



110th ANNUAL CONVENTION
PA State Association of County Fairs and
PA State Showmen's Association
Wednesday - Saturday, January 18 - 21, 2023
The Hershey Lodge & Convention Center
Hershey, PA



October, 2022

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 110th PSACF/PSSA Convention. The convention will be held in Hershey, PA at the Hershey Lodge and Convention Center on January 18-21, 2023. 2022 registration was over 1500 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 2023 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

2023 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 – Brittany Hodak

_____ Seminar – "Leadership – Finding the Leader in You"

_____ YPI Event

_____ Youth Day – Saturday

_____ Seminar – "Creating the Magic"

_____ Seminar – "Succession Planning"

Sponsored _____ Seminar – "Active Shooter"

Sponsored _____ Seminar – "Special Baking Contests"

_____ Seminar – "What to expect when you come to the Trade Show"

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 \$35.00

_____ 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, 2022.

Please return this form to:

PSACF

128 Cumberland Road

Bedford, Pa 15522

SEMINARS

Keynote Speaker, Brittany Hodak

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.

Leadership – Finding the Leader in You

Presented by Larry Berry – IAFE speaker

Nothing is more critical to the success of an operation than great leadership. The goal of this program is to help others discover leadership traits within themselves, as well as identifying effective leadership styles for success. This interactive workshop defines 13 leadership characteristics critical to successful leaders, and how each one plays a part in being the best leader you can be.

Creating the Magic

Presented by Larry Berry – IAFE speaker

Not all experiences we have with our teams or customers will be magical. Handling guest and team challenges it not about what you said or did, but how you make others feel in the end. How does creating magic with your team transfer to creating magic with your customers and guests? Having worked for Walt Disney Company, known for exceptional guest service, you will learn the importance of training others to handle guest challenges.

Succession Planning

Presented by Kevin Koscell

No other title or description given as of yet

What to expect when you come to the trade show

We will be holding this seminar in one of the corners of the trade show. We will share with you what is expected when you come to the trade show and how to book your fairs entertainment and product and services. Note – This is the first time we will be doing this, please provide your feedback.

YPI event

To provide a community for young professionals to guide the future of the fair industry through leadership development, mentoring, incentives, education and idea sharing.