

2013
SHOWFEST
THRILL!
EVENT INNOVATOR'S
CONFERENCE



January 27-28, 2013

Hilton Charlotte University Place
Charlotte, NC

Conference & Trade Show Program

THRILLED! **TO HAVE WONDERFUL SPONSORS**

The North Carolina Association of Festivals and Events would like to recognize our sponsors who participated in this year's ShowFest conference. We thank you for your support and commitment to the festivals and events industry!

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NCAF&E

2013 ShowFest Produced By:
North Carolina Association of Festivals & Events

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Welcome to the 2013 NCAF&E ShowFest **Thrill! Event Innovator's Conference**

Thrills down every corridor and every hallway!

Thrills, Chills and Frills...It's all here all wrapped up into one *ginormous* package! Experience it, feel it, learn it and take it home with you. You will not want to miss one THRILL while you are here with us during the most prestigious and highly acclaimed conference and trade show in the southeast... 2013 SHOWFEST!

We want you to grab every Thrill that has been created by the Showfest Committee. There are adventures in every room, a flash of excitement with every seminar and a place to refresh and energize at every turn. Take advantage of every moment, because this is your one chance to make those everlasting important relationships that can be a major influence on your future.

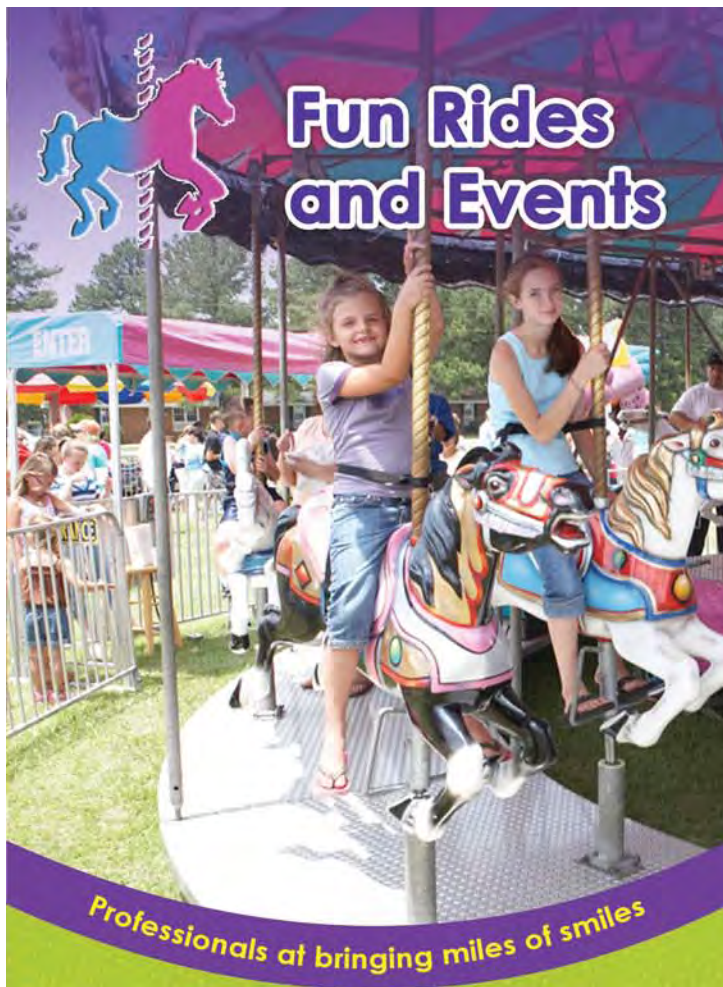
Spend your time wisely, make connections and learn from those who have experienced the Thrills of being an event planner, vendor, entertainer, supplier, stage manager, booking agent, musician, advertising and marketing guru and fireworks expert. They can offer you thrilling prices, information and even give you some chills and frills!

On behalf of the 2013 Showfest Committee, the Directors of the NC Association of Festival & Events and our Event Sponsors, we encourage you to enjoy Every moment and experience Every THRILL of SHOWFEST 2013!

Committee Chair,

Stephanie McIntyre

2012 NCAF&E Board Vice-President
The North Carolina Seafood Festival, Executive Director



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2013 NCAF&E SHOWFEST PLANNING COMMITTEE

A special thank you to the ShowFest Conference Committee and volunteers for making this event happen!

- | | |
|----------------------------|------------------------------|
| Chair: | Stephanie McIntyre |
| Honorary Chair: | Roy Brown |
| Showcase: | Tina Gibson |
| Education: | Joy Ennis |
| | Stephanie K. Saintsing Naset |
| Advertising: | Bill Pickett |
| Exhibitors: | Jef Lambdin |
| Marketing: | Lisa Gullette |
| Awards: | Theresa Mathis |
| | Carrie King |
| Auction: | Theresa Carter |
| | Betsy Rosemann |
| Registration: | Stephanie K. Saintsing Naset |
| | Stephanie H. Saintsing |
| | Rebecca Carter |
| Sponsors: | Stephanie McIntyre |
| Scholarship: | Stephanie K. Saintsing Naset |
| Pre-conference Activities: | Tina Gibson |
| Signage & Decoration: | Kris Robbins |
| Website: | Bill Pickett |
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LOOKING FOR INSIGHT INTO YOUR EVENT?

