



Oysters and Fun with the Fam!



Celebrating with Thousands of Festival Fans!



New Year's with the Best Friends!



New Friends at the Jazz Festival!

*Festivals and Events:
The Power of Connection*

ShowFest 2024

January 28-29, 2024

Charlotte, NC

VISIT
Burgaw

"Good Town, Year Round"



Photos courtesy of The Pender-Topsail Post & Voice



Scan the QR code with your phone's camera to see what's happening in town!



Welcome Reception

Start your conference experience off early at our Welcome Reception on Saturday, January 27 from 4:30pm-5:30pm in the Glenwaters Room. Catch up with old friends and meet some new ones!

Sponsored by
Pender County
Tourism



Thanks to our 2024 conference sponsors!



PICKLED, NOT STIRRED.

NORTH CAROLINA PICKLE FESTIVAL

MOUNT OLIVE, NORTH CAROLINA

APRIL 27TH, 2024

Festivals and Events: The Power of Connection



READY. SET. CONNECT! The 2024 ShowFest Conference theme will revolve around the “Power of Connection!” The theme is designed to inspire and motivate everyone to network and CONNECT while embarking on a new year and new beginnings.

The conference will offer educational sessions featuring experts in the field and provide access to a record number of high-quality supporting members in the exhibit hall. Additionally, artists will showcase their incredible talent and artistry, and there will be ample networking opportunities to CONNECT with fellow industry professionals!

As we excitedly celebrate the 35th Anniversary of the association, we want to extend sincere thanks to all who have supported the association through the years and remember those who paved the way.

We welcome you to our annual Event Innovators Conference, proudly hosted by the NC Association of Festivals and Events, ShowFest Conference Committee, NCAF&E directors, and our sponsors. We look forward to spending time together, networking, CONNECTING, and preparing for a year filled with incredible festivals and events.

Special Thanks to the 2024 ShowFest Planning Committee!



**Roy Brown
Tina Gibson
Theresa Mathis
Olivia Dawson
Julie Beck
Dr. Brianna Clark
Carrie King**

**Amanda Pope
Stephanie McIntyre
Pam Hester
Tom Harrison
Joy Ennis
Jef Lambdin
Stephanie H. Saintsing**

NCAF&E Director – Stephanie Saintsing Naset

We help to Design and Align
your Sponsorships and
Elevate Your Events!



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<http://www.staircasemanagement.com>

**Bear Fest is Celebrating its 10th Anniversary
by going *National***

June 1, 2024!



NationalBearFest.com

Plymouth, NC - "Where traffic ends and adventure begins!"

CAPTAIN JIM IS MAGIC

Lady Louisa, Dance of Swords



MAGIC SHACK MOBILE STAGE

*Pirate is Popular
Other Themes*

- Top Hat Travelers
- Wizards
- Holiday Themes

Info & videos on Fair/Festival page
CaptainJimIsMagic.com

Comedy
Family Value Messages

High Energy Music

STAGE & STROLLING



SKY HIGH SKYLER

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- Bubbles
- Magic

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- Fire Performing
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Videos at:

SkyHighEventsPro.com



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.



Showfest 2024

EVENT INNOVATORS CONFERENCE EDUCATIONAL SESSION SCHEDULE

SESSIONS - SUNDAY, JANUARY 28

OPENING KEYNOTE 1PM LAKEVIEW

Presented by: Ira Rosen MA/CFEE

President and CEO Ira L Rosen LLC-Festival and Event Consulting

LEADERSHIP DEVELOPMENT AND SUCCESSION PLANNING



Leadership and management are two common terms in any organization, but do we really understand their similarities and differences? Additionally, leadership development and succession planning are closely related topics that focus on ensuring continuity in our organizations and how we build effective leadership now and in the future. This session will explore the importance of understanding leadership within our organizations and how to build strategic succession planning into everything we do.

Ira L. Rosen is the President and CEO of Ira L Rosen, LLC, a consulting firm providing services to the worldwide festival and event industry. He is a highly regarded consultant with decades of global industry experience. Although he has a very comprehensive industry background, he specializes in the areas of event risk assessment, evaluation and planning for festivals and events, and practical strategic development. From 2008 to 2023, he taught many different event management courses at Temple University in Philadelphia and developed their award-winning Event Leadership Executive Certificate program. Additionally, for over thirty years he owned and operated Entertainment On Location, Inc. (EOL), a full-service event production and consulting company based in New Jersey.

Prior to opening EOL, Ira worked for over seven years with Radio City Music Hall Productions. His production background includes the Super Bowl half-time show, multi-million-dollar parades, major corporate events around the world and tourism development projects for many different organizations.

