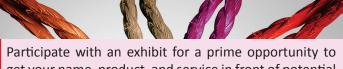
trength in Partnership

The North Carolina Association of Festivals & Events is proud to host the 2019 ShowFest Conference & Trade Show at the Hilton Charlotte University Place in Charlotte, NC. We are looking forward to seeing you in North Carolina for an exciting few days of educational sessions, entertainment showcasing, trade show and networking!

# **WE'RE BETTER TOGETHER! JOIN YOUR COLLEAGUES** AND STRENGTHEN YOUR OWN FESTIVAL THROUGH **LEARNING AND PARTNERING!**

Whether volunteer or staff, marketer or promoter, this conference will provide the tools to improve your festival or event. You will get inspired by the educational sessions and workshops; on Sunday evening, the talent in the entertainment showcase will get planning gears in motion to enliven your event; plus plan to network and build relationships with the vendors at the trade show. They are eager to work with you to ignite your event and thrill your attendees with something new and fresh this year!

ShowFest welcomes members from organizations such as: Arts Councils • Downtown Development Boards • Chambers of Commerce • Convention and Visitor Bureaus • Parks & Recreation Departments • Junior Leagues • Non-Profit Organizations • Civic Organizations • and more!



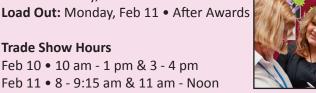
get your name, product, and service in front of potential clients! Come and make new contacts, generate sales leads, and reinforce relationships! Reserve your space in the 2019 Trade Show to drive business into high gear.

Booth consists of 8' x 8' pipe and drape space with a 6' draped table and two chairs. Electricity is an additional fee of \$25 and must be indicated on registration with payment. Priority placement is given to exhibitors who have paid registrations received by 1/21/2019. The exhibit hall is secured nightly.

Load In: Sunday, Feb 10 • 8 - 9:30 am **Load Out:** Monday, Feb 11 • After Awards

### **Trade Show Hours**

Feb 10 • 10 am - 1 pm & 3 - 4 pm



One full registration is included with the booth space registered. If your assistants (up to 2 are allowed) are to attend any conference activity, refreshments, or meal, they must register at the reduced "additional" rate. Please be respectful of this policy.

ShowFest is a great opportunity to market your business or event to over 300 conference attendees from across the Carolinas. From break sponsors to awards sponsors to ad space in the official conference program, there are many branding and marketing options to reach your target audience. Sign up early to secure your opportunity!

All sponsorship levels receive logo recognition, full-color ad space in the program and signage in sponsored area (bag sponsor displayed on bag instead of signage).

Detailed benefits for each sponsorship level at ncfestivals.com.

**Awards Sponsor** - Includes one registration, exhibit space, full-page priority ad space, name on awards and more. Investment: \$4000 (Sold!)

**ADVERT** 

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**Entertainment Showcase Sponsor** - Includes one registration, exhibit space, full-page priority ad space and more. Investment: \$2500 (1 available)

Awards Luncheon Sponsor - Includes one registration, exhibit space, full-page ad space and more. Investment: \$2000 (1 available)

Keynote Address Sponsor - Includes opportunity to speak,

full-page ad space & more. Investment: \$500 (1 available)

Morning Refreshments Sponsor - Includes full-page ad space and more. nvestment: \$500 (1 available)

**Registration Bag Sponsor** - Includes logo printed on registration bags, half-page ad space and more. Investment: \$450 (1 available) **SOLD!** 

Hospitality Suite Sponsor - Includes half-page ad space and more. nvestment: \$400 (1 available) SOLD!

**Break Sponsor** - Includes half-page ad space and more. nvestment: \$250 (2 available) SOLD!

Workshop Sponsor - Includes quarter-page ad space and more. Investment: \$125 (8 available)

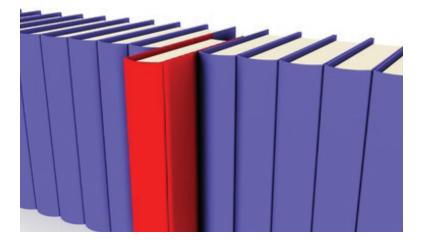
### **ADVERTISING OPPORTUNITIES**

Don't miss your chance to advertise in the official ShowFest Conference Program - given to all attendees and exhibitors. An ideal place for your sales and marketing message!

**Full Page**  $-(7.5" \times 10") - $200$ **Half Page** — (7.5" x 5" horiz. or 3.75" x 10" vert.) — \$125 **Quarter Page**  $-(3.75'' \times 5'') - $75$ 

A limited number of ad spaces are available on a first-paid basis. Please submit your full-color ad in high resolution PDF or Photoshop TIFF format with fonts turned to outline or points at 300 dpi. Ads can be ubmitted via e-mail to bill@ncfestivals.con For ad size art work spec sheet visit: http://ncfestivals.com/showfest-2019/





# STRENGTH THROUGH EDUCATION

### SESSIONS INCLUDE

Serving Alcohol...It's a Big Responsibility Creating the Better Community Festival Experience Is Your Festival Media Friendly? Update from Visit NC Sponsorship Trends Social Medial Marketing Website Tips Team Building **Roundtable Sessions Student Track** And More!

Schedule & session topics subject to change without notice.

