



Let Your Soul
ROAR.

Getting **REVVED** Up
for 2023! *Event Innovators Conference*

ShowFest 2023

January 29-30, 2023

Hilton Charlotte University Place - Charlotte, NC



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Carolina Pine Consulting



www.carolinapineconsulting.com
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Welcome Reception

Start your conference experience off early at our Welcome Reception on Saturday, January 28 from 4:30pm-5:30pm in the Glenwaters Room. Catch up with old friends and meet some new ones!

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Let Your Soul
ROAR.

Getting **REVVED** Up
for 2023! *Event Innovators Conference*

Who's REVVED Up for 2023? We hope our conference theme will motivate and encourage everyone to let their Soul ROAR as we move forward with a new year and new beginnings.

From the educational expertise in the sessions to the fabulous vendors in the exhibit hall, from the artists showcasing their incredible talent and artistry to the networking opportunities, it's all here and more to set our industry up for the best year yet!

On behalf of the ShowFest Conference Committee, the directors of NCAF&E, and our sponsors, we proudly welcome you to our annual Event Innovators Conference. It's fantastic to be together, networking, and preparing for what's ahead!



Special Thanks to the 2023 ShowFest Planning Committee!

Co-Chairs: Julie Beck & Amanda Justice



**Jef Lambdin
Abby Lee Carter
Pam Hester
Theresa Mathis
Roy Brown
Sarahgrace Mitchell**

**Amanda Justice
Stephanie McIntyre
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NCAF&E Director – Stephanie Saintsing Naset



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Kay K. Saintsing Memorial Scholarship

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. 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.

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, Tourism or Event Management major
- The recipient must attend the annual ShowFest Conference

"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, Former Director of the NC Dept. of Commerce Tourism, Film and Sports Dev.

The NCAF&E Executive Board will review all essays and applications. The recipient of the scholarship will be announced during the annual Awards luncheon.





EVENT INNOVATORS CONFERENCE EDUCATIONAL SESSION SCHEDULE

SUNDAY, JANUARY 29

OPENING KEYNOTE 1PM LAKEVIEW

Presented by: Carolina Pine Consulting

Julie Beck, Diane Reed, Dr. Shelly Myers Hinson

Let Your Soul Roar: Getting Revved Up For 2023

Join the pit crew from Carolina Pine Consulting for a high-energy, interactive experience that is sure to help you get reconnected, reenergized, and refocused. Expect humor, actionable advice, and relatable personal stories crafted from the presenters' own large event-planning experiences. Leave knowing you will be ready to win any race after making a commitment to: direct your thoughts and energy toward success; take action; overcome roadblocks; connect with fellow conference attendees.



Carolina Pine Consulting... We are Diane, Julie and Shelly. We have 90 combined years of experience in higher education. Together, we are world travelers, spouses, community volunteers, mentors, event planners, parents, animal lovers, professors, tech geeks, writers, photographers, sisters, and clowns. We are purpose-driven, yet open to change; fun, yet serious; and detailed, yet flexible. We can be silly and professional at the same time. We strive for excellence while learning from our mistakes. We have spoken to hundreds of people at one time and advised individual people hundreds of times. We have each served as Presidents of the NC College Personnel Association. We look forward to helping members of NCAF&E get REVVED UP for 2023 and beyond.

SESSION A – 2PM LAKEVIEW

Presenter: Keli O'Neill, O'Neill Events

Don't Let Your Budget Control Your Outcome

Tips on how we make sure our events survive as costs continue to rise.

CEO and President of O'Neill Events & Marketing, Keli is the creator and orchestrator of many of Kansas City's most successful civic, corporate and entertainment events. Keli has a true and deep understanding of the city and over twenty years of experience working around – and managing – special events and attractions, from press conferences, shows and concerts, to important political campaigns and sporting contests. O'Neill Events & Marketing is behind many of Kansas City's signature events and festivals, including Boulevardia, Kansas City Irish Fest, KC Air Show, the 2017 WWI Centennial Celebrations.