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SE Systems offers the StageVan II (a mobile stage housed on a trailer platform), one of the fastest, easiest ways to create an outdoor stage for your event, and we deliver it directly to your show site!

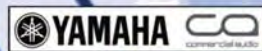
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30TH ANNIVERSARY
BARBECUE
Festival



www.barbecuefestival.com

**SATURDAY
OCT. 26,
2013**

**UPTOWN
LEXINGTON,
NORTH
CAROLINA**

**FREE ADMISSION
8:30 AM - 6:00 PM**

Great images tell stories without words.



What story are you telling?



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CAROLINA SHOWFEST NETWORKING

Saturday, January 26

3:00 – 5:00 pm

Tour of NC Music Factory

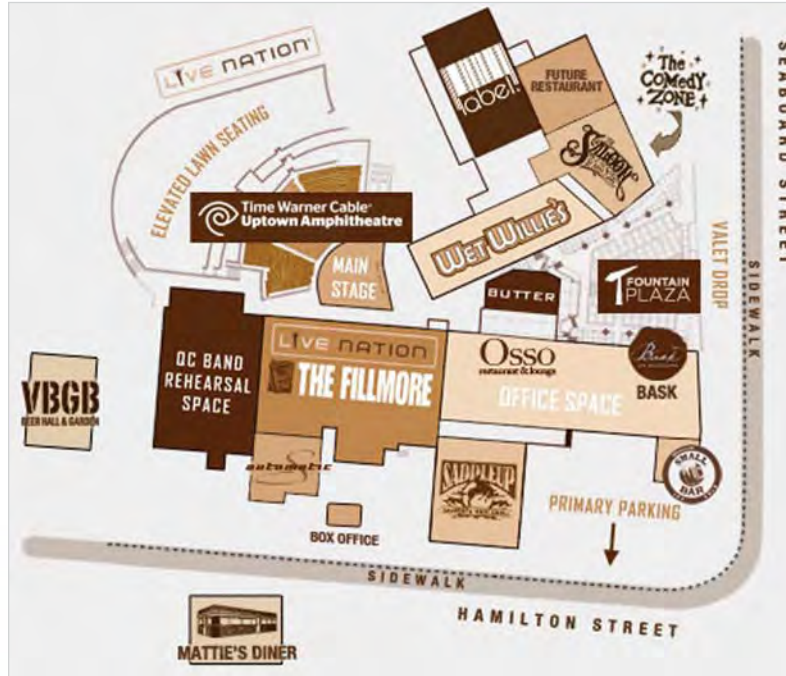
We will meet as a group and carpool to the Tour at 3:00

You may sign-up and pay at the Midway room if you didn't pre-pay.

Lobby

NC Music Factory

Just imagine...Charlotte, North Carolina in 1904 with one of the area's most thriving textile mills. Fast forward to today to what has become one of the quintessential entertainment districts in the South East!



Located on the edge of the Fourth Ward in center city, the NC Music Factory offers something for everyone with a sizzling variety of art, music, entertainment and dining options.

With unobstructed views of the breath-taking skyline, you can stroll streets bustling with activity late into the night or possibly choose the perfect patio setting for people watching.

Just Imagine intriguing architecture surrounded by original wood and brick creating some of the most

unique and distinctive spaces for your next corporate or social event. Whether it is an event for 5 or 15,000, the NC Music Factory can accommodate it. NC Music Factory-where reality exceeds your imagination! Uptown Village,1000 NC Music Factory Blvd, Charlotte, NC 28206 ncmusicfactory.com

4:00 – 6:00 pm

REGISTRATION

Registration Bags Sponsored by: Rachel Screen Printing

Midway



6:30 – 8:00 pm

Networking Dinner Out

Join other delegates to dine at establishments around Charlotte University Place Hilton. Meet on the Main Floor Lobby to go in groups.

8:00 – 11:00 pm

Hospitality Suite Social and Networking

Harris Room/Lobby

Hospitality Suite Sponsored by: Rachel Screen Printing



EXHIBITORS

EXHIBITOR SCHEDULE

Sunday, January 27

9:00 – 4:00 pm

8:30 – 10:45 am

11:00 – 1:00 pm

11:30 am – 12:30 pm

3:00 – 4:15 pm

★ Registration

Exhibitor Load-In

Exhibit Hall Open

Lunch in Exhibit Hall

Exhibit Hall Open

Midway

Lakeshore Ballroom

Lakeshore Ballroom

Monday, January 28

8:00 am – Noon

2:00 – 4:00 pm

Exhibit Hall Open

Exhibit Load-Out

Lakeshore Ballroom



TRADE SHOW EXHIBITORS

40 East Band
Brinkley Entertainment
Carlton Sound
Carolina Balloons.com
CreatiVisibility
Crewser Entertainment & Promotion
Draughon Brothers, Inc.
East Coast Pyrotechnics, Inc.
EastCoast Entertainment
Fun Rides & Events, Inc.
Fun-Time Amusements
Green Dot Music
Hale Artificier, Inc
Imagine Music Group
In Touch Systems of NC
Josh Power Photography

