

Use photo named "Franco_Ganino_Portrait" with this article.

8 steps to safe event planning

When it comes to marketing, special events are the fuel that drives the automotive aftermarket industry. But be careful. Special events, like open houses, car shows, dyno days or even track events come with a lot of risks. Before you decide to participate, make sure you have the right strategy in place and take the necessary steps to reduce risk and protect your business.

- 1. Communicate with your employees:** Good communication is essential. Before, during, and even after an event, it is important for everyone to understand their individual responsibilities and who is in charge and inspect your facility before and during the event to address any potential hazards
- 2. Get all necessary paperwork in order:** Contact your local city to determine if a permit is required and local police to determine if traffic support is necessary.
- 3. Obtain Certificate of Insurance from all Vendors:** Any vendor or concessionaire working the event should carry adequate liability coverage naming your organization as an additional named insured.
- 4. Make an emergency plan:** Establish and document an emergency plan that includes preparing for bad weather—as well as fire, medical emergencies, and other situations where an evacuation may be required.
- 5. Insure appropriately:** Work with your insurance provider to make sure you are covered. Remember, your regular business policies may not cover your event so a special events liability policy may be required.
- 6. Follow food safety guidelines:** Whether you are handling concessions or contracting with a third-party vendor, it is important to make sure that food, even pre-packaged items, is handled appropriately—this includes storage and disposal.
- 7. Create a cash management system:** If you or a vendor are selling food or other items, make sure you have an established sales tracking and cash management system in place.
- 8. Set clear rules and guidelines:** Set clear and documented rules for participation and make sure that all third parties read, understand, and agree to comply in writing outlining responsibilities, set rules and boundaries, and list any expected fees or charges.

About RevPro

RevPro is a national insurance program custom built by Alliant to cover the wide-ranging risks of the automotive aftermarket industry. For more than 25 years, we have proudly serviced a broad array of industry sectors, including parts manufacturers, material suppliers, wholesale distributors, and many others. As the endorsed insurance broker of the Specialty Equipment Market Association (SEMA), you can count on Alliant's industry experts to build a powerful and cost-effective insurance program for your business. Thanks to the important SEMA member benefits offered through the RevPro business insurance program affording product liability, property, product recall, garage liability, garage keepers, and auto are included automatically.

About Alliant

Alliant is the nation's largest specialty insurance brokerage firm, providing risk management, insurance, and consulting services that safeguard the physical and financial health of thousands of clients throughout the U.S.

For more information, visit booth #20757, call 800.390.9099, or go to www.alliant.com/revpro.