SESSION B – 2PM GLENWATERS

Presenter: Presenter: Spencer Ingle, EVENTENY

How to Increase Event Revenue through Sponsorships

Spencer Ingle is a Software Sales Specialist at Eventeny and a Charlotte native. He has spent the last 5+ years in sales and event management, with a focus on growth and customer relations



SESSION A – 4PM LAKEVIEW

Presenter: Carolina Pine Consulting

The Pearl: Grit to Grace - A Follow-Up to the Keynote Address

Like the piece of grit that becomes a pearl, wisdom, sense of self, and clarity of purpose can arise from years of tackling tough situations. The key is to face these challenges with grit and grace. Maya Angelou wrote, “As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others.” We call the hand used for helping oneself, grit; the one for helping others, grace. Join this session as we explore grit, the passion and perseverance to thrive, and grace, the act of empathy, compassion, and forgiveness. Personal stories, opportunities for discussion and self-reflection, and current research will be used to uncover ways we use grit and grace to thrive.

SESSION B – 4PM GLENWATERS

Presenter: Liz Hynes, 57 Marketing

Taking your Social Media Skills to New Heights

Let’s talk about social media trends for 2023, where you should focus your marketing efforts, and ANY questions you have. Seriously, BRING your QUESTIONS, we’ll have an educational discussion with takeaways for everyone.

Liz has worked in the marketing and advertising industry for over 25 years. From sports marketing to large scale concerts, to radio and TV, to launching brands, to digital and social media, she’s covered quite a bit! Her passion is helping local businesses grow by expanding their digital footprint and understanding all the tools at their fingertips in this social media world. Liz has lived in 8 states, enjoys spending time with her husband Brad and loves to travel.



BREAK – IN EXHIBIT HALL 3 - 4PM

Sponsored by The InterACTIVE Theater of Jef

5 pm - 6:30 pm Final Bids for Silent Auction

6:30 pm -7:30 pm Buffet Dinner

6:30 pm -11 pm Entertainment Showcase

5 pm - 6 pm Association Meetings & Elections (Walden)



Entertainment Showcase

BRYAN SANDERS *Performing Before Keynote*

Stafford Entertainment and Talent



Bryan Sanders is MAGIC IS BS. He has been astonishing crowds for over 10 years having performed shows all over the southeast U.S. Bryan Sanders and his unique style of entertainment creates a show that engages audiences of all ages. His performances have included large conventions, corporate galas, national retail openings and of recent, TV commercial offerings. Big or Small your audience is going to have a great time. Most notably, Bryan Sanders and his unique style of magical entertainment always leaves his audiences asking for more. Represented by Stafford Entertainment & Talent www.staffordentertainmentandtalent.com Bill Stafford 252-560-6581

RIGGSBEE ROAD

Self Represented



Riggsbee Road is a 7-piece all-female new grass band based out of Raleigh, North Carolina. Covering both old and new country, pop, and classic tunes with a big banjo sound and smooth three-part vocal harmonies, this is one unique and powerful femme phenom. Your favorite tunes performed with an earthy bluegrass sound. They keep listeners anticipating what they'll play next. Lead vocalist, Shelley Kelly, is known to transfix audiences with her dynamic delivery, powerful musical stories, melodies and captivating stage presence. The ladies of Riggsbee Road are known for their music education, versatility, and their church music roots. From melodic ballads to "get up and dance" tunes, there's something for everyone! Riggsbee Road is presented by Engage Your Stage. Self-represented. www.riggsbeeroad.com Contact: Shelley Kelly 919.800.0454

THE THROWBACK COLLABORATION BAND

Self Represented



The Throwback Collaboration Band is based out of Fayetteville, NC. The members are comprised of five local musicians who have been performing music in and around Fayetteville, both individually and collectively for more than thirty years. Four Years ago they formed The Throwback Collaboration Band aka (TCB) to serve as a party band with a clean and energetic show that promotes Family fun, community and positivity while highlighting classic dance music and hits from the 70's, 80's and some current hits. Their performances include the Fayetteville Dogwood Festival, Fayetteville After Five, The Raleigh Museum of History, the North Carolina State Fair, Pecan Festival in Florence, SC as well as many local sports bars venues and private parties around the North Carolina area. Self-represented. www.throwbackcollaboration.com Contact: Adolphus Thomas 910-364-8515