Key Signature Entertainment
Lauren Light Band
Looking Glass Research Consultants
Palmetto Amusements
Party Reflections
Pyrotecnico
Rachel Screen Printing
SE Systems, Inc
Specialized Sound & Light
Sunbelt Rentals-Special Events Services
The InterACTIVE Theater of Jef
The Scrap Exchange
Transit Vocal Band
United Rentals Power & HVAC

Exhibitors as of 1/17/13

SUNDAY CONFERENCE SCHEDULE

Sunday, January 27

8:30 – 10:45 am	Exhibitor Load-In	Lakeshore Ballroom
9:00 – 4:00 pm	★ REGISTRATION	Midway
11:00 – 1:00 pm	EXHIBIT HALL OPEN	Lakeshore Ballroom
11:00 – 4:00 pm	● Excellence Award Entries on exhibit	Welwyn
11:30 – 12:30 pm	EXHIBIT HALL LUNCH SERVED SILENT AUCTION OPENS	Lakeshore Ballroom Prefunction Area
12:20 – 12:45 pm	● Showcasing Performance	University Ballroom
	Musical Artist: <i>Carrie Marshall Trio</i>	
12:45 – 1:00 pm	2012 Survey Results Preview	University Ballroom
	Speaker: <i>Wayne W. Smith, PhD, College of Charleston</i>	
1:00 – 1:45 pm	Keynote Address	University Ballroom

Keynote Address

Sponsored by: Brinkley Entertainment, Inc.



NC Goes Hollywood-Film Tourism in North Carolina

Bull Durham, Dirty Dancing, Last of the Mohicans, The Hunger Games and Iron Man 3 all have one thing in common—they were all filmed in North Carolina. The booming film industry has created a unique tourism industry in our state. Find out how this tourism segment is growing and what impact it has on North Carolina's economy.

Keynote Speaker: *Wit Tuttell, Director of Tourism Marketing, NC Division of Tourism, Film and Sports Development*



Wit Tuttell

Wit Tuttell is the Director of Tourism Marketing for the North Carolina Division of Tourism, Film and Sports Development, a division of the North Carolina Department of Commerce. He develops and implements high quality marketing programs positioning North Carolina as a premier travel destination and is responsible for all aspects of marketing efforts of the Division, including domestic, international and electronic programs. Tuttell also oversees the day-to-day work of the Division's advertising agency.

Wit has more than 19 years of experience in the tourism industry including serving as the Public Relations Director for the St. Petersburg/Clearwater Area Convention & Visitors Bureau. He also was manager for international and trade publicity at Universal Studios Florida and worked in the PR department for the Orlando/Orange County Convention & Visitors Bureau. He was also a reporter for the Anchorage (Alaska) Times.

Wit has a journalism degree from the University of Florida, is a member of the Society of American Travel Writers and the Public Relations Society of America. He also serves on the Communications Committee for the U.S. Travel Association (formerly the Travel Industry Association).

Sunday, January 27 *continued*

2:00 – 2:55 pm

Concurrent Sessions

● **Session A**

Walden

Round Tables-Idea Exchange

Topics:

- You Have a Committee – Now What? How do we engage them in the planning process?
- Won't you Be My Neighbor? A festival's relationship with the community (ways to effectively involve and include your local community)
- 007: License to Play – Music licensing and your festival

● **Session B**

Lakeview

Free Speech Zones

What can your patrons say and where can they say it? How events can balance freedom of speech and the public well-being at the same time.

Speaker: Dana Clemons, *City of Fayetteville, Assistant City Manager*

Dana C. Clemons is a native of Hickory, NC. Dana earned her Juris Doctor from Wake Forest University in Winston-Salem, NC after graduating magna cum laude from North Carolina Central University in Durham, NC with a degree in Business Administration-Management. She has been a licensed attorney in the state of North Carolina for over 10 years. Her practice experience includes criminal defense, family law, social services, municipal, and personnel law. Dana has received awards and honors for trial advocacy and ethics. Currently, she is an assistant city attorney for the City of Fayetteville, NC where she assists the City in navigating complex First Amendment issues. Dana also provides legal advice to the City of Fayetteville's Human Resources, Management Services, Transit, Community Development, and Fire Departments.

