



# Western Fairs Association Convention & Trade Show

January 19 – 22, 2020 | Grand Sierra Resort | Reno, Nevada

## Video Showcase Gallery Application

You remember how we **REMIX**-ed the way we Showcase our members' talents, using the latest technology to ensure every act and vendor has the opportunity to show buyers exactly how they operate at fairtime. This year we are seeing the video showcase with 2020 VISION. Using Augmented Reality, the Video Showcase Gallery allows you to demonstrate to buyers how your act or booth really looks -and sounds- at a fair, showing actual fairgoers loving engaging with you! Now you'll be able to tell your story without any load times between videos!

The Video Showcase Gallery will be located in the Ballroom Foyer, providing access to delegates every hour the convention is open, with heavy traffic as delegates gather for whole-room sessions! A WFA Convention Intern will be available to assist delegates in viewing your business directly on their phone or with one of the WFA provided devices. Since each viewer controls the volume on their device, the performance will always be perfect.

Each Video Showcase panel includes one 15x10" Augmented Reality hyperphoto a 15-second video, and one envelope to collect business cards from interested buyers. (Layout depicted on reverse)

Video Showcase fee is \$300; WFA Trade Show Exhibitors receive a \$200 discount. Applications are due to the Western Fairs Association Office by **November 15, 2019**.

Business Name \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_ CVC \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State Zip \_\_\_\_\_


Phone \_\_\_\_\_ Email to send receipt \_\_\_\_\_

WFA Trade Show Exhibitor Discount (-\$200) ☐ Total \_\_\_\_\_

Signature \_\_\_\_\_

Detach and return bottom portion of this form to WFA Meetings & Trade Show Manager Liz Waxstein  
lizw@fairsnet.org • Fax (916) 927-6397 • 1776 Tribute Road, Suite 210, Sacramento, CA 95815 Space  
is limited and acceptance is contingent to availability, following a first-come, first-serve basis


**Augmented Reality  
Photo**



**Company Name**

**Description**

**Contact  
Information**



WESTERN FAIRS ASSOCIATION

## Layout

WFA Communications Manager Taylor Corder will be in contact with you to provide technical guidance in preparation of your videos. The 16x24" panel will feature a 13.5x9" augmented reality photo that will play a 15 second Augmented Reality Video, company description, and contact information. Continuous video footage and edited videos are both acceptable.

Please send videos and information to [taylor@fairsnet.org](mailto:taylor@fairsnet.org). Please call the Western Fairs Association Office at (916)-927-3100, or email if you have any questions.

Business Name \_\_\_\_\_

Use 2019 Date List info for Description and Contact Information ☐ \* if no, please provide below

Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact Name \_\_\_\_\_

Business Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_