

2020 VISION

The North Carolina Association of Festivals & Events is proud to host the 2020 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!

MAKE SURE YOU START OFF YOUR NEW YEAR WITH 2020 VISION!

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!

SPONSORSHIP & ADVERTISING

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

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. Investment: \$500 (1 available)

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

Hospitality Suite Sponsor - Includes half-page ad space and more. Investment: \$400 (1 available) **[SOLD]**

Break Sponsor - Includes half-page ad space and more. Investment: \$250 (2 available)

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" x 10") — \$200

Half Page — (7.5" x 5" horiz. or 3.75" x 10" vert.) — \$125

Quarter Page — (3.75" x 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 submitted via e-mail to stephanie@ncfestivals.com.



TRADE SHOW EXHIBITORS

Participate with an exhibit for a prime opportunity to 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 2020 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 1/3/2020. The exhibit hall is secured nightly.

Load In: Sunday, Jan 26 • 8 - 9:30 am

Load Out: Monday, Jan 27 • After Awards

Trade Show Hours

Jan 26 • 10 am - 1 pm & 3 - 4 pm

Jan 27 • 8 - 9:15 am & 11 am - Noon



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.



CREATING VISION THROUGH EDUCATION

SESSIONS INCLUDE

- Festonomics! Measuring Economic Impact
- Developing a Marketing Plan
- Crowd Control Certification
- Serving Alcohol...It's a Big Responsibility
- Optimizing Social Media Content
- Sponsorship Trends
- Understanding Social Media Algorithms
- Communicating With Media
- Safety & Security
- Team Building
- Round Table Sessions
- And MORE!

Schedule & session topics subject to change without notice.

SCHEDULE OF EVENTS

Saturday, January 25, 2020

- Pre-Conference Networking - Location/Activity TBA
 - On-site Award Entires Accepted 3 - 5 pm, *Welwyn Room*
 - Conference Registration Open 3 - 4 pm, *Midway Room*
 - Welcome Reception 4 - 5 pm, *Harris Room*
- Sponsored by Duplin County Tourism*

Sunday, January 26, 2020

- 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, January 27, 2020

- Trade Show / Morning Refreshments
- Association Meeting & Elections
- Educational Sessions
- 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 Registration

Member	Qty.	Fee	Total
Before Jan. 3, 2020	___ x	\$199	\$___
After Jan. 3, 2020	___ x	\$249	\$___

Non-Member			
Before Jan. 3, 2020	___ x	\$290	\$___
After Jan. 3, 2020	___ x	\$390	\$___

Saturday Evening Outing			
	___ x	\$30	\$___

Daily Rates — including guests and students

Student (sessions & lunches)	___ x	\$85	\$___
Sunday (sessions, lunch & showcase)	___ x	\$150	\$___
Sunday (showcase only)	___ x	\$50	\$___
Monday (sessions & awards lunch)	___ x	\$100	\$___
Monday (awards lunch only)	___ x	\$35	\$___

Supporting Member Registration

Exhibit registration space is expected to sell out. Priority exhibit space is given to registrations received by January 3, 2020.

Supporting Member with Booth	Qty.	Fee	Total
	___ x	\$395	\$___

Includes 1 full conference registration

Additional Representatives			
	___ x	\$150	\$___

Up to 2 additional

Exhibit Electricity		\$25	\$___
Delegate Mailing Labels		\$35	\$___
Saturday Afternoon Outing	___ x	\$30	\$___

TOTAL REGISTRATION FEES DUE \$___

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)
- ☐ Showcase (\$2500)
- ☐ Awards Luncheon (\$2000)
- ☐ Keynote (\$500)
- ☐ Morning Refreshments (\$500)
- ☐ Registration Bag (\$450)
- ☐ Hospitality Suite (\$400) [SOLD]
- ☐ Break (\$250)
- ☐ Workshop (\$150)

TOTAL SPONSORSHIPS \$_____

Advertising Opportunities

Indicate selection by placing an X in the box:

- ☐ Priority Full Page* (IFC, IBC, center spread) (\$300)
- ☐ Full Page* (\$200)
- ☐ Half Page (\$125)
- ☐ Quarter Page (\$75)

*A DISCOUNT of \$50 applies to purchase of full page ad space by exhibitors if registration and payment is received by January 4, 2020.

☐ 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, 2020.

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 evening for the early-comers and then plan to dine out around University Place Hilton. 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

2020 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, January 25 from 3-5 p.m.



Make Your Reservations Now!

The 2020 ShowFest Conference will be held at the Hilton Charlotte University Place in Charlotte, North Carolina on January 26-27. The conference rate of \$105 will be available until January 6, or until the room block is full, 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/showfest2020>

BOOK YOUR ROOM

NCAF&E
PO Box 1642
Lexington, NC 27293

RETURN SERVICE REQUESTED



ShowFest 2020



2020 VISION

Clarity for the Future of your Events

Janurary 26 -27, 2020
Charlotte, NC

