



GWRRA UNIVERSITY

HOW-TO'S

How to Set Up a Mall Show

What is a Mall Show?

This is a pre-scheduled "bike show" set up at a local shopping mall or WalMart, Sam's Club, Costco, or other "Big Box" stores. This gives us an opportunity to set up and display our beautiful machines to the general public. It also assists us in recruiting new Members who may not otherwise have heard about us.

Motorist Awareness and Mall Shows:

When the Chapter is in the public eye during Mall Shows and other like events, it is a fantastic opportunity to promote a positive image of GWRRA and motorcycling in general. Handing out Motorist Awareness brochures is a wonderful way to promote this. Brochures are available from member services at the home office by calling: **1-800-843-9460**

Certificate of Insurance:

The following information explains usage of the "generic" Certificate of Insurance form. This generic form is proof of coverage now in place for events in the field; including Mall Shows, Chapter Rides, Parades, Rallies, etc. If a facility or ownership group requests a certificate with their name on it, please note the brief explanation of procedures involved in obtaining a regular certificate of insurance and/or additional insureds listed on the certificate.

In the event a specific binder with named entities is needed, this "generic" certificate should be given to the facility as soon as possible to show we have the insurance and see if this will work for the event. Should this not work, then please provide the facility with the form for them to fill out with their specific requirements no less than 6-8 weeks in advance of the actual occurrence to allow proper processing time through Home Office and our insurance agency. In order to process a certificate request stating specific

entities, the officer must photocopy or download and complete the two forms listed below and mail or fax them to the Business Office along with the appropriate processing fees. The host facility is not to contact the insurance agent directly.

1. *Evidence of Insurance Request* (to be completed by the officer)

2. *Host Facility Information Sheet* (to be completed by the requesting facility or ownership group. If preferable, a printed sheet stating the entities to be listed is acceptable to GWRRA.)

Upon receipt of the request for insurance, the Home Office will process the forms and the usual fees will be applied.

As stated on the form, the fee for issuance of a certificate of insurance is as follows: \$80.00 for fundraisers, \$30.00 for non-fundraisers as of 1/2019.

Please allow 4-6 weeks for processing from time it is received. Call Customer Service for any exceptions. If you have any questions regarding this information, please call 1-800-843-9460 or in the Phoenix area dial 623-581-2500.

Recruiting at a Mall Show:

Find-A-Friend Program. This Recruitment Program, for the Members of the Association, has always been a popular program. Members who recruit just five (5) new memberships (households) into GWRRA will receive a gift certificate worth \$55! Essentially, they NEVER HAVE TO PAY DUES AGAIN! Memberships recruited during special events (mall shows, rallies, motorcycle shows, etc.) qualify for this program. Recruiting as a part of the Membership Enhancement booth at Wing Ding, do not qualify. Membership fees must be paid to qualify for this Find-A-Friend program.

General Mall Rules: Check your local malls.

There are rules that Mall management **may** require the Chapter to follow. Listed below are some that have been required in the past. Ask for the list of rules early during planning.

Gasoline is not permitted in the mall. When liquid-gas fueled vehicles are on display, batteries must be disconnected and fuel tanks emptied and sealed per Fire Code.

The use of Armor-All, wax-based sprays, spray paints, or any other spray-on chemical on display material or in the mall is not permitted.

Batteries must be disconnected after being placed on display or if the battery disconnect switch is included in the vehicle it may be turned to the off position and secured in an approved manner.

Fuel tanks and fill openings shall be closed and sealed to prevent tampering.

Vehicles shall not be fueled or defueled within the building.

The Mall management may require bikes be brought in or removed before or after regular hours.

Selling items that are available within the Mall may be forbidden.

A show put on in an outdoor facility may not have the same criteria but check early so there are no surprises.

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