

# TRI-STATE CONVENTION • TRADE SHOW • SHOWCASE 2017



November 10-11, 2017  
Sturbridge Host Hotel & Conference Center • Sturbridge, MA

CTAgFairs.org

WashingtonCountyFair-ri.com

MAFA.org

**Check List:** Visit [MAFA.org](http://MAFA.org) or [CTAgFairs.org](http://CTAgFairs.org) for most current information & updates



**Registration:**

- ♦ Due Oct. 27<sup>th</sup> to Bridget Burns, MAFA Treasurer with payment
- ♦ Remember everyone: fair representatives & guests attending
- ♦ Breakfast is at 7:00 am for All Day & Business registrants

**Overnight Room Reservations:**

- ♦ Sturbridge Host Hotel & Conference Center  
366 Main Street, Sturbridge, Massachusetts 01566 • 508-347-7393
- ♦ Group rate available until October 19, 2017. Subject to Availability
- ♦ Mention MA Agricultural Fair Association
- ♦ Room rate \$109/night plus taxes

**Trade Show:**

- ♦ Notify all of your fair personnel, there is something for all departments at the trade show

**Showcase:**

- ♦ Notify all of your fair personnel and enjoy the entertainment while you make plans for your 2018 entertainment schedule.

**MA Raffle:**

- ♦ Bring an item(s) for the raffle

**Fair Marketing Displays:**

- ♦ Bring items for fair marketing displays

**Banquet:**

- ♦ Don't forget to collect any winnings from the Raffle

## ON THE CALENDAR



**ACF Contests, Annual Business Meeting & Awards Banquet**

Lyceum • Terryville, CT

Oct 28, 2017



**Tri-State Convention 2017**

Sturbridge, MA

Nov. 10-11, 2017

Visit: [CTAgFairs.org](http://CTAgFairs.org) or [MAFA.org](http://MAFA.org) for more information



**2017 IAFE Convention**

Paris & Bally's Hotel, Las Vegas, Nevada

Nov 26-29, 2017

Visit: [FairsandExpos.com](http://FairsandExpos.com) for more information



**IAFE Zone1 Convention 2018**

Glens Falls, NY

May 3-5, 2018

Visit: [IAFEZone1.com](http://IAFEZone1.com) for more information



# PROGRAM

## TRI-STATE CONVENTION • TRADE SHOW • SHOWCASE 2017

November 10-11, 2017

Sturbridge Host Hotel & Conference Center • Sturbridge, MA



### Friday:

4:00 - 7:00 PM	Registration
3:00 - 11:00 PM	Trade Show Set-up
	Dinner on your own
7:30 - 11:00 PM	Hospitality room open

### Saturday:

7:45 AM	Registration opens
8:00 - 8:45 AM	Breakfast and Entertainment Showcase Trade Show (until 4:30 PM) MA Contest judging (All day)
8:45 - 9:00 AM	Welcome, Program Overview, MAFA Business Meeting, CT Announcements, RI announcements
9:00 - 9:15 AM	Entertainment Showcase
9:15 - 10:00	<b>General session - speaker</b> Chris Grant, Young Farmer and Author A master storyteller with a story to tell.
10:00 - 10:30 AM	Break - Visit the Trade Show, CT Raffle and MA Raffle
10:30 - 11:15 AM	<b>Workshops or Roundtables</b> A. Changing Mix of Media B. Attracting Competitive Exhibitors C. Educating the public about beekeeping
11:15 AM - 12:45 PM	<b>Lunch with speaker</b> Dave Ratner, Retail Marketing Expert & Entrepreneur, Dave's Soda & Pet City and Dave's Pet Food Insights on Management, Sales, Marketing, Customer Service and Customer Loyalty.
12:45 - 1:00 PM	Entertainment Showcase

1:00 - 1:45 PM

### General session - speaker

Rita Graef, Curator, Pasto Agricultural  
Museum, The Pennsylvania State  
University  
Connecting the History and Science of  
Our Agricultural Past to the Present  
Day

