



109th ANNUAL CONVENTION
PA State Association of County Fairs and
PA State Showmen's Association
Wednesday - Saturday, January 19 - 22, 2022
The Hershey Lodge & Convention Center
Hershey, PA



October, 2021

Dear PSACF Fairs & Associates, PA Showmen and Friends,

The Pennsylvania State Association of County Fairs and the Pennsylvania State Showmen's Association are hard at work planning for the 109th PSACF/PSSA Convention. The convention will be held in Hershey, PA at the Hershey Lodge and Convention Center on January 19-22, 2022. 2020 registration was nearly 1600 for the two groups.

Many of you have supported the convention in the past with sponsorships that assisted in defraying the costs for convention materials, breakfast, speakers and much more. Please consider continuing or joining our list of sponsors for the 2022 PSACF/PSSA Convention.

Convention Book Ads are also available – beneficial to you as well as defraying the cost of the convention book.

Please return the attached application stating your intentions by December 1st. Remember as you make your decision that many fairs & associates, showmen and friends are represented at the PSACF/PSSA Convention.

Again, thank you for your support and hope to see you in Hershey in January!

Sincerely,

Harry Reffner
PSACF Executive Secretary/Treasurer

2022 PSACF/PSSA Convention Sponsor and Ad Form

(Sponsor or Advertiser Business Name - list above)

Convention Sponsor:

Please confirm your sponsorship for the convention by entering the AMOUNT OF SPONSORSHIP and SPONSORSHIP SELECTION.

AMOUNT OF SPONSORSHIP \$ _____

Patrons are listed on the "Patrons" page of the Convention Program Book only – all others are listed on the "Sponsors" page and a specific Sponsorship Selection of the Convention Program Book, and the post-convention issue of FairTalk.

Patron.....\$25.00

Brass.....\$100.00 - \$249.00

Bronze.....\$250.00 - \$499.00 [includes ¼ page ad in CPB]

Silver.....\$500.00 - \$999.00 [includes ½ page ad in CPB]

Gold.....\$1,000.00 - \$1,499.00 [includes full page ad in CPB]

Platinum...\$1,500.00 - \$1,999.00 [includes full page ad in CPB & dues]

Premier...\$2,000.00 & over [includes full page ad in CPB & dues & 2 fair banquet tickets]

SPONSORSHIP SELECTION (select one):

_____ Seminar – "Food Safety Updates"

_____ Coffee Break – Thursday

_____ Coffee Break – Friday

Sponsored _____ Workshop – "ServSafe"

_____ Seminar – "Trucking Regulations Update"

_____ Keynote Speaker – Rich Engler

_____ Seminar – "How do we enhance the most important component.."

_____ Seminar – "What just happened... What can we do..."

_____ Seminar – "Getting through the Pandemic..."

_____ Seminar – "Advocacy for all, steps"

Sponsored _____ Seminar – "Special Baking Contests"

_____ Seminar – "Professionalism 101"

_____ Seminar – "Communication is Key"

Sponsored _____ Seminar – "Fair Funding"

Convention Book Ad:

Please confirm your ad size by checking the proper heading of your choice.

_____ 1/4 page.....\$ 40.00 (3 1/4" wide x 1 7/8" high)

_____ 1/2 page.....\$ 60.00 (3 1/4" wide x 3 3/4" high)

_____ full-page.....\$105.00 (3 1/4" wide x 7 3/4" high)

_____ Color ad additional \$30.00

_____ Ad copy is enclosed.

_____ Or email to: hrefner@centurylink.net

_____ You make up ad copy.

A check made payable to: "PSACF Convention Account" should be enclosed with your return of this form.

Deadline for SPONSOR and / or AD is December 1, 2021.

Please return this form to:

PSACF

128 Cumberland Road

Bedford, Pa 15522

SEMINARS

Keynote Speaker, Rich Engler

Trucking Regulations Update

A representative from the Pa. Motor Truck Association, located in Camp Hill, Pa. will give the latest updates for the industry.

Food Safety Updates

Changes and Updates from the PA Dept. of Agriculture.

How do we enhance the most important component of our Fair?

Presented by Barney Cosner

The future of fairs and agricultural programming is dependent on the youth who are a strong component of the educational mission of fairs past and present.

During the COVID Pandemic many fairs were able to have "fair type events", thanks to the youth programs involved with the traditional annual fair.

This session will focus on what fairs will need to do to enhance and strengthen this vital component of America's fairs

What just happened...What can we do to enhance the future of our Fair?

Presented by Barney Cosner

There is no quick fix, and it is not an individual, stand-alone project. Concepts and proven ideas that can be put into play, to create a "we can do this" process for the well-being of the fair will be gained from this dynamic presentation.

Getting through the Pandemic, using ideas to keep moving forward

Presented by Brandon Helgeson

Details forthcoming.

Advocacy for all, steps to being a great advocate for the causes we are passionate about

Presented by PA State FFA officer

Details forthcoming.

Professionalism 101

Presented by PA State FFA officer Teaching the general soft skills of employment by introducing the steps to appear professional to employers, supporters, and more.

This workshop will be for those looking to enhance the way they appear not only to the workforce world but in everyday appearances.

Communication is Key

Presented by PA State FFA officer

Introductory course for individuals to grow their communicating abilities. Communication is key not only in face-to-face meetings but also virtual meetings. We will cover general etiquette for both.