

## Host Organising Committee (HOC)

### Position Description *Committee Chair Merchandising - House of Friendship*

#### OVERVIEW OF THE HOUSE OF FRIENDSHIP

The House of Friendship (HoF) is the name of the RI Exhibition Hall at the convention. It should reflect the historical background and culture of the host country or emphasize characteristics of the host city that set it apart from other cities. Originality, beauty, and function have been the hallmarks of the HoF at previous conventions. It also provides clubs and districts with an opportunity to share their success stories in service through the varied exhibits.

RI and the HOC will jointly develop and execute plans for the HoF, including designing an attractive floor plan including decorations to the HoF (attractive entrance units, lounges, and welcome banners), developing an entertainment program for the HoF stage, arranging for HoF food and beverage concessions, and planning host sales and souvenir booths.

#### OVERVIEW OF RI'S ROLE

RI is responsible for the following operational and logistical aspects of the HoF:

- initiate the design of the House of Friendship and establish the initial space allocation, booth layout and other features of the HoF
- coordinate a plan and schedule for the entertainment in the HoF and provide the necessary stage and basic equipment for performer(s).
- develop the menus offered in the HoF and negotiate the contract for the food service
- decorate the serving area and provide seating and tables for the volume of people anticipated
- consult with the HOC to plan an opening ceremony in the HoF to promote attendance at the HoF opening.
- Provide a team of people on the ground to manage and co-ordinate the HoF during the convention

#### OVERVIEW OF ROLE OF THE HOC DIRECTOR – HOUSE OF FRIENDSHIP

The HOC Director House of Friendship will oversee and lead the following aspects of the HoF:

1. **HOC Merchandising**
2. Entertainment
3. Selling Melbourne & Australia as a destination to delegates
4. Exhibit Booths
5. Fellowship Space
6. Rotary Expo
7. HoF Volunteers

## MERCHANDISING OPPORTUNITIES FOR THE HOC

### Souvenir sales at the HoF

The HOC is responsible for funding various aspects of its role and has a number of opportunities approved by RI to raise funds/revenue. One permissible opportunity is the selling of generally branded Melbourne souvenirs and Convention branded souvenirs at the HOC booth in the House of Friendship. These can include items such as polo shirts, jackets and miscellaneous Australian memorabilia and souvenirs.

### Convention Branded Souvenirs (see appendix 1 for further details)

- The HOC may sell convention branded souvenirs, under the limited license permitted by RI, in the HoF, but not merchandise bearing solely the Rotary emblem or other Rotary Marks.
- Convention logo souvenirs should be manufactured by RI licensees. If current registered licensees are unable to manufacture a specific item recommended by the HOC and approved by RI, then RI may approve a one-off license to the manufacturer for that specific item.
- Convention Logo souvenirs sold by the HOC in the House of Friendship **during the dates of the convention** may be sold royalty-free.

## KEY RESPONSIBILITIES FOR THE COMMITTEE CHAIR MERCHANDISING

- Source and recommend to the HOC Director House of Friendship appropriately designed and priced **convention branded souvenirs** to be sold in the HOC booth in the House of Friendship.
- Source relevant and appropriate **local merchandise** to be sold in the Host booth.
- Negotiate cost of souvenirs including an acceptable profit margin to help raise revenue to fund the operation of the HOC.
- Ensure all recommended souvenirs meet the RI guidelines (see Appendix 1 and the Rotary Brand Center on [www.rotary.org](http://www.rotary.org))
- Support the HOC Director House of Friendship in negotiating with RI, opportunities to sell merchandise online pre-Convention to bring forward revenue streams for the HOC.
- Recommend to the HOC Director House of Friendship other innovative commercial ideas (within the RI guidelines) that could assist HOC raise funds towards its operations.
- Support the HOC Director Promotions in sourcing “give away” souvenirs to be used in promotion activity.
- Support the HOC Director Services & Volunteers in sourcing volunteer uniforms and equipment. In this activity, work also with the HOC Director Sponsorship to source donations-in-kind.

## REPORTING ARRANGEMENTS

The subcommittee Merchandising HoF reports to the HOC Director House of Friendship.