● **Session C**

Glenwaters

Food Safety

A lot of new changes to food safety laws affecting Festivals are now in effect. Learn what these are and how they impact your event

Speaker: Judy Daye, *NC Department of Health and Human Services*



Judy Daye

Judy Daye is an EHRS with the NC Department of Public Health, Food Protection and Facilities Branch. Prior to becoming a regional specialist in May 2000 she worked as an Environmental Health Specialist in the Food, Lodging and Institution programs with Alamance County Health Department and Albemarle Health District. Judy was the chair of the Temporary Food Establishment rule writing workgroup who is responsible for the current rules that went into effect September 1, 2012. She assists the Departments Plan Review Engineer with plan review issues relating to food processes and procedures for chain and franchise food establishments. Her region includes Anson, Cabarrus, Davidson, Iredell, Mecklenburg, Montgomery, Randolph, Rowan, Stanly, and Union Counties. Judy is a graduate of UNC-CH School of Public Health.

SILENT AUCTION CONTRIBUTORS

Thank you to the contributors supporting the Kay K. Saintsing Memorial Scholarship

- Barbecue Festival
- Brinkley Entertainment
- Bob Timberlake Gallery
- Bayonet Enterprise
- Carolina Balloon.com
- Childress Vineyards
- Crystal Coast Tourism Development Authority and The North Carolina Seafood Festival
- Duplin County
- Fayetteville Dogwood Festival
- Goldsboro/Wayne County
- Hale Artificier, Inc

- Historic Morganton Festival
- Holiday Inn Express at Childress Vineyards
- Mooreville-South Iredell Chamber of Commerce
- Mt. Olive Pickle Festival/Mt. Olive Pickle Company
- Onslow County Tourism
- Pepsi
- The Scrap Exchange
- Swansboro Chamber of Commerce & Tourism
- The Crystal Coast
- Topsail Chamber of Commerce & Tourism
- University Hilton
- Walmart

Contributors as of 1/17/13



3:00 – 3:45 pm

● **Special Session**
Life after College: Young Festival Management

Lakeview

Your time in the classroom is nearly done. Now what? It is time to become a professional in the field. The discussion will allow attendees to gain a perspective of festival and event management from their soon to be colleagues.

Presenters: *Members from NCAF&E*

3:00 – 4:15 pm

EXHIBIT HALL OPEN
SILENT AUCTION OPEN
AFTERNOON BREAK

Lakeshore Ballroom
 Prefunction Area

Break Sponsored by: Fun Rides & Events



4:15 – 5:10 pm

● **Concurrent Sessions**

● **Session A**

Walden

Are we there yet? Trends in Festival Management Over the Past Five Years

The purpose of this session is to reveal the results of an annual festival director/manager survey (2008 – 2012). The presentation will reveal insights related to trends, budgeting and human resources over the past five years. Specifically, this study reveals how festival directors/ managers reacted to the change in the economy and have since managed the recovery period to date. The session will form the base of a discussion to attempt to project how the festival industry will evolve over the next few years.

Speaker: *Wayne W. Smith, PhD, College of Charleston*

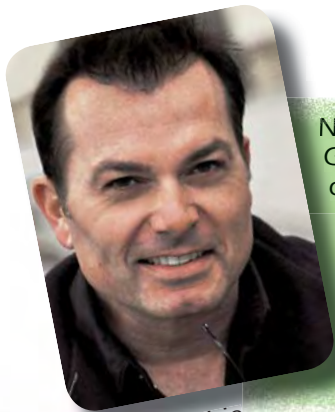
● **Session B**

Lakeview

Social Media & Your Event

Tweeting, Facebook postings, and more! How your event can use the new social media to boost its image and presence.

Speakers: *Nathan Richie, NR Creative Charlotte, NC;*



Nathan Richie

Nathan Richie is the founder and President of Charlotte, North Carolina based NR Creative Group, an integrated marketing firm that helps companies and individuals expand their growth opportunities using a breadth of advertising, exhibit, branding, and social media strategies and tactics. For more than 20 years, he's provided effective solutions to a broad range of local, regional and national companies on a project or contract basis. Richie is well-known cheerleader for the Social Media explosion seen these past few years; it's marketing potential for brands, the level of engagement it allows with audiences and the parallels it shares with the broadcasting industry. He's the past (2010) President and Chairman for the Charlotte chapter of the Social Media Breakfast and SocialMediaCharlotte.com.

● **Session C**

Glenwaters

Event Safety & Crowd Management

Safety First! How do you accomplish this goal and manage large crowds of people! Find out from those who know how to do it best!

Speakers: *Sgt. Eric Dow, Fayetteville Police Department;*
Charles Kimble, Assistant Police Chief



Sgt. Eric Dow

Sergeant Dow has been with the Fayetteville Police Department for 18 ½ years. The last 12 years he has been assigned to Operations Support where he has served as the Special Event coordinator for the Department. Fayetteville has approximately 100 special events a year to include two large events, the Dogwood Festival and International Folk Festival. Sergeant Dow has been instrumental in balancing the City and event organizer's needs to insure safe and productive events.