Ira has spoken at conferences and conventions and has done training programs around the world. He has written and spoken extensively on key industry topics ranging from risk management to sponsorship to the financial and operational management of events. Ira holds Bachelor of Arts and Master of Arts degrees from Montclair State University in New Jersey and is a Certified Festivals and Events Executive (CFEE). In 2005, he was inducted into the International Festivals and Events Association Hall of Fame, becoming one of only 70 people in the world to hold this honor. He has also received numerous awards and recognitions from Temple University, the International Live Events Association, and many others.

SESSION A – 2PM LAKEVIEW

Presented by: Cheryl Pigott, President and Founder, BG Digital Group

FESTIVAL MAGIC: THE MARKETING FORMULA BEHIND SHOW-STOPPING EVENTS

An in-depth presentation by BG Digital Group which dives into the strategic and creative approaches used by top festivals to capture public interest and create an immersive festival atmosphere. With nearly a decade of experience in marketing events and festivals across North Carolina and beyond, they'll unpack a comprehensive 12-month marketing strategy that includes effective use of social media, billboards, design, online advertising, and traditional media commercials.



Cheryl really enjoys helping others and it shows in her devotion to ensuring that our team creates marketing that matters for our clients. Before starting her own business, Cheryl gained experience researching and writing for a Fortune 500 company and marketing for a nationally known non-profit. When her family moved back to the Eastern North Carolina area, Cheryl saw the need for a local agency and worked tirelessly to start one herself. Cheryl believes in partnering with small businesses and festivals to help grow through sensible marketing, which further benefits their local communities. Cheryl's greatest achievement is being mom to four awesome kids and wife to a wonderful husband. She can often be found traveling in her Airstream, LJ, hiking and spending time with her family.

SESSION B – 2PM GLENWATERS ROUNDTABLE SESSIONS

Join us for engaging and informative round table sessions that will cover a wide range of topics related to festivals and events. These sessions will provide a platform for discussion and exchange of ideas and experiences among industry professionals.

SPONSORSHIP TRENDS EVENT EVOLUTION - INFUSING NEW IDEAS INTO YOUR EVENT TIPS FOR RECRUITING & DEVELOPING INTERNS

SESSION A – 4PM LAKEVIEW

Presented by: Erin Derry, Social Media Strategist at BG Digital Group

REEL SUCCESS: AMPLYFING YOUR FESTIVAL’S REACH WITH ENGAGING VIDEO CONTENT



Discover how to leverage the power of Reels to boost visibility and drive engagement - drawing attention to attendees and sponsors, alike! BG Digital Group will cover everything from the basics of creating compelling Reels to advanced strategies for maximum impact. Learn how to effectively capture the essence of their events and festivals in short, engaging video formats that resonate with audiences on social media platforms.

Throughout her time as a social media strategist at BG Digital Group, Erin has had the honor of working with various festivals and events that celebrate all that North Carolina has to offer. Since introducing social-first videos to their social media strategies, Erin has helped these festivals achieve substantial improvement in audience growth, reach, engagement, and more. She’s excited to share her expertise and research (i.e. countless hours of scrolling TikTok and Instagram) at ShowFest!

SESSION B – 4PM GLENWATERS

PANEL DISCUSSION WITH INDUSTRY LEADERS

Panel Discussion touching on trends and hot topics within the industry. An opportunity to discuss challenges with your peers. Bring along your questions and ideas for the group!



Entertainment Showcase

JOE BROWN BAND

Self Represented



Joe Brown Band covers a variety of popular songs from a diverse selection of artists and genres. We aim to bring joy to all who come under the sound of our music. By creating positive vibrations, we seek to bring people together in unity. Our goal is to guide people to the realization that, no matter who we are, what we are, where we're from, or what we look like, We All Are One. This band is blessed with experience and talent! This grants us the ability to overcome cultural boundaries and spread this very important message through music, which is the universal language.

"SPIDERWEBS: A TRIBUTE TO NO DOUBT & GWEN STEFANI"

brioLIVE Entertainment



"Spiderwebs: A Tribute to No Doubt & Gwen Stefani" is an electrifying musical act that pays homage to the iconic sound and style of not one but two musical legends. This talented ensemble delivers an unforgettable performance that captures the essence of both No Doubt and Gwen Stefani's solo career. Spiderwebs' lead vocalist (Natalie Lacy) embodies Gwen Stefani's distinctive voice and stage presence, while the band skillfully emulates the musical prowess of No Doubt. Their performances are a celebration of timeless hits, visually stunning attire, and a stage presence that exudes the charisma of Gwen Stefani herself. Whether you're reliving the '90s nostalgia of No Doubt or grooving to the solo hits that define Gwen Stefani's career, Spiderwebs promises an electrifying and memorable musical journey. Prepare to sing, dance, and immerse yourself in the magic of Spiderwebs as they honor the legacy of these two remarkable musical forces.