1:45 - 2:00 PM

Entertainment Showcase

2:00 - 2:15 PM

Break - Visit the Trade Show, CT  
Raffle and MA Raffle

2:15 - 3:00 PM

### Workshops or Roundtables

- A. Customer Service
- B. Security
- C. Operating a Fair on a low or no budget

3:00 - 3:15 PM

Break - Visit the Trade Show, CT  
Raffle and MA Raffle

3:15 - 4:00 PM

### Workshops or Roundtables

- A. Ag Museums
- B. Attracting Millennials
- C. Service Animals and ADA

4:00 - 4:30 PM

Break - Last chance to visit the Trade  
Show, CT Raffle and MA Raffle  
Refreshments and raffle winners  
posted in trade show area

5:00

Reception (Walk around entertainers)

5:30 PM

Banquet and awards  
MA fair awards  
CT fair awards  
Photo contest  
Premium book  
Website

After banquet until 11 PM

Hospitality Room open

# REGISTRATION



CT  MA  RI  OTHER \_\_\_\_\_

Fair/Company Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Registration Contact Person: \_\_\_\_\_ e-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Website: \_\_\_\_\_

MAFA.org • WashingtonCountyFair-ri.com CTAgFairs.org

## CONVENTION FEES: (Complete back)

All Day: (everything)\* \$95/person x # \_\_\_\_\_ = \$ \_\_\_\_\_  
 \* Program, Breakfast, Lunch & Banquet

Business Day\* \$50/person x # \_\_\_\_\_ = \$ \_\_\_\_\_  
 \* Program, Breakfast & Lunch

Reception & Banquet\* \$50/person x # \_\_\_\_\_ = \$ \_\_\_\_\_  
 \* Banquet - 5:30 pm

4-H Fair Business Day Scholarship\* - \$ \_\_\_\_\_  
 \* Up to 2 \$50 Business Day Scholarships for 4-H Youth Registrations/4-H Fair

Total Enclosed: \$ \_\_\_\_\_

**NO REGISTRATIONS WILL BE ACCEPTED AT THE DOOR**

Please make checks payable to: **MAFA**

Mail with form(s) to:

Massachusetts Agricultural Fairs Assoc. 508-468-1552 • bburns@foxboro.com  
 Bridget Burns  
 PO Box 125, Abington, MA 02351

Late charge of \$4.00 per person will be added to reservations received after Friday, October 27, 2017

**See back for individual participant information, please fill out completely.**

### Meals:

- Lunch & Dinner will be buffet



# REGISTRATION

- CT
- MA
- RI
- OTHER

All Day \$95  
\*Program, Breakfast, Lunch  
& Banquet

Business Day \$50  
\* Program, Breakfast &  
Lunch

Reception & Banquet \$50  
\*Buffet – 5:30 pm

**FAIR/COMPANY NAME:** \_\_\_\_\_

1. Name <i>with Office/Title/Department held for each participant</i>	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
2. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
3. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
4. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
5. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
6. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
7. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
8. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
9. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
10. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
11. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail: _____		Phone _____		
<i>Example</i>			<i>3/8285</i>	<i>1/855</i>
<b>Totals</b>				



# REGISTRATION

- CT
- MA
- RI
- OTHER

All Day \$95  
\*Program, Breakfast, Lunch  
& Banquet

Business Day \$50  
\* Program, Breakfast &  
Lunch

Reception & Banquet \$50  
\*Buffet – 5:30 pm

**FAIR/COMPANY NAME:** \_\_\_\_\_

12. Name <i>with Office/Title/Department held for each participant</i>	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
13. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
14. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
15. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
16. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
17. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
18. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
19. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
20. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
21. Name	<input type="checkbox"/> Fair Representative <input type="checkbox"/> Trade Show <input type="checkbox"/> Guest			
e-Mail:		Phone		
<i>Example</i>			<i>3/\$285</i>	<i>1/\$55</i>
<b>Totals</b>				

# Sponsorship

**Tri-State Fall Convention 2017**  
Sturbridge Host Hotel & Conference Center  
Sturbridge, MA



This year Connecticut, Massachusetts and Rhode Island Fairs will hold a Tri-State Convention to discuss common issues of the Fair industry as well as ideas for entertainment, education and operational issues. The meeting will be held November 10th and 11th at the Sturbridge Host Hotel & Conference Center, Sturbridge, MA.