AUTUMN TYDE

Self Represented



AUTUMN TYDE formed in early 2022 playing festivals, wineries and club venues. These handpicked musicians play a huge variety of music. Earth Wind and Fire, Jame Brown, Santana, Prince, Temptations, Eagles, Stevie Wonder, and charting originals! DOYLE WOOD-Vocals, Guitar, Producer, Writer, Publisher & Fayetteville Music Hall Of Fame. DEZ HUMPHREY-Vocals, Drums, Writer, Fatback Band European Tour (Outstanding Entertainer!). BOB JAMES-Vocals, Keys, Guitar, Fatback Band, Hampton University Music Grad (Hot Player). MIKE DANIELS-Vocals, Bass, Keys Great session player! Carolyn, (Multi Talented Player!). DR TED RAY-Tenor & Soprano Sax, Flute, Wind Controller, Gary US Bonds, Don Kirshner's R&RR. We would love to be a part of your event!! Self-represented. www.autumntyde.com Contact: autumntyde@gmail.com

TELL ME LIES

bríoLIVE Entertainment



Tell Me Lies has studied the craft, the quirks, and the nuances that are original to Fleetwood Mac. They want to ensure that the audience feels like they are back in the 1970s listening to the hottest band on the scene. The stories of Fleetwood Mac, their relationships, and knowing how it influenced their sound are why it's so important for the members of Tell Me Lies to hold true to the music of Fleetwood Mac. This band believes that to love Fleetwood Mac and their music, you must fully grasp their spirituality and their history. Their motto, which was set in the very beginning stages of this band is, "It is about THEIR music." Tell Me Lies, prides themselves on being the most authentic Fleetwood Mac Tribute without coming across as a parody or satire. They will make you dance, sing along at the top of your lungs, and you'll even learn something new about Fleetwood Mac at each performance. Tell Me Lies is an all ages show suitable for any type of event. Represented by: bríoLIVE Entertainment - tellmelies@brioLIVE.com 704-467-5397

MEGAN DOSS BAND

bríoLIVE Entertainment



With a personality that sparkles, a talent that will stop you in your tracks, and a Southern vibe that is as sweet as pie, Megan Doss is a perfect addition to any line-up! She proudly has some of the top musicians in the Carolinas backing her up, making this band's sound full and rich. Although Megan is confident in many genres, her true love is country music, therefore it is the majority of what she does. But, if you hear this girl sing Adele, Lady GaGa, or even The Eagles, you will be begging for more! Represented by: bríoLIVE Entertainment - info@brioLIVE.com 704-467-5397

KINDRED *Performing before Awards Lunch*

briolIVE Entertainment



Dustin Chapman and Ryleigh Madison are a unique uncle-niece musical duo from Whiteville, North Carolina. As two young singers with what they call "old souls," they both incorporate traditional and contemporary country and gospel into their sound. This has helped them create an instant identity among listeners of all ages. Both Dustin and Ryleigh are past American-Idol contestants, and this has helped to gain them a steady and loyal following. These up-and-coming country singers have both been receiving great attention following the release of their single, "Family Thing." This song has impacted the Positive Country Radio format and has made a big splash in the Carolina Country music scene. kindred. can be booked as an acoustic duo or full band for your event and are always a quick crowd favorite! Represented by: briolIVE Entertainment - kindred@briolIVE.com 704-467-5397