5:00 – 6:30 pm

6:30 – 7:30 pm

7:00 – 10:30 pm

● **SILENT AUCTION OPEN (Final bids taken at 6:25)**

Buffet Dinner

Entertainment Showcase

Prefunction Area
 University Ballroom
 University Ballroom

SHOWCASE

7:00 – 10:30 pm ● Entertainment Showcase

University Ballroom

An evening to mingle, make new friends and enjoy catching up with colleagues while talents explode on stage to showcase what they've got! You'll want to shake it up on the dance floor after the buffet and cash bar...so fire up your booty!



Showcase emcee

Hannibal

For more than eighteen years, Hannibal has delivered entertaining programs for audiences around the world. A veteran of street magic, comedy clubs and banquet-style entertainment for companies that span the globe, he has successfully created and presented programs for corporate clients including Ford Motor Company, Philip Morris, American Eurocopter and many more.



Lauren Light

Lauren Light and her pop rock band have been booked weekly after forming in June Of 2011. Playing a variety festivals, fairs, and events such as the 2012 Rugby World Cup, opening up for "Hinder" and Dia Frampton, of "The Voice". She has made a huge splash into the music scene from being named 2012 BEST ROCK FEMALE in the Carolina Music Awards, having her song "Stay With Me" featured in a local North Carolina Clothing commercial, releasing successful music videos, and gaining press from local and national media. Light is just beginning her career, but the future is already looking bright.



Pushh

PUSHH is one of the most exciting bands to come out of the Carolinas in recent years. This impressive five piece group gives audiences of all ages a fun, high energy, entertaining show featuring the hits of yesterday and today. Their show is full of a variety of FUN danceable songs the entire family will enjoy by such artists as Van Morrison, Rick Springfield, Wild Cherry, Maroon 5, Kenny Loggins, Train and more! With those magical four part harmonies, those great memorable songs and a FUN entertaining show suitable for all ages, PUSHH provides each and every audience with one memorable entertainment experience!



Too Far Gone

What began as nothing more than a simple demo recording has evolved into something WONDERFUL, and is still growing strong. Too Far Gone began as a trio consisting of guitar and mandolin player (Joey Doss), dobro (Jordan Roberson), and vocals (Carri Smithy) and expanded with the addition of Smithy-Family members Josh (guitar/vocals) and Kevin (drums) as well as bass player Chris Comer. The band made their debut show at Shinefest in Madison, NC and later was given a huge break by Bonnie Talyor Reed from Back Porch Orchestra to open at the Fat Frogg in Elon. Since then, Too Far Bone won the Battle of the bands twice and the Rise and Shine competition against some of the best bands from east TN and Western NC.



Atlantic Groove

If you like dance music, beach music, oldies, newbies, funk, rock, a little country and just good party music, you will LOVE Atlantic Groove. Based out of Salisbury, North Carolina this band is taking the Carolina's and Virginia music scene by storm! Their new, hit song "Crazy 'Bout That Woman in Red" is all over the air-waves and has reached the number 1 chart position on several beach music radio shows throughout the region. In addition the band was nominated for Best New Artist by the 2012 Carolina Beach Music Awards. These guys are truly a breath of fresh air: they're talented, passionate, hard-working, organized, and most of all... they're FUN!

Sound & Lights
by: Draughon
Brothers, Inc.





On The Border

On the Border from Charlotte, NC continues to be one of the most exciting and authentic bands on the Tribute Scene. Replicating the detail of the Eagles music has been the forte of "On the Border" since its inception. Together they reproduce both the original and live recordings of the Eagles throughout the years with blazing guitar harmonies, multiple acoustic guitars, keys, percussion and their harmonies have been said to capture the feeling of seeing and hearing the Eagles themselves!



The Matt Stratford Band

Matt Stratford got his start playing shows in Maryland, Virginia and Washington D.C., before moving south in 2008 to become one of the most sought after musicians in the Charlotte-Metro area. With the perfect blend of classically trained vocals and years of experience, Matt is sure to make your event memorable. He excels no matter what the venue, ranging from small intimate settings to entertaining large crowds at festivals and events. His song list is influenced by different genres such as Pop, Soul, Classic Rock, Country and Top 40 tunes, tailored by you, to add a personal touch to your event. Matt is a full-time musician and can be booked as an acoustic solo artist, duo and with his full plugged-in band, "The Matt Stratford Band".



Big Bang Boom

Big Bang Boom is a 3-piece power pop band from Greensboro, NC playing parent-friendly children's music. They mix multi-genre styles to create a sound that parents can enjoy, and lyrics everyone can relate to. The live show is high-energy, and gets the crowd involved with the "Spongebob Chorus" or "the parents vs. the kids Hokey Pokey Challenge". These covers combined with the hard-rockin' original music has made them the highest demand children's act in NC, playing nearly 30 shows a month in the spring and summer months. Established in 2007, Big Bang Boom has released 2 cds, been invited to play the prestigious Lake Eden Arts Festival (LEAF), Musikfest, NASCAR Coca Cola 600 Festival, morning television appearances, run the Big Bang Boom Rock Star Music Camp, and played countless libraries, schools, and other events around in the Carolinas.