INTERNATIONAL CONVENTION  
27-31 MAY 2023  
MELBOURNE, AUSTRALIA

### KEY POSITION REQUIREMENTS

- Experience in the retail and/or manufacturing industry
- Good knowledge and understanding of Rotary and Rotarians
- Good knowledge and understanding of Melbourne and surrounds, its culture and uniqueness as a destination
- Ability to negotiate and deliver a good deal
- Good communication and people skills
- Ability to work in a team environment

## Appendix 1

### Convention Logo (RI Convention Manual p.92-95)

1. The current RI President in conjunction with the general secretary will approve the design of all convention logos. If the RI President for the year of the convention has already been selected at the time of the development of the convention logo, then approval rights go to the RI President for the year of the convention instead of the current RI President. Any convention tag line, slogan or theme is subject to the same development, review and approval process and policies as the convention logo and all references to the convention logo throughout this Manual shall also apply to any convention tag line, slogan or theme.
2. The convention logo, and convention tag line, slogan and theme, will undergo the same review process and risk analysis and approval as any other word or design marks of RI.
3. In the development of the convention logo, the general secretary will take into consideration a number of factors, including, but not limited to, continuity with past and future convention logos reproducibility in various media, translation concerns, and trademark clearance.
4. The word "Rotary," (Mark of Excellence), and , as well as numerous other names and logos of RI, including convention logos, are the intellectual property of RI and collectively referred to as the "Rotary Marks." Because RI owns the officially adopted convention logo, and convention tag line, slogan and theme, all are Rotary Marks. RI retains all rights in the convention logo and convention tag line, slogan and theme including, but not limited to, trademark/service mark and copyright. The HOC agrees to effect any necessary assignment(s) to transfer right, title and interest, including intellectual property rights and other rights in the convention logo to RI and/or to help facilitate such an assignment, should such an assignment be necessary.
5. **RI will grant the HOC a limited right to use the convention logo**, within the guidelines set forth herein, in accordance with the specifications set forth by RI, and as further specified in any agreement between the HOC and RI.
6. In order to create one brand for the RI convention, **no version of the convention logo other than the officially adopted version(s) will be permitted for use by the HOC without prior review by RI and approval of the RI president for the year of the convention on a limited and individual basis.**

No modification, alteration, or obstruction of the Rotary Marks (including the convention logo) is permitted regardless of size and in any medium, including, but not limited to, silk screening, embroidery, engraving, laser engraving, casting, printing, and stamping. **The Rotary Marks must always be reproduced in their complete form.** In order to create a coordinated identity, specific guidelines for use of the Rotary Marks, including the convention logo, may be found in the Brand Center on [www.rotary.org](http://www.rotary.org) and in "Tell Rotary's Story: Voice and Visual Identity Guidelines for Rotarians."

7. Whenever the Rotary Marks are reproduced on goods or merchandise, they **must be reproduced by a RI Licensee or another vendor or manufacturer authorized to reproduce the Rotary Marks by RI**. All goods bearing the convention logo should be reproduced by RI Licensees. **If the desired goods are not reasonably available from a RI Licensee, the HOC must request a one-time release to reproduce the Rotary Marks from the RI Licensing Section for the otherwise unauthorized vendor**. The grant of such release is at the discretion of RI.
  
8. **HOCs are granted an exception to RI licensing policies for souvenir sales of goods bearing the convention logo and other local indigenous goods (without the Rotary Marks) sold by the HOC from its booths at the convention during the dates of the convention.**
  - a) This exception does not authorize HOCs to sell goods bearing solely the Rotary name, the Mark of Excellence, the Masterbrand signature or any of the other Rotary Marks, because such goods would not fall within this exception to RI licensing policies and would, therefore, be in direct competition with RI Licensee goods
  
  - b) This exception applies only to souvenir sales by the HOC from the HOC booths at the convention. **This exception does not authorize sales of convention logo merchandise prior to the convention, on the Internet, by mail order, or otherwise, even if such goods are sold via mail order or on the Internet prior to the convention but not distributed until the convention, and irrespective of any point of sale determination.**
  
  - c) The RI Licensee manufacturing the goods or reproducing the convention logo, or any other of the Rotary Marks on such goods for the HOC is not exempt from RI's licensing policies or the provisions of that Licensee's license agreement with RI.
  