SIGMON THEATRICAL

IMAGINE Music Group



Creating unique and memorable entertainment experiences for all ages and for an array of festivals, events and venues! SIGMON THEATRICAL is passionate about bringing quality theatrical performances to live audiences! Whether you are seated in an auditorium or attending a festival watching wonder twinkle in the eyes of thousands, traveling through one of the immersive attractions like The Wonderland Experience, or enjoying the interactive, unique and memorable roving characters, you are guaranteed an entertainment experience like no other! SIGMON THEATRICAL pulls out all the stops to create an engaging, fun and memorable experience that your attendees will talk about for years to come! Nationally touring stage productions, immersive spectacles and interactive roving character experiences for festivals, events, concerts, fairs, resorts, outdoor amphitheaters, performing arts centers and community theaters. Let SIGMON THEATRICAL bring the magic to your event! Represented by: IMAGINE Music Group 704-641-3321 – www.imaginemusicgroup.com

CALEB SIGMON *Award Program Emcee*

IMAGINE Music Group



is a producer, director, and performer based out of Charlotte, NC. With credits ranging from national tours (Journey to Oz) to directing and hosting for television (Life in the Carolinas) and teaching in the classroom (UNC School of the Arts), Caleb's career has taken him across America, sharing his passion with millions of people. He is in his seventh season as artistic director of Liberty Mountain – The Revolutionary Drama, in Kings Mountain, NC, is the founder of Giggle Box Circus, an outreach program at Levine Children's Hospital dedicated to empowering hospitalized children through clowning, magic, circus skills, puppetry, and music, and also travels as an illusionist and storyteller, sharing magic and true wonder. Alongside his wife, Katy, he operates SIGMON THEATRICAL, producing world-premiere shows, collaborating with nationally recognized theatre companies, partnering with communities, and empowering students in the classroom. Productions include Dinosaurs Alive!, The Wonderland Experience, The Carolina Pumpkin Spelltacular, The Sleepy Hollow Adventure, and dozens of educational touring productions. Represented by: IMAGINE Music Group – 704-641-3321 – www.imaginemusicgroup.com

REV ON "The Foreigner Experience"

IMAGINE Music Group



REV ON "The Foreigner Experience" is the culmination of six powerhouse musicians/vocalists who have each toured the southeast music circuit for decades. They have now joined forces to bring you the most incredible music catalog of one of the greatest rock bands of all time-Foreigner. REV ON "The Foreigner Experience" will play all the classic hits made famous by rock legends Foreigner and entertain you from start to finish. This show will have you singing along with every word and wanting more. Relive the greatest music in rock and pop history with REV ON "The Foreigner Experience"! Represented by: IMAGINE Music Group – 704-641-3321– www.imaginemusicgroup.com

JOHN NORRIS

Self Represented



John's love of music was forged in the church and country music tradition of his hometown. Singing with his family in church and picking up the guitar at age 10, he learned his craft alongside family and friends, with a healthy dose of YouTube to hone his skills. John recorded his debut Nashville record at Direct Image Recording Studio, with producer Kenny Royster. The tracks include: "God's Up To Somethin'", "Thank God She Did", "This Town", "Good Jeans", "Natural Light", and "Lonely Don't Last Long". John is making a national push in pursuit of his lifelong dream of sharing his music with the world. Stay tuned - John Norris and his music will bring light to your life, and sweet country sounds to your ears in the years to come. John is ready to take your festival entertainment to the next level! Self-represented. www.johnnorrismusic.com johnnorrismusic@gmail.com

BILL STAFFORD *Showcase Emcee*

Stafford Entertainment & Talent



William C. "Bill" Stafford resides in New Bern NC today and is the President of Stafford Entertainment and Talent. Bill and his wife Suzan started S.E.T. approx. 6 years ago and today is one of the most respected live entertainment agencies in North Carolina. He has served as Host/MC at many events all over NC. Bill is also a professionally trained auctioneer. He often utilizes this skillset to promote his agency and has done so at many gala events as well as festivals. Bill is a "very proud" member NC Festivals & Events and all its great members. Stafford Entertainment & Talent www.staffordentertainmentandtalent.com Bill Stafford 252-560-6581

Trade Show Exhibitors

Stop by and find out about the wonderful goods and services that our trade show exhibitors have to offer to make your event shine!