### SCHEDULE OF EVENTS

## Saturday, February 9, 2019

- Pre-Conference Networking Location/Activity TBA
  - Hospitality Suite Social

### Sunday, February 10, 2019

- Trade Show/Lunch in Exhibit Hall/Silent Auction Opens
  - Lunchtime Showcase Performance
    - Keynote Address
  - Trade Show, Silent Auction / Afternoon Break
    - Educational Sessions
      - Buffet Dinner
    - Entertainment Showcase

### Monday, February 11, 2019

- Trade Show / Morning Refreshments
- Association Meeting & Elections
- Educational Sessions
- Closing Keynote
- Showcase Performance / Luncheon
- Excellence Awards Presentation



# **REGISTRATION FORM**

Organization \ Event
Mailing address
City, State, Zip
Phone
Attendee #1
Title \ e-mail address
Attendee #2 or additional representative
Title \ e-mail address
Festival / Event Member Registration

1 00011011 / 210111011110011110011110011				
Member	Qty.	Fee	Total	
Before Jan. 21, 2019	X	\$199	\$	
After Jan. 21, 2019	X	\$249	\$	
Non-Member				
Before Jan. 21, 2019	x	\$290	\$	
After Jan. 21, 2019	x	\$390	\$	
Saturday Afternoon Outing	X	\$10	\$	
Daily Rates — including guests and s	tudents			
Student (sessions & lunches)	x	\$75	\$	
Sunday (sessions, lunch & showcase)	x	\$100	\$	
Sunday (showcase only)	x	\$50	\$	
Monday (sessions & awards lunch)	x	\$75	\$	
Monday (awards lunch only)	X	\$25	\$	

# **Supporting Member Registration**

Exhibit registration space is expected to sell out. Priority exhibit space is given to registrations received by January 21, 2019.

Supporting Member Includes 1 full conference registration	Qty.	Fee	Total
	x	\$350	\$
Additional Representatives Up to 2 additional	x	\$125	\$
Exhibit Trade Show Booth	x	\$25	\$
Exhibit Electricity		\$25	\$
Delegate Mailing Labels		\$35	\$
Saturday Afternoon Outing		\$10	\$
TOTAL REGISTRATION FEES DU	\$		

Please fill out sponsorship and advertising form on opposite side and return with payment. Send awards entries and payments to address on awards form found at ncfestivals.com. Make all checks payable to NCAF&E, mail to: NCAF&E, PO Box 1642, Lexington, NC 27293.

Register and pay online at NCFestivals.com Questions? Call NCAF&E at 877-623-3787.

# **SPONSORSHIP & ADVERTISING FORM**

Check the box and mail with your registration / payment. Your company does not need to attend to be a sponsor or to advertise.

Organization (if different than on reverse side)

Contact Name \ Title

Mailing address

City, State, Zip

Contact's Phone \ Contact's e-mail address

# **Sponsorship Opportunities**

Indicate selection by placing an X in the box:

- ☐ Awards (\$4000) [Sold!]
- ☐ Showcase (\$2500)
- ☐ Awards Luncheon (\$2000)
- ☐ Keynote (\$500)
- ☐ Morning Refreshments (\$500)
- ☐ Registration Bag (\$450) [Sold!]
- ☐ Hospitality Suite (\$400) [Sold!]
- ☐ Break (\$250) [Sold!]
- ☐ Workshop (\$125)

**TOTAL SPONSORSHIPS** 

\$\_\_\_\_

# **Advertising Opportunities**

Indicate selection by placing an X in the box:

- □ Priority Full Page\* (IFC, IBC, center spread) (\$300) [Sold!]
  □ Full Page\* (\$200)
- ☐ Half Page (\$125)
- ☐ Quarter Page (\$75)
- a Quarter rage (\$75)

\*A DISCOUNT of \$50 applies to purchase of full page ad space by exhibitors if registration and payment is received by January 4, 2019.

☐ Discount: -\$50

**TOTAL ADVERTISING** 

\$

SUBTOTAL SPONSORSHIP & AD FEES

From other side of form add:

REGISTRATION FEES DUE

GRAND TOTAL DUE

\$\_\_\_\_

Please fill out conference registration form on opposite side and return with payment. Make all checks payable to NCAF&E, mail to: NCAF&E, PO Box 1642, Lexington, NC 27293.

Refunds: A refund may be issued if you cancel your registration before January 4, 2019.

**Pre-Conference Outing** 

Networking with delegates and vendors at ShowFest is always fun! And why wouldn't it be? Of all groups of people, this group knows how to let the good times roll! We are planning an outing in Charlotte Saturday afternoon for the



and then plan to dine out around University Place Hil-

ton. Sign-up now for the outing and be surprised or check back for details. No matter where, we know how to have fun!

## **Silent Auction**

2019 ShowFest will hold a silent auction during the conference. This is the only fundraiser that is used to support the student scholarship awarded annually by the North Carolina Association of Festivals & Events. Please help us by providing items of at least \$40 value and by participating in bidding at the auction! Pick up some neat items at the silent auction and support students in our industry.





# Entertainment Showcase

A highlight of ShowFest is the Entertainment Showcase on Sunday night with a buffet dinner and cash bar. Join us to get a taste of the acts we have selected.

# Stars of the Carolinas Excellence Awards

Award entries will be accepted on site at the University Hilton on Saturday, February 9 from 3 - 5 p.m. and on Sunday, February 10 from 9:00 - 10:00 a.m.



### **Make Your Reservations Now!**

The 2019 ShowFest Conference will be held at the Hilton Charlotte University Place in Charlotte, North Carolina on February 10 & 11. The conference rate of \$105 will be available if you book by January 18, 2019, so be sure to book your reservations now and use the group code NCAFE to get the special rate!

Call the hotel directly at: 704-547-7444 or visit: https://www.ncfestivals.com/p/showfest2019

NCAF&E PO Box 1642

**BOOK** 

PO Box 1642 Lexington, NC 27293 RETURN SERVICE REQUESTED