Carrie Marshall

Carrie Marshall has an amazing ability to wrap her heart and voice around a lyric, infusing each song she sings with a power and poignancy all her own. Whether singing her original songs or favorite pop, blues or jazz standards, Carrie delivers a musical punch you won't soon forget.

TO BOOK A PERFORMER, CONTACT THEIR AGENCY...

Performer	Agent	Phone	Internet
Lauren Light	Lauren Light	336-287-6512	www.laurenlight.com
Matt Stratford Band	Key Signature Entertainment	704-568-1968	www.keysignatureonline.com
On The Border	East Coast Entertainment	828-232-5223	www.eastcoastentertainment.com
Hannibal	Key Signature Entertainment	704-568-1968	www.keysignatureonline.com
Pushh	IMAGINE Music Group	704-596-0342	www.imaginemusicgroup.com
Too Far Gone	Crewser Entertainment & Promotions	336-504-4144	www.crewserpromos.com
Atlantic Groove	Green Dot Music	704-531-1950	www.greendotmusic.com

Musical artists performing before the Keynote and Awards Luncheon:

Carrie Marshall	Key Signature Entertainment	704-568-1968	www.keysignatureonline.com
Big Bang Boom	East Coast Entertainment	828-232-5223	www.eastcoastentertainment.com

MONDAY CONFERENCE SCHEDULE

Monday, January 23

- 8:00 am – Noon ★ REGISTRATION
- 8:00 am – Noon EXHIBIT HALL OPEN
- 8:00 – 9:15 am ★ Winning Bidders Pick-up Auction Items
Get Up & Go Morning Refreshments
- 8:15 – 9:00 am ● Association Meeting with Election of Officers
- 9:15 – 10:10 am ● Concurrent Sessions
- Session A
- **ABC Regulations Update**

Midway
Lakeshore Ballroom
Midway
Prefunction Area
University D
Walden



Coffee, Tea & Pastries Sponsored by: SE Systems, Inc.



Danny Sellers

Does your Festival have alcohol? Do you know the latest rules that apply when you do? Get the newest update on this important area.

Speaker: Danny Sellers, Vice-President, Alcohol Risk Reduction Training Institute

Danny Sellers is a knowledgeable and respected professional who has worked in the alcohol business as an investigator and trainer for over 25 years. He is recognized as one of the leading experts in North Carolina regarding alcohol laws, regulations, dram shop liability, responsible beverage service training and trade practice laws. Sellers began his career in state government as a Probation Surveillance officer. In 1986 he became a North Carolina Alcohol Law Enforcement Agent (ALE). In 2000, he was recruited to become the first Director of Education and Training for the North Carolina Alcoholic Beverage Control omission. During his career, Sellers has conducted responsible beverage service training for thousands of employees and led numerous criminal and administrative investigations.

After retiring in 2009, he joined Show Pros Entertainment Services Inc., as the VP of Training and created an Alcohol Risk education Training Institute. The Institute provides consulting and training for government agencies and private businesses.

● Session B

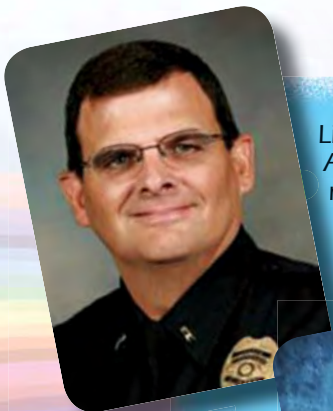
Lakeview

Mission Central:

Creating & Implementing an Efficient Event Command Center

How do you most effectively manage your event? Learn how creating a command center can streamline your event and centralize your resources.

Speakers: Lt. Joe Clifton, Cary Police Department
Barry Jones, Battalion Chief, Cary Fire/Rescue



Lt. Joe Clifton

Lieutenant Clifton has been employed with the Cary Police Department and served in the Army for 9 years prior to coming to Cary. While at Cary Lieutenant Clifton has served as a member of the Emergency Response Team, Wake County Search and Recovery Dive Team, and Motor Officer. He has served as the Commander of the Traffic Division, is currently the Lieutenant in the Professional Standards Division and is the Special Events Coordinator for the department. Lieutenant Clifton is a certified North Carolina General Instructor as well as a specialized Firearms Instructor. He is responsible for the firearms program for the agency as well as the other firearms instructors.



Chief Barry Jones

Battalion Chief Barry Jones has worked with the Town of Cary for 23 years as a member of the Cary Fire Department. He currently manages four fire districts, eight companies and 37 employees. He is married with 3 children and loves people and anything out doors.

Glenwaters

● **Session C**
Festival & Event Marketing

You've planned the perfect event, but it still needs attendees. Find out innovative ways to make that happen!

Speaker: April Coble, *Launch Media & Marketing, Clemmons, NC*



April Coble

April Coble is the founder and Chief Idea Architect at Launch Media & Marketing. April has been and leader in the marketing industry for twenty years and has provided event marketing, branding and social media services for clients across the U.S. and Internationally.

