminary floor plan showing the judging rings, the benching areas, and entrance, you will know how much room, if any, is available for vendors and other purposes. Check local building codes for minimum aisle widths (for instance, in the United States, the fire codes for egress is 8' aisles).		
<b>*Arrange for cage service (judging/exhibitor cages, judging tables), flats, and other judging ring supplies.</b> (*Benching cage size ____" x ____" x ____")		
<b>*Health: will the club be putting on a vetted or non-vetted show:</b> Arrange for vet, if applicable		
<b>Rosettes:</b>	Get samples/prices	

## 6 MONTHS BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>Mail Show Info to TICA Executive Office</b> , P. O. Box 2684, Harlingen, TX 78551 or email to: <a href="mailto:information@tica.org">information@tica.org</a>		
<b>Email Show Info to:</b> <a href="mailto:calendar@ticamembers.org">calendar@ticamembers.org</a> for inclusion in the TICA Trend and Cat Fancy Magazine		
<b>*Happy Household Pet Cat Club Rosettes</b> If your club wants honor the Best HHP Kitten and/or Best HHP Cat in each ring, you can order rosettes for \$3.50 each from: <a href="http://www.hhpcc.org/">http://www.hhpcc.org/</a> Go to the bottom of the Home Page, click on PayPal Shopping Cart, then go to the bottom of that page where you'll find the rosettes. If you have questions, email: <a href="mailto:questions@hhpcc.org">questions@hhpcc.org</a>		

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Assignment/Task	Person Assigned	Date Completed
<b>*Best of the Best:</b> Determine if the club wants to have Best of the Best awards. If so, a club may calculate the Best of the Best Award based on the finals won, the total scores earned at the show or some other method provided that the method is based on the performance of the cat at that show and that the method is set out in the show catalog. Your Master Clerk MUST be informed that he/she will be scoring Best of the Best AND the information must be included on the show flyer.		
<b>*Determine Entry Fees:</b>		
Regular Entry Closing Date: _____; \$ _____		
Early Bird Entry Closing Date: _____; \$ _____		
Super Early Bird Entry Closing Date: _____; \$ _____		
Tardy Turtle Entry Closing Date: _____; \$ _____		
Extra ½ cage (if applicable): \$ _____		
Exhibition/For Sale Cages (Exhibitors only): \$ _____		
Grooming Space: \$ _____		
Other: \$ _____		
<b>Determine Catalog/(Spectator Guide?) Ad Costs:</b>		
Business Card Ad: \$ _____		
¼ Page Ad: \$ _____		
½ Page Ad: \$ _____		
Full Page Ad: \$ _____		
Back Cover: \$ _____		
<b>*Determine Advertised Show Hours:</b>		
Fri: ____ AM - ____ PM		
Sat: ____ AM - ____ PM		
Sun: ____ AM - ____ PM		
<b>*Determine Exhib. Check-in Times :</b>		
Fri: ____ AM - ____ PM		
Sat: ____ AM - ____ PM		
Sun: ____ AM - ____ PM		
<b>*Transportation:</b> List the closest airports to the show venue on the flyer. Does the hotel/motel provide transportation from the airport to the hotel/motel? Will the club provide transportation to/from the closest airport for exhibitors? Judge? If not, will the club provide information on economical means of transportation to/from the closest airport? Will the club or motel/hotel provide transportation from the motel/hotel to the show hall and back?		
<b>*Will the club provide litter for exhibitors?</b> If so, plan on obtaining approximately 700 lbs.		
<b>Arrange lunches for judges, clerks &amp; club members</b>		
<b>*Make arrangements for food for exhibitors—club selling lunches, local take-out, concession in show hall, etc.</b>		
<b>*Engage an Entry Clerk:</b> Get an experienced Entry Clerk for your first show—you don't need last minute problems with an inexperienced Entry Clerk. The first place to look is the TICA Trend, which lists those people who are Licensed Entry Clerks and who are Entry Clerk Trainees. Preference should be given to those in TICA's entry clerking program. Some TICA judges will also Entry Clerk, but only if they are not judging the show. An experienced Entry Clerk can help prepare the benching chart for you and help put the catalog together. The Entry Clerk contract is located on TICA 's web site at: <a href="http://www.tica.org/members/forms/entry/entry_clerking_contract.pdf">http://www.tica.org/members/forms/entry/entry_clerking_contract.pdf</a>		
<b>Engage a Master Clerk:</b> Inform him/her if he/she will have to calculate Best of the Best for the show. Clerking Contract is on the TICA web site: <a href="http://www.tica.org/members/forms/clerk/contract.pdf">http://www.tica.org/members/forms/clerk/contract.pdf</a>		

