

SHOWCASE: 2025 WISCONSIN ASSOCIATION OF FAIRS CONVENTION

Showcase Applications are due October 21, 2024. You can access Showcase Materials online using the following link: <http://www.wifairs.com/p/other/showcase-application-materials>.

For those Associates wishing to have an act participate in our showcase of entertainment, only established booking agencies or individual acts that are in good standing with Wisconsin Association of Fairs (WAF) are eligible for showcasing. *A member in good standing is considered an Associate who has paid membership through the two fair conventions prior to the year they wish to showcase.* Agency or act must have Association dues paid in full for year in which it showcases. Evening & Family Showcase Acts will be showcased only once within a three-year time period (two years in between each showcase opportunity.) Video Showcase acts may be submitted annually.

There are three types of showcasing, Evening, Video and Family Showcase.

- **Evening Showcase** is available to acts/entertainment such as bands, dance groups, family shows, magicians, etc. that can fit onto a stage to perform. The showcase will be limited to 15 minutes. There will be specific times set-up preceding performance time and 5 minutes to tear down following performance. Acts must adhere to this scheduling.
- **Video Showcase** is available to acts/entertainment that is too large for the stage such as animal acts, motorsports, hypnotist, or variety acts. Videos shown at the showcase are limited to 3 minutes in length and should be submitted in DVD format for view.
- **Family Showcase** is available to acts that cannot typically showcase in our evening showcase due to the room restrictions are able to apply to showcase in the Grand Ballroom instead. Each act will go through the same application process as the other showcases, however your act will be limited to 12 minutes of performance time with a short time to set up and tear down between acts. A member from the Showcase Committee will act as the emcee. We will be working with the hotel and our Associate Members to provide appropriate sound equipment for the type of acts that submit.

We are looking for bands, magicians, hypnotists, jugglers, dancers, animal shows, truck shows, etc. that you believe are a good fit for our fair family. Please keep in mind the budgets our fair members have. You might find a fair that is going to book an act between \$1,500 and \$3,000 or a group that can pay up to \$5,000 for entertainment. If you can provide a variety of entertainment (bands, family acts, variety acts or street entertainers) with a variety of price ranges (\$1,000 - \$5,000) for our fairs to see at the showcases, I think the fairs will have a larger variety of entertainment to choose from that fits their budgets and our Associates will have more successful showcases. We are looking forward to seeing what everyone has to offer!

We will once again be having our Evening Showcase of Entertainment on Monday and Tuesday evening of convention in the lower floor of the Chula Vista Resort. The screens for the showcase will once again be provided so everyone has a great view of shows. **We will be offering a Family Stage Showcase on Tuesday morning if we have enough submissions.**

Associates can apply for all of our showcases, they just must complete the application form and pay the application fee for each. **The cost to apply for the Evening or Video Showcase is \$50, or the Family Showcase is \$25. Those submissions not selected will be refunded the application fee. All promotional materials will be accepted electronically only.** We prefer website and YouTube links to promote your acts

We will be accepting the application form and payment online only. Payments will need to be made via credit card. If your act is not selected, we will refund your card. Please refer to the Showcase Application for all submission details. All showcases not authorized by the Wisconsin Association of Fairs Showcase Committee, during their fall Showcase Committee meeting, are not permitted during the convention. If you have any questions regarding the application form or the showcases, please feel free to contact Jaime Kwiatkowski at 414-266-7071 or jaime.kwiatkowski@wistatefair.com.