Sponsorships are a critical component to our meeting's success as registration fees will not cover all our costs. Fairs from Connecticut, Massachusetts and Rhode Island will be represented and each of our members will look forward sharing valuable ideas on how to make our fairs even better. Numerous speakers, workshop programs and entertainment are scheduled for Saturday's program.

There are three levels of sponsorships: Gold, Silver & Bronze

**Gold sponsor (\$500)** will receive:

- **Option A:** one full registration, booth at the trade show, listing in the program, onsite signage and recognition at the banquet, website listing.
- **Option B:** two full registrations (no booth), listing in the program, onsite signage and recognition at the banquet, website listing.

**Silver sponsor (\$300)** will receive:

- one full registration, listing in the program, onsite signage and recognition at the banquet, website listing.

**Bronze sponsor (\$100)** will receive:

- listing in the program, onsite signage and recognition at the banquet, website listing.

We are in the process of putting the program brochure together and we need to know your commitment. I hope you will be able to help us and we look forward to hearing from you by Sept 15<sup>th</sup>.

**Make checks payable to: MAFA**

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**Mail Sponsorship Form and check to:**

MAFA • Tri-State Fall Convention  
Bridget Burns, Secretary  
P.O. Box 125, Abington, MA 02351  
508-468-1552 • [bburns@foxboro.com](mailto:bburns@foxboro.com)  
[TradeShow@CTAgFairs.org](mailto:TradeShow@CTAgFairs.org)

**MAFA.org**  
**CTAgFairs.org**

# Sponsorship

Tri-State Fall Convention 2017  
Sturbridge Host Hotel & Conference Center  
Sturbridge, MA



*Yes, We will be a Sponsor!*

Company/Fair Name: – *as it should appear in listings in print and online:*

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

## Sponsorship Level (Check one of the four options below)

### GOLD

- Gold Option A:**
- Trade Show Booth  
*(a trade show application to be completed)*
  - One Full Registration

- Gold Option B:**
- Two Full Registrations

#### Options A & B:

- Program Listing
- Onsite Signage
- Recognition at the banquet
- Logo and link represented on updates sent via e-mail
- Logo and link on the conference web-site page

**\$500**

### SILVER

- Silver:**
- One Full Registration
  - Program Listing
  - Onsite Signage
  - Recognition at the banquet
  - Logo and link represented on updates sent via e-mail
  - Logo and link on the conference web-site page

**\$300**

### BRONZE

- Bronze:**
- Program Listing
  - Onsite Signage
  - Recognition at the banquet
  - Logo and link represented on updates sent via e-mail
  - Logo and link on the conference web-site page

**\$100**

Please send your check, payable to **MAFA**, and mail to Massachusetts Agricultural Fairs Assoc., PO Box 125, Abington, MA 02351  
If you have any questions, please contact Bridget Burns at 508-468-1552.

**Check one** \_\_\_\_\_ will be in attendance      Name: \_\_\_\_\_  
\_\_\_\_\_ will be in attendance      Name: \_\_\_\_\_  
\_\_\_\_\_ will not be in attendance

Your response by September 15 would be appreciated.

### Mail Sponsorship Form and check to:

MAFA • Tri-State Fall Convention  
Bridget Burns, Secretary  
P.O. Box 125, Abington, MA 02351  
508-468-1552 • [bburns@foxboro.com](mailto:bburns@foxboro.com)  
[TradeShow@CTAgFairs.org](mailto:TradeShow@CTAgFairs.org)

**MAFA.org**  
**CTAgFairs.org**

# Trade Show & Showcase Application



Connecticut, Massachusetts and Rhode Island Fairs are happy to announce the 2017 Joint Tri-State Convention & Trade Show. This will be held on November 10th & 11th, 2017 at the Sturbridge Host Hotel & Conference Center in Sturbridge, MA.

Trade Show will be held on Saturday November 11<sup>th</sup> from 8am till 5pm. Set-up can be on Friday afternoon or early Saturday morning. There will be convention activity on Friday night if you wish to have your booth open. Inquire about availability of Showcase times.

