

ShowFest 2020



2020 **VISION**

Clarity for the Future of your Events.

January 26-27, 2020

Hilton Charlotte University Place - Charlotte, NC





Welcome Reception

Start your conference experience off early at our Welcome Reception on Saturday, January 25th from 4 to 5pm in the Harris Room (off the Hotel Lobby). Catch up with old friends and meet some new ones!

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2020 Vision - Clarity for the Future of your Events.

What better way to start the new decade than with a new vision for your event. Delve deep into the education sessions; the exhibit hall; the showcases and networking with friends old and new as you see your events in a new light.

On behalf of the ShowFest Conference Committee, the Directors of NCAF&E and our sponsors, we welcome you and look forward to connecting at this year's conference. We are better together!



Special Thanks to the 2020 ShowFest Planning Committee!



Co-Chairs: Roy Brown & Julie Beck

**Abby Nelson
Janell Moretz
Kris Robbins
Pam Hester
Stephanie Saintsing Naset
Theresa Mathis**

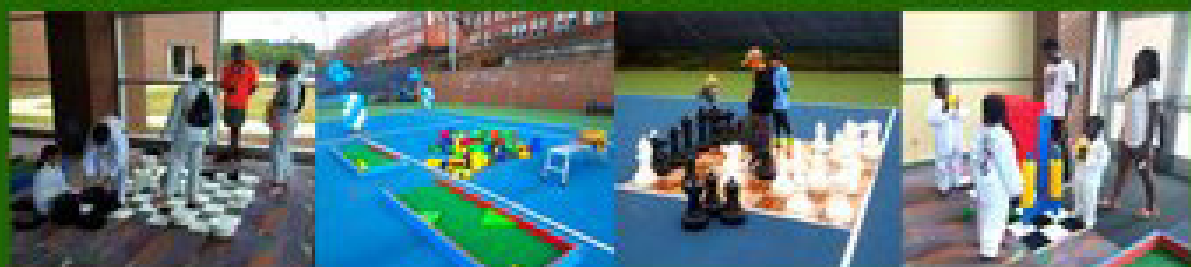
**Amanda Justice
Joy Ennis
Olivia Dawson
Stephanie McIntyre
Stephanie H. Saintsing
Tom Harrison**

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STUDENT TRACK - SUNDAY

Whether starting out in your major or in the final stretch to graduation, all students can get a head start into learning about being a professional in the festival & events industry with a specially designed Student Track! Travel & Tourism, Communication Studies, and Parks & Recreation majors from throughout the state will be in attendance as they network with industry professionals, listen to internationally recognized speakers, attend sessions specifically designed for students.

STUDENT WELCOME

10:30am - Location: Walden

WHAT DOES A FESTIVAL PLANNER DO & HOW TO TRANSITION TO THE PROFESSION

10:40am - Location: Walden

Want to know what your future will look like in festival and event planning? Hear about the responsibilities, challenges, and highlights straight from the industry professionals!



LOGISTICS FUN!

11:15am - Location: Walden

Join this interactive and hands-on review of essential steps in festival operations. People don't come to an event for short lines or clean bathrooms, but details such as availability and location do shape your event and are ultimately crucial for a positive experience. What happens when food inspectors shut down a vendor? How do you handle the Mayor's special request? Hear examples of how one festival planner overcame logistical obstacles and put into practice your own creativity!

STUDENT LUNCH & LEARN

12pm - Location: Round Tables in Prefunction Area (Behind Escalator)

An opportunity to have lunch with industry professionals and learn from their "behind the scenes" experiences.



SCHEDULE - SUNDAY

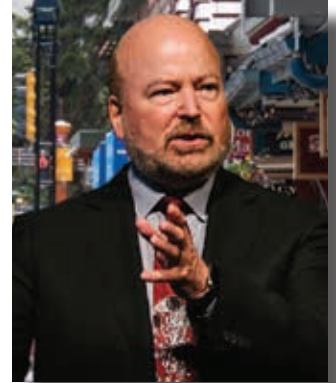
9 am - 4 pm	Registration	Midway
10 am - 1 pm	Exhibit Hall Open	Lakeshore Ballroom
10 am - 6:30 pm	Silent Auction	Prefunction Area
11 am - Noon	Lunch in Exhibit Hall	
12:30 pm - 12:50 pm	Showcase Performance	Glenwaters
3 pm - 6 pm	Awards Entries on Display	Welwyn

OPENING KEYNOTE - 1PM - GLENWATERS *Keynote Sponsored by brioLIVE* **ROGER BROOKS, CSP** **Roger Brooks International, Destination Development Association**

In this fast-paced and engaging keynote presentation, Roger Brooks will share with you the role and value of festivals to your community, some new ideas on how to “sell” your festival to funding organizations and businesses, and how to market your festival more effectively. You’ll see some great case histories and will come away with a new way of looking at the marketing, funding, and support for YOUR festival.

