

Regional Council Guidelines

1. Component 1 :  Purpose and Goal
   1. The Regional Councils are chartered and established to foster local interest for digital signage and build community within the DSF in certain metropolitan areas that have a large number of DSF members and potential members.
2. Component 2:  Description of Activity
   1. To achieve the goals established, the regional councils will hold local events on a regular basis.  Events may be educational in nature but should always have a strong networking component.
3. Component 3:  Relationship with the DSF
   1. Regional councils will have sub-committee status under the DSF Membership Committee.
   2. These are not independent organizations.  Rather they operate within the DSF as a subcommittee under Membership.
   3. DSF Staff support the regional councils by marketing their events, setting up event registration, and providing information about members in the area.
   4. DSF leadership and staff may attend events if requested and approved (concern about support expectations).
   5. DSF may coordinate sponsorship packages for the local events from existing sponsor base or DSF will process sponsorship payment for local events if local sponsorship is being developed to help offset costs of the events.
   6. DSF will act as the fiscal agent for events. Council leaders must manage a local event budget and complete the proper forms (attached).
   7. Local events should be self-supporting financially with a combination of event registration fees, in-kind contributions, and sponsorship; the DSF leadership may approve budgets to help facilitate initial council development.
   8. Regional councils will have their own web-page on the DSF website.
4. Component 4:  Leadership and Responsibility
   1. Leadership of the councils are identified in the charter document and appointed by the DSF based on the recommendation of the DSF Membership Committee.
   2. Identified and active leaders must be DSF members.
   3. Should promote the DSF and our programs at events.
   4. Leaders may not incorporate or create a separate local digital signage group.
   5. DSF should be the only association of the digital signage industry officially represented by the established events.
   6. An annual work-plan or activity plan should be submitted by the approved leadership. This should consist of a calendar of events and leadership roles of local participants.
   7. A budget for each meeting will be required is the DSF if there are financial transactions supported by the DSF (form attached).
   8. Leaders of the councils may not use councils for the implied or exclusive benefit of them or their customers.
   9. Leaders may use events to raise funds for local charitable causes (Like a golf tournament or silent auction)- charities and events need to be approved by the DSF Membership Committee. These should be identified in the event planning document.

DSF Regional Council Creation Charter

The DSF regional council leaders must abide by the charter which is comprised to agreeing to Components 1-4 and completing the information below. Leaders must complete and sign a charter acceptance document that will go to the oversight committee for review. After the first year a report must be sent in by the council, which could be this form.

Council name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geographic region (e.g. Greater New York Metropolitan area) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Initial leadership - Leaders must abide by the guideline of not using the regional council for self-promotion as outlined in 4.f above.

**Primary Contact** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Event Coordinator**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Engagement Coordinator** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Goals - Please list your 18 month goals and achievable objectives – please give a brief overview of the vision of the activities the council will do. For example, list how many networking event or happy hours you plan on having, if you would like to host a quarterly formal DSF networking event, if you plan on working with a local chamber to present about digital signage, or if you will run a small golf outing.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Communication with DSF

**Events-** Please send Brian Gorg ([bgorg@digitalsignagefederation.org](mailto:bgorg@digitalsignagefederation.org) ) a list of upcoming events. If an event involves collecting money or paying expenses please complete the EVENT PLANNING AND BUDGET FORM.

**Webpage** - Please provide Brian Gorg ([bgorg@digitalsignagefederation.org](mailto:bgorg@digitalsignagefederation.org) ) pictures and a narrative for your council webpage. An example of what a regional council page could look like is [www.digitalsignagefederation.org/Atlantaregional](http://www.digitalsignagefederation.org/Atlantaregional)

Event Planning and Budget Form

**The DSF may assist** regional councils by providing a calendar listing and collecting registration for your event. The DSF can either create a free registration or a paid registration. Please indicate if you would like the DSF to assist by collecting registration fees. A 5% service charge will be kept for bank and credit fees. The DSF will promote regional events on our calendar and will do up to 2 email promotions about the event. The council is responsible for writing the information to go into the promotions and on the event webpages.

Event Questionnaire – Please Complete for Each Event

**Event Information**

Name of the Event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of the Event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time of the Event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Location of the Event

Venue \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Description for Website \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Registration**- DSF may collect fees via online registration and will give updates on registration numbers 4, 2, and 1 week before the event to the Event Coordinator. A 5% service charge will be kept for bank and credit fees.

Would you like the DSF to set up registration for your event?

* Yes- no fee required \_\_\_\_\_\_\_\_\_\_\_
* Yes- fee required (indicate fee schedule below)\_\_\_\_\_\_\_\_\_\_\_\_\_

Fee Schedule/Pricing for the event – Please describe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* No- please just create a calendar listing\_\_\_\_\_\_\_\_\_\_\_

**Budgeting** – the DSF may act as the fiduciary agent for your council event. The DSF will not support the event unless it breaks even or better in terms of financial performance. Therefore we ask that you provide information on the event

1. Will there be expenses?
   1. Prepaid y / n
   2. Post Event Expenses y / n
2. If you are collecting fees or sponsorship will these cover the costs of the event? Y / N

**Income Projections**

1. Fixed Income (sponsorship) $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Variable Income Projection (registration)
   1. Number of People Expected\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Fee per person $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Projected Variable income $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Total Projected Income$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Expense Projections**

1. Food and Beverage $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. AV Expense $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Room/Rental Expense $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Presenter/Program Expense $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Other Expenses -$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Total Expenses - $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_