SHOWCASE REGULATIONS: 2025 WISCONSIN ASSOCIATION OF FAIRS

1. Only established booking agencies or individual acts that are in good standing with Wisconsin Association of Fairs (WAF) are eligible for showcasing. A member in good standing is considered an Associate who has paid membership through the two fair conventions prior to the year they wish to showcase. Agency or act must have Association dues paid in full for year in which it showcases. Evening and Family Showcase acts will be showcased only once within a three-year time period (two years in between each showcase opportunity.) Video Showcase acts may be submitted annually.
2. Each agency or individual act must register for the convention and work from a trade show booth or have a hotel room in the convention hotel in order to participate in the showcase. If selected to showcase, you may hand out promotional materials on the night in which you showcase and, in the room, that the showcase is held. Associates can only be in costume at the showcase on the night in which they showcase.
3. Agencies may submit more than one act for consideration; however, only one act will be given priority from each agency. An additional act from any one agency may also be chosen for showcase variety if necessary or to serve as emcee.
4. There are three types of showcasing, Evening Showcase, Video Showcase and Family Showcase.
 - Evening showcase is available to acts/entertainment such as bands, dance groups, family shows, magicians, etc. that can fit onto a stage to perform. The showcase will be limited to 15 minutes. There will be specific times set-up preceding performance time and 5 minutes to tear down following performance. Acts **must** adhere to this scheduling.
 - Video showcase is available to acts/entertainment that is too large for the stage such as animal acts, motorsports, hypnotist, or variety acts. Videos shown at the showcase are limited to 3 minutes in length and should be submitted in DVD format for view.
 - Family Showcase is available to acts/entertainment such as family shows, magicians, kids show, etc. that can fit onto a stage to perform. The showcase will be limited to 12 minutes with 1-2 minutes of set up and tear down. Family Showcase will take place on Tuesday morning at 10:00 a.m. in the Grand Ballroom and will use the sound equipment provided by the hotel.
5. The act must be appropriate to the Fair circuit and be able to perform in the facilities provided.
6. Showcase act must use sound and lights provided by WAF. The control and sound level will be determined by WAF Showcase Committee.
7. All showcase requests must be submitted online to the WAF Showcase Committee using the proper application form, by the stated deadline date (**October 21, 2024**), and **must pay via credit card a \$50 application fee for Evening/Video Showcase or \$25 for Family Showcase**. Those submissions not selected will be refunded the application fee. Promotional materials will be accepted electronically only. Please provide the specific link on the application. **Evening, Video and Family Showcase promotional materials are limited to three minutes**. Acts will not be considered without proper materials. Try your promotional materials to be sure they work. We don't want acts to be disqualified because we couldn't hear or see your material.
8. Showcase acts will be assigned and confirmed to submitting party no later than November 15, 2024. Confirmations must be followed up with signed agreement, stage plots and any additional information required no later than December 7, 2024.
9. If an act is scheduled and confirmed to perform at the WAF convention and then cancels or doesn't show up to perform, they forfeit their space and are treated like they showcased and have to wait another three years to be eligible to showcase again. If the cancellation is based on a severe weather event, the showcase committee will review and decide on their eligibility for the next year.

10. All showcases not authorized by the Wisconsin Association of Fairs Showcase Committee, during their fall Showcase Committee meeting, are not permitted during the convention.
11. Evening showcase act must have a member with technical knowledge and EQUIPMENT present at designated meeting times. Any group not represented at meeting will lose scheduled sound check appointment and will be moved to the end of the showcase. Meeting times to be determined and announced by WAF Showcase Committee. **At this meeting, all acts will be given wristbands which will allow them access to the showcase room. This wristband does not allow them access to the hospitality room. Only registered attendees with a name badge will be permitted to the hospitality room. Associates are expected to conduct business in their hotel room following the showcase and/or in their booth during the trade show hours.**

Acts are selected on the following criteria ranked in order of importance:

1. Quality of Act
2. Appropriateness of act for the Fair Circuit
3. Variety of musical styles and consideration to ranges of budgets of Fairs represented.

The guidelines above are subject to alterations and/or changes during the annual WAF Convention, if the situation warrants a change. The ultimate and final decision however, will be the prerogative of the WAF Showcase Committee with the approval of the Wisconsin Association of Fairs Board of Directors.