For more than 35 years, Roger Brooks’ practical and entertaining presentations have helped communities around the world become outstanding destinations in which to live, invest & visit. With his humorous stories and real-life examples, and bottom-line, cut-to-the-chase rules, ingredients and to-do suggestions, Roger has become the top-rated keynote speaker on the topics of community branding, place-making, downtown and tourism. The founding member of Roger Brooks International and the Destination Development Association, and a Certified Speaking Professional, Roger has assisted nearly 2,000 communities across the U.S. and Canada, in Western Europe, Scandinavia and Africa.

Ralph Waldo Emerson once said that “Nothing great was ever achieved without enthusiasm,” and Roger lives by this motto. He is the motivational expert who helps communities become truly outstanding destinations.



SESSION A - 2PM - WALDEN **CREATIVITY: MAXIMIZING ITS EXPONENTIAL POWER** **Dr. VERN BIAETT, CFEE, Assistant Professor & Chair of Event Management Department, HPU**

This is a session about the CREATIVE process ... about CREATIVE methods that can be used immediately by you and your organization to generate ideas. Almost everyone is familiar with basic “brainstorming” but do you actually know the process? You may have worn the “6 thinking colored hats” or engaged in a “power of 3” exercise to come up with better ideas, but have you ever experienced the “turbulence of élan vital?” You’ll also be introduced to one of Vern’s recent wild innovations, the “Katy Perry love bi-polar” creative method.

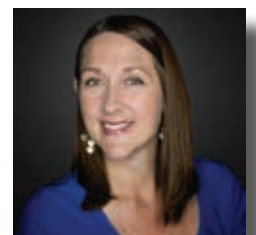
Think of this conference as the Land of Oz. It includes sessions for Dorothy’s seeking vision along the yellow brick road, lions requiring a dose of courage in these tough economic times, tin men needing to strengthen the heartbeat of their programs, and this educational offering, for the scarecrows in search of a more creative brain.



SESSION B - 2PM - GLENWATERS **THE SCIENCE OF SOCIAL MEDIA** **HOLLY MCPHAIL, Windwood Communications**

Social media can be a very effective tool for advertising an event and creating community buzz on a specific topic. However, if not done correctly, you may not get the results you seek. This session will take you for a deep dive into the mechanics of the major social media algorithms and provide quick tips to create organic engagement.

Holly McPhail is the chief strategist & creator at Windwood Communications, LLC, a boutique communications firm in Tallahassee, Florida, helping organizations and small businesses build communities online and in real life. Holly specializes in program development, persuasive messaging and digital communications.



SCHEDULE - SUNDAY

SESSION C - 2PM - LAKEVIEW **DON'T LEAVE MONEY ON THE TABLE** **TOM CRICHTON, Help Get Sponsors**



Do you have challenges explaining the value of your event sponsorships to potential partners? Ever wonder about the best way to price your sponsorships? Can you do a better job maximizing your sponsorship revenue? If the answer to any of these questions is “yes”, then you will find great value in joining Tom Crichton’s “Don’t Leave Money on the Table” educational seminar.

Tom shares his twenty plus years of sponsorship sales and media experience during this one of a kind learning opportunity. Learn strategies to identifying sponsorship options to sell and how to design packages to meet your sponsors’ needs. You will also learn the importance of correctly valuing your sponsorships based on industry standards and how this leads to more successful long-term partnerships.