1:00 – 1:45 pm

● **Closing Keynote**

University Ballroom

The state of the State: North Carolina Tourism Update for 2013

A review of the state of tourism in North Carolina. What happened in 2012 and what's to come.

Keynote Speaker: Brooks Luquire, *Luquire George Andrews, Charlotte, NC*



Brooks Luquire

As Account Supervisor, Brooks Luquire leads Luquire George Andrews' day-to-day efforts on the North Carolina Department of Commerce's Division of Tourism, Film and Sports Development, Carolina Panthers, Hendrick Motorsports/Automotive Group, NFL Physicians Society and Charlotte 49ers Football.

11:00 am – Noon

EXHIBIT HALL OPEN

Lakeshore Ballroom

11:00 – 11:55 am

● **Excellence Award Entries on exhibit**

Welwyn

12:00 – 12:30 am

● **Excellence Awards Showcasing Performance**

University Ballroom

Musical Artist: Big Bang Boom

Awards Luncheon

University Ballroom

12:30 – 2:00 pm

2013 Showfest Excellence Awards Presentation

University Ballroom

2:00 – 4:00 pm

Exhibitor Load-Out

Lakeshore Ballroom

THRILLED!
YOU JOINED US

*We hope to see you
at NCAF&E Fall Seminar*

THANK YOU FOR ATTENDING 2013 NCAF&E SHOWFEST



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ASSOCIATION OF
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Brinkley Entertainment

Roy Brown

SE Systems

Jef Lambdin

The InterActive Theatre of Jef

Patti Mitchell



Presented By:



GOLDSBORO
WAYNE COUNTY
NORTH CAROLINA

Visit Goldsboro, NC and join us for Pig in the Park, April 12th and 13th. Enjoy downtown events on Friday night and on Saturday, experience the whole hog barbeque cook-off, live entertainment and children's activities at Waynesborough Historical Village! For additional information, visit www.piginthepark.com or our website.

AWARDS

2013 SHOWFEST EXCELLENCE AWARDS

The 2013 ShowFest Awards Committee is excited to offer this year's ShowFest Excellence Awards to members of the North Carolina Association of Festival & Events. Awards are part of the industry's reward and recognition programs. 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 \$25,000 or under
Medium = Festival Overall Budget of \$25,000 - \$65,000
Large = Festival Overall Budget \$65,000 +



2013 AWARD CATEGORIES

- 1 - Event of the Year
- 2 - Director of the Year
- 3 - Volunteer of the Year
- 4 - Sponsor of the Year
- 5 - Supporting Member of the Year
- 6 - Rising Star Award
- 7 - Green Award
- 8 - Best ShowFest Exhibitor
- 8 - Best Press Kit
- 9 - Best Non-Print Media
- 10 - Best Event Photo
- 11 - Best Sponsorship Packet
- 12 - Best Merchandise
- 13 - Best Event Website
- 14 - Best Supporting Member Website
- 15 - Best Merchandise (small, medium, large)
- 16 - Best Brochure (small, medium, large)
- 17 - Best Print Media (small, medium, large)
- 18 - Best Event Poster (small, medium, large)
- 19 - Best T-shirt (small, medium, large)

Showcasing
Sunday Night



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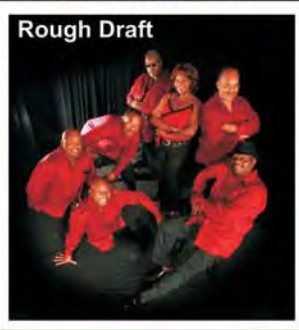
- * Professional Sound & Lighting
- * Staging
- * Stage & Site Management

* Full Event Production

- * Event Coordination
- * Vendor Procurement
- * Entertainment Management
- * Sponsorship Sales
- * Marketing & Advertising

* Consultation

Rough Draft



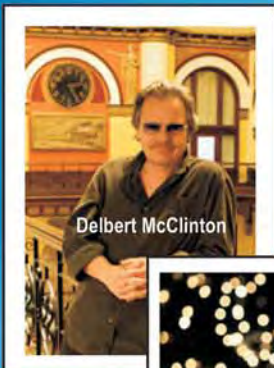
Da Throwback Band



Shaggle Maggie



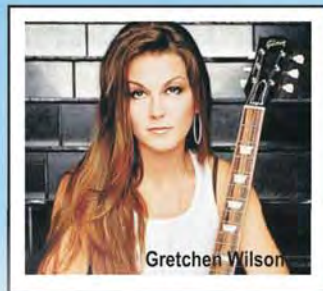
Delbert McClinton



Charlie Daniels



Gretchen Wilson



Gino Vannelli



Fayetteville Dogwood Festival 2012



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KAY K. SAINTSING MEMORIAL SCHOLARSHIP

Sponsored By: *The North Carolina Association of Festivals & Events*

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.