Set up: Friday – 7pm till 9pm • Saturday 6am-7am. **All Exhibits must be in place for 7am.**

**Name of Act/Vendor**– *as it should appear in listings in print and online:*

\_\_\_\_\_

Type of Act/Vendor: \_\_\_\_\_

Company: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

Describe Act/Vendor: \_\_\_\_\_

Check here if you are also a: **Gold Option A Sponsor.**

Showcase Yes please consider me for the showcase or other performances during the convention

Booth (member rate)	I am a current: <input type="checkbox"/> CT Member <input type="checkbox"/> MA Member	\$100.00	\$
Booth (non-member)		\$150.00	\$
Extra Table(s)		\$25.00	\$
Electrical		\$25.00	\$
Promotional Table only	Can't attend? - Send your promotional material for our promotional table for only	\$25.00	\$
<b>Total</b>			<b>\$</b>

**Make checks payable to: MAFA**

Mail Application and check to:

MAFA • Tri-State Fall Convention  
Bridget Burns, Secretary  
P.O. Box 125, Abington, MA 02351  
Adam Miclette, Co-Chairman • [Tradeshow@CTAgFairs.org](mailto:Tradeshow@CTAgFairs.org)  
Deb Miclette, Co-Chairman



**MAFA.org**  
**CTAgFairs.org**

# 2017-18 Associate Membership Application



## TYPE OF BUSINESS

- |   |                                      |  |
|---|--------------------------------------|--|
| <input type="checkbox"/> Attractions    | <input type="checkbox"/> Entertainer | <input type="checkbox"/> Talent Agency   |
| <input type="checkbox"/> Carnival       | <input type="checkbox"/> Insurance   | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Concessionaire | <input type="checkbox"/> Supplier    |  |
- 

Business Name – *as it should appear in listings in print and online:*

Contact Person(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ Other: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Other Social Media: \_\_\_\_\_

Description of Product/Services: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

I hereby make an application for **ASSOCIATE MEMBER** in the **Association of Connecticut Fairs** for the period beginning November 1, 2017 and ending October 31, 2018.

I understand that my acceptance, if received by December 1st of the given year, may allow my name or business name to be printed as a member in the "2018 Connecticut Agricultural Fairs" brochure if room is available. I also understand that no matter when I become a member of the Association I will be listed on the Associations Web Page with the phone number, type of business, and email address I have provided.

Annual membership fee for Associate Membership is \$50.00.

Please enclose check made payable to the "ASSOCIATION OF CONNECTICUT FAIRS, INC."

**Please check here:**    \_\_\_ Renewal of membership                    \_\_\_ New Membership

Mail Application and check to:  
Association of Connecticut Fairs, Inc.  
873-B Farmington Avenue, Berlin, CT 06037  
860. 982.1366 • info@CTAgFairs.org



THE ASSOCIATION OF CONNECTICUT FAIRS, INC.  
Associate Member Application

**CTAgFairs.org**

# MASSACHUSETTS AGRICULTURAL FAIRS ASSOCIATION

Fair/Company Name \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

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

Website \_\_\_\_\_ Contact Email \_\_\_\_\_

General Info Email \_\_\_\_\_ General Info Phone \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

Fair Dates Fair \_\_\_\_\_

Annual dues run from January 1 to December 31. Fair dues are \$20.00 per operating day. The fee is \$50.00 for all associate categories. Please make all checks payable to: ***Mass. Agricultural Fairs Association***

Fair Member: # \_\_\_\_\_ Days X \$20.00 per Day = \$ \_\_\_\_\_

Associate Member: \$50.00 \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

### Type of Associate Membership (Please check one)

- |   |   |
|---|---|
| <input type="checkbox"/> Association        | <input type="checkbox"/> Events           |
| <input type="checkbox"/> Attractions & Acts | <input type="checkbox"/> Fair Supplies    |
| <input type="checkbox"/> Booking Agency     | <input type="checkbox"/> Fireworks        |
| <input type="checkbox"/> Carnival & Rides   | <input type="checkbox"/> Insurance        |
| <input type="checkbox"/> Commercial Exhibit | <input type="checkbox"/> Security         |
| <input type="checkbox"/> Concessions-Food   | <input type="checkbox"/> Special Services |
| <input type="checkbox"/> Concessions-Other  | <input type="checkbox"/> Other _____      |
| <input type="checkbox"/> Equipment          |   |

Mail this form along with check to:

MAFA  
Bridget Burns  
P.O. Box 125  
Abington, MA 02351

P.O. BOX 125 ABINGTON, MA 02351  
PHONE 508-468-1552