BREAK - IN EXHIBIT HALL

3-4 pm - Sponsored by SE Systems & IMAGINE Music Group

SESSION A - 4PM – LAKEVIEW **KNIGHTS OF THE ROUNDTABLE - SMALL GROUP IDEA SHARING**

FACILITATED BY: Julie Beck, North Carolina Pickle Festival
Dr. Vern Biaett, High Point University
Stephanie McIntyre, North Carolina Seafood Festival
Tom Harrison, NC Black Bear Festival
Cecilia Moreno, Social Media Influencer
Stephanie Saintsing Naset, The Barbecue Festival

Topics Include:

- What if you had to CANCEL your Event? Would you be Ready?
- Social Media Influencers
- Ideas to Generate Revenue-Merchandise, Alcohol, Merch & Other On-Site Revenue Generators
- Building an Event-Lessons Learned
- Thinking Outside the Box - Injecting New Ideas & Excitement into Your Events

SESSION B - 4PM – GLENWATERS **PAYING FOR SOCIAL REACH - ADS AND AMBASSADORS** **HOLLY MCPHAIL, Windwood Communications**

The world of social media continues to grow in its daily users and in its many uses. As such, it feels like the only way for organizations and small businesses to stay relevant is to compete against big brands. The good news is there IS another way. This session will break down the differences between organic and sponsored content and how to leverage both effectively.

SESSION C - 4PM - WALDEN **FESTINOMICS - MEASURING THE IMPACT OF YOUR EVENTS** **MARLISE TAYLOR, VisitNC & Dr. WHITNEY KNOLLENBERG, NCSU**

Events continue to be an important economic driver, but just how much impact does your annual festival contribute to tourism? Marlise Taylor (VisitNC) and Dr. Whitney Knollenberg (NCSU Dept. of Parks, Recreation, and Tourism Mgmt.) will provide an overview of the importance of measuring your impact and how to do it. In this session you will learn about the value of measuring your event’s impact, data collection methods, the basics of survey design, and strategies for getting reliable data.

FESTIVAL SECURITY - 5PM - WALDEN

What Measures Are You Taking? Panel Discussion w/ Festival & Event Planners

5 - 6:30 pm – Final Bids for Silent Auction

6:30 - 7:30 pm – Buffet Dinner

6:30 - 11:00 pm – Entertainment Showcase



Entertainment Showcase

YASU ISHIDA

SELF REPRESENTED



Yasu Ishida was born in Ube, Japan. Inspired by the movie "Patch Adams", he came to the U.S. to become a professional hospital clown. He earned a Master of Fine Arts degree in Theatre for Young Audiences, and also graduated from the Chavez Studio of Magic, the most prestigious magic school in the world. Yasu has been working with kids all over the county including at Disney Summer Stage Kids in New York, the Florida Storytelling Festival, the Hawaii Book & Music Festival, and the National Cherry Blossom Festival in D.C. **Performing on Sunday at 12:30pm, prior to the Keynote address.**

THE PARKS BROTHERS

REPRESENTED BY: EastCoast Entertainment



Led by brothers Bradley (Lead Vocals, Guitar, Harmonica) and Brandon Parks (Vocals, Drums) and backed by some of the Queen City's finest musicians, The Parks Brothers deliver a powerful, high-energy musical experience that your crowd is sure to be raving about for years to come. The Parks Brothers can accommodate your event, no matter what the size - performing as a duo, trio, four or five piece. And you won't find a more diverse a set list anywhere. 90's jams? Check. Beach music? Yep. Country & Western? We've got it covered. And our medleys and mashups will keep your party going NON-STOP!

THURSTON HOWELL

REPRESENTED BY: Imagine Music Group



Thurston Howell has developed a unique repertoire, featuring classic hits from artists ranging from Toto to Michael McDonald, to Hall and Oates, and many more. Comprised of experienced musicians who bring the right chops and the right sound to all their gigs, these talented players go to great lengths to give their audience a sultry, authentic rendition of the songs they love the most. Soaring melodies, lush harmonies, and tight bouncy grooves are a hallmark of the beloved two-stepping singa-long songs that Thurston Howell delivers.

BRYAN MAYER

REPRESENTED BY: Music Way Productions



CMA Music Entertainer of the Year! Top 100 on the Country Music Charts with "This Is Me"! As the tallest man in Country music, singer/songwriter Bryan Mayer is making a BIG impact and impression on audiences all over. The 6'8" NC native is one of the most promising talents emerging from the southeast. Having already had 3 songs off his debut album "This Is Me" reach the Country charts, including the title track becoming a Top 100 on the Billboard Country Indicator charts at #52 & Mediabase at #48, Bryan is off to an incredible start in this industry.