GARY LOWDER & SMOKIN' HOT

Stafford Entertainment & Talent



Gary Lowder & Smokin' Hot is an 8-piece R&B Soul Party Band is fronted by the amazing voice of Gary Lowder. In 2021 Gary was the CAROLINA Beach Music award winning Male Vocalist and had the Solo CD of the year. Smokin' Hot has some of the hottest musicians in the business, many of whom have won individual awards. This band is well traveled having played all over the east coast Known as a high energy festival party band they will get you of your feet and have your festival goers enjoying some of their best hits and your favorites as well.

CAMEL CITY YACHT CLUB

brioLive Entertainment



Carmel City Yacht Club Born in March 2020. Five veteran musicians, devoted to the art of smooth...bringing the finest smooth rock of the 70's and 80's to you. Harmonies-check, Monster Guitars-check, bathrobes-check.

RADIO REVOLVER

IMAGINE Music Group



Radio Revolver is more than just a band. It's a musical journey through the best of pop and rock history. With four talented musicians from different backgrounds, Radio Revolver has a diverse and dynamic repertoire that spans from Bruno Mars' "Uptown Funk", Eagles' "Hotel California" and AC/DC's "You Shook Me All Night Long" to classics like Prince's "Purple Rain." When Radio Revolver hits the stage, you know you're in for a treat. Their energetic and engaging performances will make you feel like you're part of the show. As Eric Anthony, the guitarist of Radio Revolver, puts it: "We love what we do, and we want to share it with everyone. We work hard to give our audience the best time possible at our shows. We appreciate every single person who comes to see us live."

RUNAWAY TRAIN

Self Represented



Runaway Train is based in the Greensboro/Winston-Salem area and comprises seasoned musicians who have all worked as sidemen for National artists. Runaway Train covers the gamut of musical genres, including 70s/80s rock, mo-town, beach, and country, playing everything from Boy George to George Jones. As a unit, Runaway Train has not only performed hundreds of shows as their own entity but has also been the backing band for National artists Marty Raybon (lead singer of Country Super Group Shenandoah), T Graham Brown (multi-award winning 90's Country Artist with 4 #1 singles), and currently still performing with 90's Country award-winning artist Wade Hayes. Runaway Train also works with American Idol Season 11 alumni Chelsea Sorrell. Runaway Train brings to the stage the ease and comfort of performing as the members have all performed live from every venue possible, from local Honky Tonk's to the stage of The Grand Ole Opry.

CHRIS TAYLOR AND THE RUMOR

brioLIVE Entertainment



Chris Taylor and the Rumor "The Carolinas Most Authentic Variety Band" Crowd rouser and experienced 6-string shredder Chris Taylor & The Rumor will provide an incredibly memorable experience for any event or audience. Blending 80s influences with the energy of modern pop, rock, and soul, Taylor and his band bring an immersive party environment with your favorite songs from the 70s, 80s, 90s, to now! With Chris Taylor, you get the "WOW Factor." You get a mix of authentic entertainment and playful humor, which makes any event Chris Taylor is a part of one you will never forget

SOFIE LYNN *Performing at the Award Lunch* brioLIVE Entertainment



Sofie Lynn impeccably mixes her California sunshine roots with a touch of southern twang to create her honest and wholesome storytelling. Her songs have landed placements on the hit Paramount TV show Yellowstone and on network shows for HGTV and OWNTV. Sofie Lynn adds to her accolades with articles in Billboard, Country Living, People Magazine and more. She landed a Top 10 TikTok Trending song, "Got It From My Mama," which is also up for a 2024 Grammy Award nomination. From the heartbreak of losing her grandmother to the excitement of getting married, Sofie Lynn's music mirrors her life experiences. Sofie Lynn's most recent single "Getting Hitched (The Bachelorette Song)" has found a home with other brides to be across the world with millions of views on TikTok. Romantics at heart can follow along with her love story when she releases her debut EP, Getting Hitched on January 19, 2024. Till then, fans can catch Sofie Lynn across the country opening up for major acts including Runaway June, Deana Carter, Cole Swindell, and more.