Here are just a few of the wonderful words written about Kay:

“ 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, Director of the NC Dept. Of Commerce Tourism, Film and Sports Development

“Our community has benefited from her many efforts.” — Congressman Howard Coble

“She was a tireless advocate for North Carolina’s tourism industry and her extraordinary service to others will long be remembered.” — NCTIA

“She was so very special.” — Bob Timberlake

“She was an affirmer, an encourager, a helper and a visionary.” — Rev. Jerry Moore

“Her life will continue because she invested in the lives of others.” — Rev. Ray Howell ”

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. In 2006, Andrew Hawley, a student at North Carolina State University, was the recipient of the first Annual Kay K. Saintsing Memorial Scholarship. 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 or Tourism Management major
- The recipient must attend the annual ShowFest Conference

The NCAF&E Executive Board will review all essays and applications. The recipient of the scholarship will be announced during the ShowFest Awards luncheon on Monday, January 28.



*First Scholarship Recipient - Andrew Hawley
A Student of NC State University*



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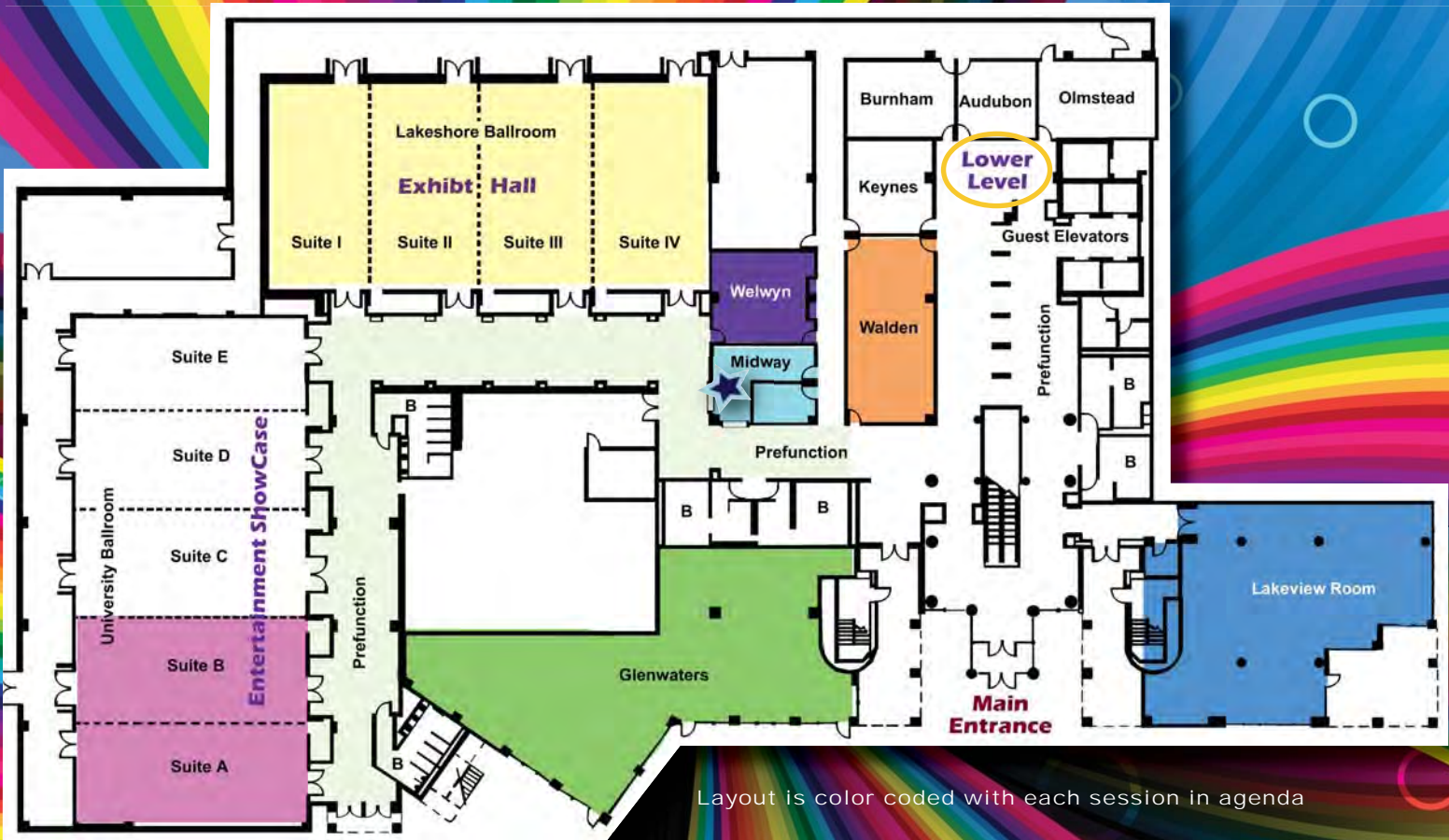


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Layout is color coded with each session in agenda

LEGEND

- ★ Midway (Registration & auction winner's pick-up location)
- Welwyn (Awards display)
- University Ballroom/Suites
- Lakeview
- Walden
- Glenwaters