ACE PARTY BAND

REPRESENTED BY: briolIVE Entertainment



Guaranteed to ACE your event entertainment, ACE Party Band is a diverse group of talented musicians whose versatile style is guaranteed to keep all guests entertained all night long. ACE Party Band performs for all generations and includes music from all genres spanning over the past 50 years, from Beach and Motown, to Top 40s, Pop, Rock, Hip Hop, R&B, Country, and Jazz Standards. ACE can accommodate any event and occasion, from our standard 7-piece unit to our 10-piece unit.

JIVE MOTHER MARY

REPRESENTED BY: Crewser Entertainment



Jive Mother Mary is the type of band that comes from long friendships, 500 mile van rides, and honing your skills for 12 years in smoky bars; which is miraculous when you take into account that the founding members are 27 years old. Steeped in the Southern Rock tradition, this band is the culmination of that magic blend of blood, sweat, and soul that sticks to your ribs like a Sunday dinner. Since 2006, the North Carolina natives and long-time friends toured over 30 states and 6 countries; sharing the stage with legends such as Buddy Guy, Leon Russell, Grand Funk Railroad, and more.

Entertainment Showcase

LOVE TRIBE

SELF REPRESENTED



Love Tribe is the ULTIMATE high-energy good time party band playing a wide range of music from the 70's, R&B to 80's pop to 90's rock, as well as the radio hits of today, and literally anything and everything in between! The Tribe puts on a non-stop adrenaline fueled show that doesn't slow down until the last song is through. From Stevie Wonder to Journey to Cee Lo Green to Bon Jovi, every song is a familiar favorite that has the crowd heading to the dance floor to move, groove, and sing along.

THE TAN AND SOBER GENTLEMEN

REPRESENTED BY: Festy Westy



Born and raised in the North Carolina backcountry, The Tan and Sober Gentlemen began taking in the songs, stories, and tunes that make up their beloved state's heritage before they could talk. Despite having played music together in some form or another for most of their lives, the current lineup was formed in the summer of 2016. Since then, they've been in the saddle, playing stages from their hometown Cat's Cradle and Shakori Hills to Galway, Ireland's legendary Roisin Dubh. The band explores the Celtic roots of NC music, and to play it with a fire and intensity they feel is lacking in much of today's folk music.

HEAD'S UP PENNY

REPRESENTED BY: EastCoast Entertainment



HUP is a band of great passion and professionalism. They provide an exceptional soundtrack to Weddings, Festivals, Corporate Events, Private Parties, Clubs, and more. Their song selection includes a massive variety of hits spanning many decades and genres and appeals to all ages. With hits from Bruno Mars, Lynyrd Skynyrd, Bob Marley, Michael Jackson, The Beatles, Maroon 5, The Temptations, to Queen and everything in between, HUP is sure to have something for everyone to enjoy out on the dancefloor!

MONIKA JAYMES

REPRESENTED BY: Music Way Productions



A high profile vocalist with a unique and polished sound. She is a talented singer-song writer and a well credited musician/performer. The Monika Jaymes Band (Riding Rumors), reviewed as a "Must See" Live performing band with a southern rock/bluesy country sound. Monika writes in all genres but her original, progressive folk ballads make her a sought after writer and co writer. Although a southern rocker at heart, her original compositions produce perceptive lyrics and melodies which add to her uniqueness and distinguished voice. **Performing on Monday before the Awards Luncheon.**



ERIC BOWMAN (Showcase Emcee)

REPRESENTED BY:
IMAGINE Music Group

A man of many talents with an energy level unmatched by most, Eric Bowman clearly is a man who enjoys his work! This award winning (2018 FM DJ of the Year & 2018 Radio Show of the Year) on air talent in regional radio, deejay and emcee for festivals, events, weddings & etc. has been entertaining audiences throughout the southeast with his high energy fun since 1977. As an professional emcee he knows how to keep the level of fun and entertainment flowing seamlessly while engaging with

audiences of all ages. As a professional deejay he offers an extensive and current music library of all types of music suitable for a family friendly event. This emcee/deejay package is one that would be an asset and help make your festival or event magnificent and memorable for all who attend.

Thanks to our 2020 Showcase Production Sponsor - Ward Productions

Trade Show Exhibitors

Stop by and find out about the wonderful goods and services that our trade show exhibitors have to offer to make your event shine!