REINALDO BRAHN *Performing before the Keynote Speaker* IMAGINE Music Group



Reinaldo Brahn Born in Belo Horizonte (which means 'beautiful horizon'), Reinaldo picked up the family guitar at age 12, and was hooked. Gaining experience playing and singing at festivals and restaurants, he worked with the renowned Brazilian vocal group Soul Makube before embarking on a solo career. Reinaldo's experiences and collaboration with other musicians created his signature style which infuses classic Brazilian rhythms-Samba & Bossa Nova-with Funk and Jazz. Reinaldo toured his original music throughout Brazil, and then brought his artistry to the US. Arriving in Charlotte, NC, in Oct. 2007, he introduced his Brazilian roots to the local scene. He creatively applies robust Brazilian style to popular American music with a truly inspiring result. Reinaldo's specialties include singing and playing authentic Brazilian music, as well as performing American pop songs with a strong Brazilian influence

JUGGLE & BUBBLE IMAGINE Music Group



Juggle & Bubble features the skateboarding juggling talents of Ken Julian and Kyle Brown and Bubbleologist, Steve Langley, aka The Bubbleman. They dominate the stage with a captivating display of technical skill and hilarious banter and are available for stage performances along with roving on their skateboards in themed costumes. Bubbleologist Steve Langley has made his living as a Circus Artist and Variety Entertainer. In his 25 years as one-half of The Fettucini Brothers, a comedy juggling duo, he traveled the world performing on countless TV shows on the A&E, Comedy, Food Channel networks, and the "The Tonight Show With Jay Leno." Since reinventing himself as a Soap Bubble Artist, he has been experiencing a resurgence in his popularity and demand.

CALEB SIGMON *Award Luncheon Emcee* IMAGINE Music Group



Caleb Sigmon 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 Giggly Box Circus, an outreach program at Levine Children's Hospital dedicated to empowering hospitalized children through clowning, magic, circus skills, puppetry, and music. 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 dozens of educational touring productions

RICK HUBBARD *Main Stage Showcase Emcee* Self Represented



Rick Hubbard celebrates more than three decades of offering positive family entertainment throughout the United States, and every moment has been KAZOOBIE! Rick invented the word, "kazooobie," to describe his performance. It means "exceptional, fun, and involving everyone." The Kazoobie Kazoo Show gets EVERY MEMBER of the audience involved. A highlight of the show is called "Kids Appearing On Stage" or "KAOS" as Rick calls it. While Rick performs on guitar, steel drum, or another exotic instrument, kids participate on stage-dancing, singing, shaking maracas, or playing inflatable guitars. Every song is an opportunity for kids to participate and every kid gets a chance to be on stage. It's a fun & positive experience for the whole family-it's KAZOOBIE! In 1999, Rick founded Kazoobie Kazoos, America's only plastic kazoo manufacturer located in SC, and he uses the American-made kazooos at every show. Rick has had phenomenal success performing family concerts in theaters, festivals, at Disney World and The Kennedy Center. The American Academy of Children's Entertainers nominated Rick as America's Best Variety Entertainer.

LAURA ASHLEY LIVE ART *Painting in the Exhibit Hall on Sunday* brioLIVE Entertainment



Laura Ashley Live Art Laura is a speed and performance painter from the heart of NC who loves to entertain and fundraise with her art. She travels from Tennessee to Florida. Her most frequent clients include The King of Nascar, Richard Petty, Moonshiner's Mark & Digger, Carolina Panthers Ricky Proehl, and others!

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. 28 • 10 am - 1 pm & 3 - 4 pm

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

Jan. 29 • 10 - 11am

EXHIBITORS (as of 1/22/24)

Autumn Tyde Band/Daxwood Productions

BG Digital Group

brioLIVE Entertainment

Captain Jim Is Magic

Carolina Balloon & Décor

Communications Direct, Inc.

Dalton Davis Music

Don Ellington Sound Service

Eventeny

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IMAGINE Music Group

Joe Brown & The Band

Lanky Lou Entertainers

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The InterACTIVE Theater of Jef

Throwback Collaboration Band

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PENDER
COUNTY NC
Find Your Treasure



MONDAY AT A GLANCE – JANUARY 29

8 am - Noon	Registration	Midway
8 am - 9 am	Winners Pick-Up & Pay for Auction items	Midway
9 am - 11:00 am	Excellence Awards Entries on Display	Welwyn
10 am - 11:00 am	Exhibit Hall Open	Lakeshore Ballroom
12:30 pm - 2 pm	Excellence Awards Luncheon	University Ballroom

Showfest 2024

EVENT INNOVATORS CONFERENCE EDUCATIONAL SESSION SCHEDULE

SESSIONS - MONDAY, JANUARY 29

SESSION A - 9AM LAKEVIEW

Presented by: Meteorologist Brad Panovich



WEATHER PREPAREDNESS

Weather can be a major obstacle when it comes to planning and executing successful and safe events. Due to the weather, many events are delayed, disrupted, or canceled each year. With proper planning, communications, and expert weather guidance, events can better mitigate these challenges and hold successful and safe events.

