



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 motorcycling in general. Handing out Motorist Awareness brochures is a wonderful way to promote this. Brochures are available through the Motorist Awareness Program.

Certificate of Insurance:

The Certificate of Insurance form should be given to the facility. 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 order to process a certificate request stating specific entities, a request must be made to National. Upon receipt of the request for insurance, National will process the request and the fees will be applied. Please allow 4-6 weeks for processing from the time it is received.

Recruiting at a Mall Show:

The motorcycles will draw attention. Be prepared to encourage visitors to talk about their motorcycling experiences. Have membership forms available. Ask if you can send them your newsletter. You capture their email for contact in the future and give them current information on the group.

General Mall Rules: Check your local malls.

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

Gasoline may not be permitted in the mall. If so, 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.

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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