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Assignment/Task	Person Assigned	Date Completed
<b>*Determine if you are going to have a Judges Dinner and, if so, make arrangements.</b>		
<b>*Ring Clerks:</b> Establish how much you are going to pay the Ring Clerks (review the Show Rules) and whether or not lunch will be provided and print this information in the show flyer. Mention that clerking fees are NOT to be deducted from entry fees, but that the clerk will be paid at the conclusion of clerking.		
<b>*Determine if you are going to have a Clerking School, Judges School and/or Breed Seminar(s) and, if so, make arrangements</b>		
<b>*Determine whether you want a show photographer and, if so, make arrangements.</b>		
<b>Prepare Show Flyers</b>		
<b>Proofread/correct show flyers</b>		
<b>Arrange printing/folding of show flyers</b>		
<b>Distribute flyers at local shows</b> (Continuously)		
<b>Mail/email/post show flyers:</b> To exhibitors, judges, your Regional Director, TICA Calendar, the Trend, TICAMembers List, your regional members List, TICA Facebook and your regional Facebook (if it has one).		

#### 4-6 MONTHS BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>Purchase an Entry Clerk program:</b> Have it sent directly to the entry clerk.		
<b>Arrange for judges' transportation and/or send funds to judges for airfare.</b>		
<b>Publicity/Advertising:</b> TICA Trend and Online Calendar		
<b>Rosettes:</b> Make decision on rosettes/colors & order them ( <u>verify upon delivery</u> )		
<b>Color Flats:</b> If you can't borrow these or if your cage service doesn't provide them, you'll need to buy or make some. This will be a one-time purchase, with occasional smaller purchases to replace ones that are lost or damaged. You should get about 12 Best of Color (BOC) (Blue), 8-2 <sup>nd</sup> BOC (Red), 6-3 <sup>rd</sup> BOC (Yellow), 4-4 <sup>th</sup> BOC (Green) & 2-5 <sup>th</sup> BOC (White), 8 Best of Division (BOD) (Black), 6-2 <sup>nd</sup> BOD (Purple), 4-3 <sup>rd</sup> BOD (Orange) <b>PER RING.</b> If you make them, you'll need to laminate them so they will last a fairly long time.		
<b>Make arrangements for trophies, if applicable</b>		
<b>Make arrangements for stewards for each ring</b> (4-H, Girl Scouts, Boy Scouts, Campfire Girls, Job's Daughters, club members' kids, etc.) Is the club going to provide lunch for the stewards? If so, make arrangements.		
<b>Determine if sound system in show hall is adequate and if not, arrange for extra sound equipment.</b> Are you going to have an announcer or a mike in every judging ring? Are you going to use cordless mikes? (Cordless mikes are handy, but not necessary and are sometimes very expensive to rent). If you are planning to have a mike in each ring, make sure you have one extra located at the central spot for general announcements by the show committee.		

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### 3-4 MONTHS BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>If you are going to have a Spectator's Guide,</b> Start working on it now.		
<b>Send Show License Application and insurance payment to TICA.</b> Show licenses can be found on TICA's web site: <a href="http://www.tica.org/members/forms/shows.php">http://www.tica.org/members/forms/shows.php</a> The license and Annual Awards fees are \$35/ring, Insurance is \$200 for the weekend, and Congresses are \$10 each.		
<b>Determine if you wish to have a raffle and, if so, make arrangements.</b> Request raffle items from your regional members, as well as your vendors. Post frequently to your Regional List up until the date of the show.		
<b>Determine whether you will invite a local humane society to bring cats available for adoption to the show.</b> If so, make the necessary arrangements (e.g. benching, cages, etc.) Encourage them to enter their adoptees in the show. You may want to offer them a reduced rate. This increases entries and promotes adoptions. Make sure they understand the cats must be up-to-date on shots, are clean and have had their nails clipped.		

### 1-2 MONTHS BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>Contract with Licensed Ring Clerks for each ring:</b> This is usually coordinated by the Entry Clerk as most online entry programs have an area on the Summary Sheet to check if an exhibitor wants to clerk. Check the TICA Trend for those who are licensed and give them preference. If you're having trouble finding clerks and if you have a member who is a Ring Clerk, you might ask that person to make arrangements with the Ring Clerks and send contracts to the Ring Clerks. Clerking Contract is on the TICA web site: <a href="http://www.tica.org/members/forms/clerk/contract.pdf">http://www.tica.org/members/forms/clerk/contract.pdf</a>		
<b>Publicity/Advertising:</b> Create Road Signs		
Press releases/PSAs/Ads - Newspapers/Radio/TV stations		
Other (Club/show Facebook page, Craig's List, etc.)		
<b>Determine budget for and type of judges' gifts desired &amp; obtain.</b>		
<b>Determine show hall and ring decorations and purchase supplies</b>		