They are on hand during these times:

Jan. 26 • 10 am - 1 pm & 3 - 4 pm

Jan. 27 • 8 - 9 am & 11 am - Noon



Exhibitors as of 1/10/20

5 Cat Productions
AirPlay Events, LLC
BrioLIVE Entertainment
Carlton Event Production
Carolina Balloon & Décor
Carolina Country Magazine
Crewser Entertainment/SRO
Dakota & Friends Dinosaur Road Show
Don Ellington Sound Service
East Coast Pyrotechnics, Inc.
EastCoast Entertainment

Emerald Owl Productions, Inc.
Festy Westy
Hale Artificier, Inc.
Imagine Music Group
Love Tribe Band
Music Way Productions
Palmetto Amusements
Pyrotecnico
Rachel Screen Printing
Rivermist Band
Rob Westcott Magic

Runaway Train & Chelsea Sorrell
SE Systems
The InterACTIVE Theater of Jef
The Scrap Exchange
United Site Services, Inc.
Vintage Sound & Light
Ward Productions, LLC
Yasu Ishida Magic Story Artist
Zambelli Fireworks

2020 Silent Auction

Thanks to these amazing folks for donation items for the 2020 Silent Auction benefitting the Kay K. Saintsing Scholarship Fund. (as of 1/10/20)

BBQ Festival on the Neuse
Blue, Brew & 'Que Festival
Childress Vineyards
City of Asheboro
City of Wilson
Duplin County Tourism
Hale Artificier
High Point Rockers
Hilton Charlotte University Place
Holiday Inn Express & Suites at the Vineyard
Merlefest

Mt Olive Pickle Company
North Carolina Apple Festival
North Carolina Black Bear Festival
North Carolina Blackberry Festival
North Carolina Pickle Festival
North Carolina Seafood Festival
North Carolina Whirligig Festival
Pepsi Bottling Ventures
The Barbecue Festival
"World Famous" Julie Beck

MONDAY AT A GLANCE – JANUARY 27

8 am - Noon	Registration	Midway
8 am - 9 am	Exhibit Hall Open / Coffee & Pastries - <i>Sponsored by The InterACTIVE Theater of Jef</i>	Midway
8 am - 9 am	Winners Pick-Up & Pay for Auction items	Walden
8 am - 9 am	Association Meeting & Elections	Welwyn
9 am - 11:00 am	Excellence Awards Entries on Display	Lakeshore Ballroom
11 am - Noon	Exhibit Hall Open	University Ballroom ABC
Noon - 2 pm	Excellence Awards Luncheon	

EDUCATION SESSIONS - MONDAY

SESSION A - 9AM - LAKEVIEW

SPONSORSHIP, THE COLD HARD TRUTH

TOM CRICHTON, Help Get Sponsors



Our session leader Tom Crichton delves into the cold hard truth on selling and managing sponsorships. There are no silver bullets but there are tactics, technologies and realities we all need to learn and better understand. This impactful session forces attendees to take a genuine look in the mirror and determine if they are being realistic about what it takes to land, manage and renew sponsors. We will also provide real-world education on how to overcome some of the mistakes that seem to be consistent issues in the event sponsorship industry.

SESSION B - 9AM - GLENWATERS

CROWD MANAGER TRAINING

DAN AUSTIN, NC Department of Insurance Office of State Fire Marshal

The NC State Fire Prevention code has a section requiring trained crowd managers at any event where more than 1,000 people are in attendance. Bring along your laptop and leave the session with your Crowd Manager Certification. Dan Austin is the Chief Fire Code Consultant for the NC Department of Insurance Office of State Fire Marshal. He provides reviews and interpretations to facilitate consistent enforcement of the NC State Fire Code. He created and helped to implement the NC Crowd Manager Training, which is now utilized across the nation. Austin continues to provide online & face-to-face courses for training, seminars & other events for the Office of State Fire Marshal and associated agencies.

SESSION C - 9AM - WALDEN

EVENT LOGISTICS - EXPLORING HOW? WHY AND WHEN?

THERSA MATHIS, City of Wilson

Join an exploration of how festivals and events accomplish logistical tasks. Ever wondered how other festivals and events handle registration, vendor set up, assign booth locations and other practical undertakings? Participate in this interactive discussion and sharing of ideas to help us all work smarter not harder. Theresa Mathis juggles two roles in her community. She has served as an event planner for the City of Wilson for 12 years which has included concerts, banquets, Special Olympics and service projects for teens. And as the Director for the NC Whirligig Festival, she has volunteered for 8 years to oversee the planning and implementation of the towns' biggest event.