They are on hand during these times:

Jan. 30 • 10 am - 1 pm & 3 - 4 pm

Lunch in Exhibit Hall 11:30 am-12:30 pm

Jan. 31 • 8 - 9 am & 11am - Noon

EXHIBITORS (as of 1/24/23)

Autumn Tyde Band/Daxwood Productions

BrioLIVE Entertainment

Captain Jim Is Magic

Carlton Event Production

Carolina Balloon & Décor

Chain Reaction Action Sports

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MONDAY AT A GLANCE – JANUARY 30

8 am - Noon	Registration	Midway
8 am - 9 am	Exhibit Hall Open / Coffee	Lakeshore Ballroom
8 am - 9 am	Winners Pick-Up & Pay for Auction items	Midway
9 am - 11:00 am	Excellence Awards Entries on Display	Welwyn
11 am - Noon	Exhibit Hall Open	Lakeshore Ballroom
Noon - 2 pm	Excellence Awards Luncheon	University Ballroom

EVENT INNOVATORS CONFERENCE EDUCATIONAL SESSION SCHEDULE

MONDAY, JANUARY 30



SESSION A - 9AM LAKEVIEW

Presenter: Carolina Pine Consulting

Creativity and Community Workshop

Feel like your creative mojo is on the fritz? Hoping to make connections with other professionals? Join this unique interactive workshop that combines creativity boosters and networking opportunities. Whether you consider yourself to be innovatively challenged, a creativity guru, an introvert, an extrovert, or an ambivert, this workshop is for YOU! Come ready to play!

SESSION B - 9AM GLENWATERS

Presenter: Theresa Mathis, City of Wilson and NC Whirligig Festival

Mascot Mania

Having a friendly mascot to represent your event is great! They look awesome in photos, on social media and give a unique hometown feel to your festival. But once you have a volunteer stuffed inside, what do you do? The NC Whirligig Festival introduced two mascots for the first time in 2022 and learned a lot of lessons – some of them the hard way! Join a discussion, hear some tips and learn methods for increasing the use of your mascot. If you have a mascot, come share your knowledge and help those just getting started. Theresa started event planning in higher education as part of Student Activities, Admissions, Orientation and New Student Programs After more than a decade of being on college campuses, she moved into community programming coordinating concerts, holiday celebrations, award events, Special Olympics, and other large scale public events. She volunteers as the director for the NC Whirligig Festival, the largest event held annually in historic downtown Wilson.



SESSION A - 10AM LAKEVIEW

Presenter: Keli O'Neill, O'Neill Events

Festival Commerce: Where Do We Start? Identifying What Will Work for Your Event.

In this session, we'll discuss festival commerce options including POS vs cash vs tokens vs tickets. Cashless - how to do this? And RFID.

SESSION B – 10AM GLENWATERS

Presenter: Charlie Fuller, Alcohol Management, LLC

Serving Alcohol... It's a Big Responsibility

The NC Alcoholic Beverage Control Commission takes the responsibility of selling alcohol very seriously, and you should, too! This session will provide festival & event planners a solid understanding of the laws and regulations that must be adhered to when selling or serving alcohol. There will also be a preview of the Responsible Alcohol Training Program available as a training tool for vendors and volunteers.

Charlie Fuller currently serves as Vice President of Alcohol Management, LLC. Charlie recently retired from the NC ABC Commission after 18 years of service. Charlie worked as an Information and Communication Specialist in the Education and Training Division and as a Compliance Office in the Audit Division. Charlie has trained thousands of employees and volunteers in responsible beverage service in North and South Carolina. Charlie has provided alcohol risk management consulting to colleges and universities throughout the state. Charlie was a frequent guest speaker at numerous associations on ABC laws and regulations.