### 1 MONTH BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>Decide whether or not you are going to print an exhibitor list in the catalog:</b> You may <b>NOT</b> print the addresses of exhibitors in the catalog (Standing Rule to Show Rules adopted at the 1994 Semi-Annual meeting). Show Rule 209.1.1.4.2: You must provide an exhibitor list with addresses to your Regional Director and the TICA office after the show even if the addresses are not printed in the catalog.		
<b>Send judges' rooming list to motel/hotel</b>		
<b>Arrange judges' hospitality in show hall—lunch, soft drinks, etc.</b>		
<b>Order/make ring signs with judges' names and ring #s</b>		
<b>Order/make ring sponsor signs</b>		
<b>Publicity/Advertising:</b> Place Flyers in local merchants/vets/pet stores		

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## THE WEEK BEFORE THE SHOW

Assignment/Task	Person Assigned	Date Completed
<b>Hotel Show/Exhibitor Information:</b> If the show is being held in a hotel, have cat litter and information available to exhibitors as they check in.		
<b>Layout and Print Catalog.</b> Run off enough copies for each exhibitor, each ring and the Master Clerk. You might want to print the Show Schedule on the back cover. It is recommended that the catalogs for each ring clerk and the Master Clerk be put in 3-ring binders to make it easier to mark them. Make sure the ring clerks also have a show schedule. <b>NOTE:</b> The Uniform Finals Sheets provided by the Executive Office in the show supplies <b>MUST</b> be used in the marked catalogs sent to the Executive Office. Failure to submit the marked Uniform Finals Sheets with the marked catalogs will result in a fine of \$25 as directed by the Board of Directors. Uniform finals sheets are available from the Executive Office or online.		

## POST-SHOW DUTIES

### WITHIN 48-72 hrs. AFTER SHOW CLOSES

Assignment/Task	Person Assigned	Date Completed
<b>Marked Catalogs:</b> The show committee is required to forward ( <b>via first class mail or better</b> ) one completely marked catalog to the Executive Office of TICA, the regional reporters and the appropriate Regional Director within <b>48 hours</b> after the close of the show. As an alternative to mailing, clubs are encouraged to submit a copy of the marked catalog via <b>email</b> in an electronic format (scanned) known to be readable by the Executive Office, within <b>72 hours</b> after the close of the show. Clubs failing to send marked catalogs to the Executive Office, Judging Administrator, and Regional Director within 48 hours after the close of the show, if sent by first class mail or swifter, or within 72 hours after the close of the show if sent by e-mail, will be assessed a \$100 fine. Clubs are encouraged to scan and send master catalogs via email.		

### WITHIN 7 DAYS AFTER THE SHOW CLOSES

Assignment/Task	Person Assigned	Date Completed
<b>Marked Catalogs (cont.)</b> The show committee is required to forward one completely marked catalog to the judging administrator, to each judge, the master clerk and to any person who ordered a marked catalog <b>NO LATER THAN 7 DAYS AFTER THE SHOW</b> . The show committee shall also send a catalog marked with the finals page(s) and the appropriate breed awards to each certified ring clerk within 7 days after the show.		
<b>Exhibitor's List.</b> A complete Exhibitor's List with addresses must be sent <b>with the Marked Catalog</b> to the Regional Director, the Judging Administrator, the Judges and the Executive Office.		

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## ABOUT ONE MONTH AFTER SHOW CLOSURES

Assignment/Task	Person Assigned	Date Completed
<b>Post-Show Meeting:</b> The club should meet to review the outcome of the show. Finances should be reviewed and decisions made on what needs to be revised or improved for the next show. The club should discuss how well the show went, identifying both the positive things and the problems that may have popped up. Thoroughly discuss any problems that may have occurred and determine how they may be avoided in the future. Take all this info and solutions and start working on the next show!		