SESSION A - 10AM - LAKEVIEW

SERVING ALCOHOL . . . IT'S A BIG RESPONSIBILITY

CHARLIE FULLER, NC-ABC Commission

The NC Alcoholic Beverage Control Commission takes the responsibility of selling alcohol very seriously, and you should, too! This session will provide festival & event planners a solid understanding of the laws and regulations that must be adhered to when selling or serving alcohol. There will also be a preview of the Responsible Alcohol Training Program available as a training tool for vendors and volunteers.

SESSION B - 10AM GLENWATERS

2020 FEATURED FESTIVAL: NC BLACK BEAR FESTIVAL

Presenter: Tom Harrison, NC Black Bear Festival

NCAF&E would like to begin featuring a festival at ShowFest each year. It's not always possible for us to go visit another festival – especially across the State. So we are bringing festivals to you! Because of the remarkable success the NC Black Bear Festival has experienced in four short years, we are going to begin with their presentation. Discover the secrets to their success and how they can be integrated into your event. Find inspiration from one of the most creative new festivals in North Carolina.

SESSION C - 10AM WALDEN

IS YOUR FESTIVAL MEDIA FRIENDLY?

ANTOINETTE KERR, Bold & Bright Media



Is Your Festival Media Friendly? From effective online newsrooms--to preparing your press kit, join media correspondent, Antoinette Kerr, for a conversation about effective marketing & media strategies before, during and after your event.

Excellence Awards

The ShowFest Excellence Awards are a long standing tradition of highlighting the best and brightest of festivals, events and associates across the Carolinas. Our full membership is dedicated to identifying the professionals that raise the bar and provide outstanding examples. We also use this program as a way to set new goals and standards for the profession. We can all learn from each other and give a hardy round of applause to those who distinguish themselves with great work. While many of the award categories lend to self-nomination, we encourage all planners and associates to take a wider look within our membership and submit nominations for other members who are leaders, do outstanding work and deserve recognition. Size Distinction: *Small* = Festival Overall Budget of \$50,000 or under / *Medium* = Festival Overall Budget of \$50,000 - \$100,000 / *Large* = Festival Overall Budget \$100,000+

2020 Award Categories

Event of the Year
Director of the Year
Betsy Rosemann Volunteer of the Year
Sponsor of the Year
Supporting Member of the Year
Rising Star Award
Green Award
Andy Smith Exhibitor Award
Best Press Kit
Best Non-Print Media



Best Event Photo
Best Sponsorship Packet
Best Event Website
Best Supporting Member Website
Best Festival Social Media
Best Merchandise (small, medium, large)
Best Brochure (small, medium, large)
Best Print Media (small, medium, large)
Best Event Poster (small, medium, large)
Best T-shirt (small, medium, large)
Students Choice Award



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www.ncfestivals.com



Kay K. Saintsing Memorial Scholarship

The Kay K. Saintsing Memorial Scholarship was established in 2005 to honor the late founder of the North Carolina Association of Festivals and Events (NCAF&E). Kay was a leader within the tourism community and highly admired for her commitment to public service. She also founded several other non-profit organizations including the annual Barbecue Festival in Lexington, North Carolina. Under her direction, the festival became one of the largest one-day events in North Carolina and had received numerous, national and regional awards. Sadly on June 7, 2002, the tourism industry and NCAF&E lost a leader and visionary to a heart arrhythmia; her family received countless cards and condolence letters.



Annually, a \$1000 scholarship will be awarded to a returning student at a North Carolina college or university. Students from all campuses, who meet the requirements, may apply. We are proud to have awarded a total of five scholarships to deserving students thus far. NCAF&E wishes this award to be made to a student who has serious academic pursuits, who loves learning and who is interested in the breadth of learning in relation to recreation and tourism. The Executive Board of the NCAF&E has established the selection criteria and process for this award by recognizing Kay Saintsing's intentions when she initiated NCAF&E, the criteria is:

- Minimum 3.0 cumulative grade point average, with no grade earned lower than a "C".
- Enrolled as a full-time student at a college or university in North Carolina
- Must have sophomore or junior standing
- Must be returning to his or her home university the next year
- Must be a Parks, Recreation, Tourism or Event Management major
- The recipient must attend the annual ShowFest Conference

"Kay was an outstanding individual who was highly regarded by many for her leadership and hard work both locally and statewide. Those of us in the NC Tourism industry, and many others across the state, will miss her leadership, energy and wonderful attitude on life."