SESSION C - 10AM WALDEN

Presenter: Marlise Taylor, Visit NC

Economic Impact of Festivals & Events

Events continue to be an important economic driver, but just how much impact does your annual festival contribute to tourism? Marlise Taylor (VisitNC) will provide an overview of the importance of measuring your impact and how to do it. In this session you will learn about the value of measuring your event's impact, data collection methods, the basics of survey design, and strategies for getting reliable data

Marlise Taylor has been Director of Tourism Research for Visit North Carolina (formerly the NC Division of Tourism, Film and Sports Development) since 2005. Prior, she was Director of Tourism for Goldsboro (NC) from 2000-2005 and Tourism Research Analyst at the University of New Orleans from 1996-2000. In her current role, Marlise provides strategic direction and oversight of Visit NC's research program and works closely with the entire team to implement initiatives that help guide marketing decisions to support tourism in NC. She is a past president and chairperson of the international Travel and Tourism Research Association (TTRA), board member from 2009 – 2015 and a past board member of Southeast Chapter of TTRA. Marlise received her MS (1996) & BS (1993) degrees from North Carolina State University, and was a recipient of the 2018 NCSU Parks, Recreation & Tourism Management Outstanding Alumna award.



Excellence Awards

Sponsored by: **eventeny**

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 - \$149,000 / Large = Festival Overall Budget \$150,000+

2023 AWARD CATEGORIES

Event of the Year
Director of the Year
Betsy Rosemann Volunteer of the Year
Sponsor of the Year
Supporting Member of the Year
Rising Star Award
Event Associated With An Event
Best Children's Program
Best Community Outreach Program
Andy Smith Exhibitor Award
Best Press Kit
Best Non-Print Media



Best Event Photo
Best Sponsorship Packet
Best Event Website
Best Supporting Member Website
Best Festival Social Media
Best Merchandise (small, medium, large)
Best Brochure (small, medium, large)
Best Print Media (small, medium, large)
Best Event Poster (small, medium, large)
Best T-shirt (small, medium, large)
Student Choice Award



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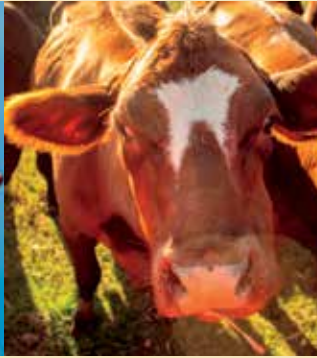


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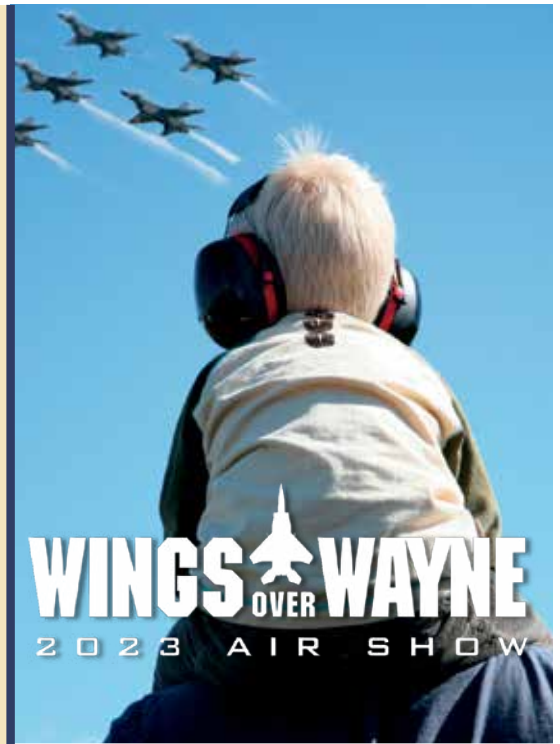
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GOLDSBORO-WAYNE COUNTY NORTH CAROLINA



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2023 AIR SHOW

MAY 20 - 21

Gates open: 8am - 5pm

Show: 10am - 2:30pm

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Live, at
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**We'll see
you in
the
exhibit
hall!**

Getting REVVED up for 2023

NOTES . . .

Getting REVVED up for 2023

NOTES . . .

Hilton Charlotte University Place Floor Plan



Legend

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



Thank you to Our ShowFest 2023 Sponsors