Brad is a well-known and respected meteorologist who has been working for WCNC-TV in Charlotte since 2003. He is the chief meteorologist and hosted the weekly segment “Carolina Weather School” during COVID lockdowns. He is also an avid skier and snowboarder who provides weather forecasts for ski resorts across the southeast.

Brad has a passion for weather and science education. He holds a bachelor’s degree in meteorology from The Ohio State University. He is a certified broadcast meteorologist by the American Meteorological Society and a member of the National Weather Association. He has won several awards for his work, including two Emmys and The American Meteorological Society Broadcast Meteorologist of the year in 2017. He is also an adjunct professor at the University of North Carolina Charlotte in their Meteorology department.

Brad is not only a meteorologist, but also a social media influencer. He has over 450,000 followers on Facebook, X, Instagram and YouTube, where he posts daily weather updates, videos, live streams and interactive Q&A sessions. He is known for his engaging and informative style, as well as his use of humor and emojis. He is also an advocate for environmental issues, such as climate change and renewable energy.

SESSION B - 9AM GLENWATERS

Led by: Theresa Mathis, City of Wilson and NC Whirligig Festival

CASE STUDY: LETTGO MY EGO – PANEL DISCUSSION

When working with a variety of artists and vendors, collaboration is key! Discuss tips on juggling egos and mitigating issues to have a successful and smooth event.

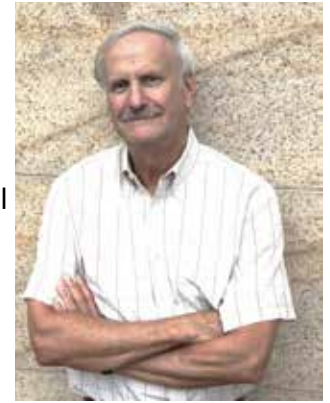
Theresa started event planning in higher education as part of Student Activities, Admissions, Orientation and New Student Programs. After more than a decade of being on college campuses, she moved into community programming. Coordinating concerts, holiday celebrations, award events, Special Olympics, 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. She volunteers as the director for the NC Whirligig Festival, the largest event held annually in historic downtown Wilson.

SESSION A - 11AM LAKEVIEW

Presenter: Ira Rosen MA/CFEE, President and CEO Ira L Rosen LLC-Festival and Event Consulting

THE FUNDAMENTALS OF RISK MANAGEMENT

Risk management should be a central part of any event's planning cycle – it's both an operational and "duty of care" requirement. What is it? It is a process whereby the event planning team methodically addresses the risks associated with their activities, with the goal of treating or mitigating those risks which may have an adverse impact (financial, image, reputation, etc.) on the event if the risk materializes. This session will offer some practical suggestions about how to build and enhance your risk management strategies.



SESSION B – 11AM 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 - 11AM WALDEN

Presenter: Lillian Koontz, MPA, REHS Health Director Davidson County



WORKING WITH YOUR HEALTH DEPARTMENT

It's important to ensure the safety and enjoyment of all attendees at your event, particularly with regards to food service. Working with the local health department to ensure that each food vendor is following all guidelines and regulations is an essential step. This will not only help ensure the safety of attendees, but also allow you to focus on delivering a memorable experience for everyone involved.

Lillian Koontz began her public health career with the Davidson County Health Department in 2007 as an Environmental Health Specialist. Since 2016, she has served as Local Health Director for Davidson County. Throughout her career she has placed high value on engagement and advancing the public health system through professional organization involvement and leadership. Lillian has held numerous Public Health Leadership roles throughout her career starting in 2008 with the officer slate of the West Piedmont Environmental Health Section then moving to the NCPHA Environmental Health Section to now serving as President of the NC Association of Local Health Directors. She received an undergraduate degree in Environmental Studies/Biology with a minor in Chemistry from UNC-Wilmington and a Master's in Public Administration from Appalachian State University. State University, and was a recipient of the 2018 NCSU Parks, Recreation & Tourism Management Outstanding Alumna award.

Excellence Awards

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+

2024 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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Website www.ncfestivals.com



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Jef Lambdin
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LEXINGTON, NORTH CAROLINA

www.thebarbecuefestival.com



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BGDigitalGroup.com

READY, SET, CONNECT in 2024!

NOTES . . .







READY, SET, CONNECT in 2024!

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 2024 Sponsors!