— Lynn D. Minges, Former Director of the NC Dept. of Commerce Tourism, Film and Sports Dev.

The NCAF&E Executive Board will review all essays and applications. The recipient of the scholarship will be announced during the annual Awards luncheon.



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BLUE, BREW & 'QUE FESTIVAL

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SATURDAY 11 AM - 8 PM

OUTDOOR BLUEGRASS FESTIVAL



The Cleverlys

6:30 - 8 pm



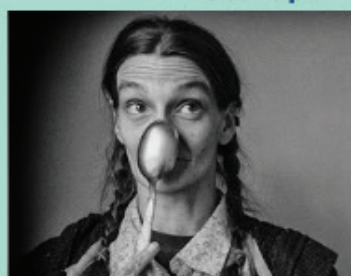
Host Band
Tim White & Troublesome Hollow

5:15 - 6:15 pm



Lorraine Jordan & Carolina Road

2:45 - 3:45 pm



Abby the Spoon Lady

4 - 5 pm



Kyle Petty

1:45 - 2:45 pm



Alan Bibey & Grasstowne

12:30 - 1:30 pm



Cumberland County Line

11:30 am - 12:15 pm

ADULT TICKETS

Advance Saturday: \$20 Day of Saturday: \$25

CHILDREN TICKETS

Age 5 and under: Free Age 6-20: \$5

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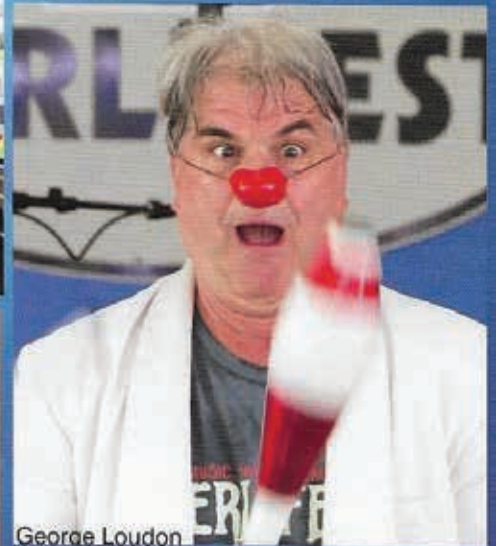


Contact us today to book for your next event!

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George Loudon



Ann Ehring



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North Carolina Whirligig Festival

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www.WhirligigFestivalNC.org

#giveitawhirl





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*** Full Event Production**

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communication core

Students seeking internships and to work or volunteer as
“weekend warriors.” We are also looking for guest
speakers and partners for research and class projects.

Contact Dr. Vern Biaett, CFEE
vbiaett@highpoint.edu

Check out our website
www.highpoint.edu/eventmanagement



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Carolina Festivals Magazine



Carolina Festivals Magazine is used as a reference by over 30 NC and SC tourism publications.

Promote your festival in statewide magazine!

NC and SC statewide distribution - Published quarterly, 8-12,000 printed each issue with articles & photos of dozens of events!

Complete calendar listing of upcoming events - free listings for all festivals, fairs and family events!

Our calendar is the event reference for (800) VISIT-NC inquiries!

Promote your festival online as a Featured Event!

www.festivalnews.info

Each Featured Event on our award-winning website has its own individual page, with two photos, event logo and an article, and is actively marketed via an email newsletter to four different groups—all of them interested in NC and SC events.

- 1) media & travel writers
- 2) tourism/event professionals
- 3) artisans/crafters/vendors/entertainers and
- 4) attendees

(Updated weekly, our email lists have been built over the past 25 years and now number over 25,000)

Artisans! Crafters! Food Vendors! Entertainers!

1. Each issue we send Carolina Festivals Magazine to 100s of Event Planners—*Put your business, skills or talent in front of them! Remind event planners of who you are!*
2. Put your business or skill in front of hundreds of SE Event Promoters as a Feature on our website. We promote event professionals and entertainers to over 5,000 event planners in NC, SC, DC, VA and TN via an email newsletter! Request a recent one.

Carolina Festivals Magazine - www.festivalnews.info - info@festivalnews.info - (800) 357-0121

Hilton Charlotte University Place Floor Plan



Legend



Midway (Registration & auction winner's pick-up location)



Welwyn (Awards display)



University Ballroom/Suites



Lakeview



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