  - d) The HOC is subject to RI policies concerning circularization of Rotarians. **The HOC may not send mailings (printed or electronic) advertising goods or services for sale to Rotarians. Internet and mail-order sales by the HOC to individual Rotarians are not permitted, even where the Rotarians in question are convention registrants. HOCs are not permitted to make Internet and mail-order sales to Rotary clubs and districts, as such sales are reserved as the rights and privileges of RI Licensees.**
  
  - e) Notwithstanding the restrictions regarding advance sales of goods set forth in subsection d), above, **HOCs may distribute promotional materials for the convention, such as brochures and pins bearing the convention logo, prior to the convention, as long as the materials are not for sale but are free of charge, subject to the provisions of paragraph 8, above and subsection f) below.**
  
  - f) **The RI Licensing Section must review and approve all convention goods that HOCs would like to sell or give away at the convention, before the convention or at any other time or place.** Such goods must be produced by a RI Licensee or another vendor or manufacturer authorized by RI.

- g) All uses of the convention logo are subject to RI Board policies, including the policies regarding use of the Rotary Marks. **The HOC is, therefore, subject to the provisions contained in the most updated version of the RCP, including, but not limited to, Articles 34 and 35.**
  - h) **No telephone cards or affinity cards containing the Rotary name, Rotary Marks or the convention logo may be sold or otherwise distributed by the HOC.**
  - i) Any sales of goods by the HOC that do not meet the criteria of the HOC licensing exception, as discussed above and as set forth in the RCP, are subject to RI's licensing policies. **The HOC must become a RI licensee, with all of the obligations attendant thereto, if it desires to sell Rotary Marks merchandise that does not include the convention logo, even if the intended sales are for fundraising purposes related to the convention.**
  - j) **Any sales of goods bearing the convention logo by HOCs may not commence until after the last day of the immediately preceding Convention; and these sales must be licensed by RI.**
9. **Use of the approved convention logo for welcome signs, banners, promotional, advertising or other such uses may be allowed, as long as such uses are a) first subject to the review and approval of RI, b) produced by either a RI Licensee or a manufacturer authorized by RI, and 3) otherwise in compliance with the provisions of this Manual for Conventions.**
10. Despite the restriction set forth in paragraph 8 b) and d) against Internet and mail-order sales of goods to Rotarians and convention registrants, the HOC may include certain inserts in RI Convention mailings, subject to the following:
- a) Any deadlines set by the RI Meetings & Events staff must be honored.
  - b) All details regarding printing and reproduction are agreed upon, in advance, with the RI Meetings and Events staff and/or subject to the terms set out in this Manual for Conventions and/or any agreement between the HOC and RI.
  - c) Any and all brochures must be reviewed and approved by the RI Meetings & Events staff and the RI Intellectual Property Department.
  - d) No materials included in RI Convention mailings may include any offer of sale of goods to Rotarians and/or convention registrants, consistent with the terms of paragraph 8 b) and d).

- 11 Any use of the convention logo with the name or logo of a sponsor is subject to “Guidelines for Sponsorship of RI Meetings, Events, Projects, and Programs” (RCP 37.010.) and “RI and TRF Guidelines for Use of the Rotary Marks by Other Organizations” (RCP 34.030.15.), the current sponsorship guidelines adopted by the RI Board, and the sponsorship sections of this Manual for Conventions. Any use of sponsor names and emblems may also be subject to the terms of any agreement between the HOC and RI.
- 12 Any use of the convention logo in any situation or in any materials in which the name and/or emblem of another company is also used may or may not be permissible, subject to the “Guidelines for Sponsorship of RI Meetings, Events, Projects, and Programs,” (RCP 37.010.), “RI and TRF Guidelines for Use of the Rotary Marks by Other Organizations,” (RCP 34.030.15.), any agreement between the HOC and RI, and review and approval by RI for appropriate wording, position, and identification, within the sole discretion of RI. RI reserves certain exclusive sponsorship categories for itself, including airline companies and banking/financial institutions, due to RI’s long term agreements and relationships with such entities. The general secretary, in consultation with the RI President, retains the exclusive right to approve or disapprove any sponsorship relationship, including any “official” sponsorship.