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## Appendix III - SAMPLE BUDGET

### Income

Description	Projected	Actual
Gate		
Vendors		
Entries		
Sponsors		
Donations		
Raffle		
<b>TOTAL INCOME</b>		

### Expenses

Description	Projected	Actual
<b>Show Hall:</b> Rental for show		
Additional rent for set-up time		
Refundable cleaning/security deposit		
Tables		
Chairs		
Set-up/Tear down labor		
PA System		
Extra sound equipment		
Kitchen		
Stage set-up		
(Credit/offset for room nights booked)		
Janitorial		
Other		
<b>Judges Fees:</b> Fees are based on the status of the judge <b>at the time the contract is signed</b> , not on the type of ring contracted for. For example, if the judge was an Allbreed Judge at the time the contract was signed, the judge receives \$1.00 per entry, regardless of whether he/she is judging Allbreed or Specialty.		
Approved Allbreed Judge - \$1.00/entry		
Provisional Allbreed Judge - \$.75/entry		
Approved Specialty Judge - \$.60/entry		
Probationary Specialty Judge - \$.50/entry		
Household Pet Allbreed - \$.75/entry		
Household Pet Specialty - \$.50/entry		
Guidelines for Other Payments to Judges: Seminar - \$50		
Judges' School - \$50, Judges' Conference - \$50		
<b>Judges Expenses:</b> Lodging		
Lunch at Show		
Other meals		
Travel Expenses (plane fare, mileage, tolls, parking)		
Judges Gifts		
Judges' Dinner (if applicable)		
Other		

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Description		Projected	Actual
<b>Rosettes:</b>	Allbreed Rings		
	Specialty Rings		
	Household Pet Rings		
	Best of Best		
	Other		
<b>Trophies/Special Awards:</b>	Trophies		
	Other Awards		
<b>TICA Fees:</b> The cost is \$50 for the initial club charter, which includes the show license fees for the club's first show - annual awards and insurance fees are billed - this is a substantial savings for new clubs in show license fees.			
<b>Insurance:</b>	\$200/show		
<b>Show License:</b>	\$15/Allbreed Ring		
	\$15/Specialty Ring		
	\$10/Breed Specialty or HHP Ring		
<b>Annual Awards:</b>	\$20/Allbreed or Specialty Ring		
	\$10/Breed Specialty or HHP Ring		
<b>Printing:</b>	Show Flyers		
	Spectator's Guide		
	Insert to Spectator's Guide		
	New Exhibitor Guide		
	Catalogs		
<b>Postage:</b>	Marked Catalogs		
	Other		
	Miscellaneous		
	Show Flyers		
	Marked Catalogs		
<b>Advertising:</b>	TICA Trend		
	Flyers: Local Merchants		
	Newspaper		
	Road Signs		
	Other		
<b>Publicity:</b>	Press Releases/Printing		
	Postage		
	Other		
<b>Cages:</b>	Rental Amount		
	Purchase Amount		
	Transport		
	Labor		
	Other		
<b>Color Flats:</b>	Best: 12 x # of rings		
	Second Best: 8 x # of rings		
	Third Best: 6 x # of rings		
	Fourth Best: 4 x # of rings		
	Fifth Best: 2 x # of rings		
If you use ribbons rather than plastic flats, you will have to purchase 100s more. Same with division and breed.			
<b>Division Flats:</b>	Best: 8 x # of rings		
	Second Best: 6 x # of rings		
	Third Best: 4 x # of rings		

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Description		Projected	Actual
<b>Best of Breed Flats (Optional):</b>			
	Best: 5 x # of rings		
	Second Best: 3 x # of rings		
	Third Best: 3 x # of rings		
<b>Judging #s/Holders:</b>	# of rings x # of Judging Cages/rings		
<b>Judging Tables:</b>	# of Rings		
<b>Lights for Judging:</b>	# of Rings		
<b>Ring Dividers:</b>			
<b>Supplies:</b>	Plastic for under/behind judging cages		
	Clips for plastic behind judging cages		
	Butcher paper for under benching cages		
	Ozium		
	Extension cord		
	Tablecloths/skirts for judging tables		
	Paper towels		
	Spray bottles		
	Disinfectant		
	First Aid Kit		
	Masking tape/duct tape		
	Signs for Judging Rings/Judges Names, Ring #s, Donors, etc		
	Benching row signs		
	Admission price signs		
	Spectator's Guide		
	Tablecloths/skirts for raffle prize table		
	Straight pins/safety pins		
	Raffle tickets		
	Garbage cans & bags		
	Litter		
	Note pads, pens, white out, paper clips		
	Cat Show signs		
	Direction signs		
	Cash box		
<b>Decorations:</b>	Judging rings		
	Other		
<b>Entry Clerk:</b>	Fees		
	Other		
<b>Master Clerk:</b>	Fees		
	Other		
<b>Ring Clerks:</b>	Fees		
	Other		
<b>Stewards:</b>	Fees		
	Other		
<b>Miscellaneous:</b>	Coffee for Exhibitors		
	Donuts for Exhibitors		
	Special Awards		
	Cake for Exhibitors/Public		
<b>Cash for Gate:</b>			
<b>Telephone:</b>			
<b>TOTAL EXPENSES</b>			

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