



111th ANNUAL CONVENTION
PA State Association of County Fairs and
PA State Showmen's Association
Wednesday - Saturday, January 17 - 20, 2024
The Hershey Lodge & Convention Center
Hershey, PA



October, 2023

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 111th PSACF/PSSA Convention. The convention will be held in Hershey, PA at the Hershey Lodge and Convention Center on January 17-20, 2024. 2023 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 2024 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

2024 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	Gold.....\$1,000.00 - \$1,499.00 [includes full page ad in CPB]
Brass.....\$100.00 - \$249.00	Platinum...\$1,500.00 - \$1,999.00 [includes full page ad in CPB & dues]
Bronze....\$250.00 - \$499.00 [includes ¼ page ad in CPB]	Premier...\$2,000.00 & over [includes full page ad in CPB & dues & 2 fair banquet tickets]
Silver.....\$500.00 - \$999.00 [includes ½ page ad in CPB]	

SPONSORSHIP SELECTION (select one):

<input type="checkbox"/> Seminar – "Food Safety Updates"	<input type="checkbox"/> Seminar – "60 Tips in 60 Minutes"
<input type="checkbox"/> Coffee Break – Thursday	
<input type="checkbox"/> Coffee Break – Friday	<input type="checkbox"/> YP Event
<input type="checkbox"/> Sponsored Workshop – "ServSafe"	<input type="checkbox"/> Seminar – "Blue Ribbon Guest Service Tips"
<input type="checkbox"/> Seminar – "Trucking Regulations Update"	<input type="checkbox"/> Seminar – "Let's Talk Anything About Fairs"
<input type="checkbox"/> Keynote Speaker – Marla Calico	<input type="checkbox"/> Sponsored Seminar – "Special Baking Contests"
<input type="checkbox"/> Seminar – Non-Profit Board Governance	<input type="checkbox"/> Sponsored Seminar – "Fair Funding"
<input type="checkbox"/> Sponsored Youth Day – Saturday	<input type="checkbox"/> Seminar – "Parliamentary Procedure"

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, 2023.

Please return this form to:
PSACF
128 Cumberland Road
Bedford, Pa 15522

SEMINARS

Trucking Regulations Update

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

Keynote Speaker Marla Calico

Marla is president and CEO of the International Association of Fairs and Expositions

60 Tips in 60 Minutes

Presented by Marla Calico

Non-Profit Board Governance

Presented: Rey O'Day, NICA Executive Director

Ever wondered "What's My Job" as a Board member? In the words of Bill Chaney "The Board's Job is not to run the organization, but rather to ensure that it is well run." In order to do that, Board Members need to know their role and responsibilities, the tools to use, the art of effective delegating, how to determine their operating style, and how to participate effectively in meetings. Moreover, Board Members who commit to understanding the power of building robust relationships between CEO's or Executive Director's and their Boards will find they serve productive and well-run organizations. "Trust" is the core value and "Speaking as One Voice" is the action. Come meet Rey, who has a lifetime of experience working successfully with Boards.

Blue Ribbon Guest Service Tips

Presented: Rey O'Day, NICA Executive Director

WE are in the business of making good memories, which means we all share the responsibility for being friendly and helpful. Philosophically we agree that providing excellent customer service for our fair and event attendees is something we want to do on a consistent basis; however, in our "busyness" we don't always remember to do it in the moments when it is necessary. Our guests need to feel welcome, comfortable, understood, and important. This is a session of useful, practical tips like "Know Your Neighborhood" and the "10/4 Greeting" that are simple and easy to implement. Learn how to provide Blue Ribbon Service Experiences that are so compelling that our guests can't stop talking about them to others.

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.

Let's Talk Anything Fairs

We invite you to come in and talk "Anything Fair Related". This topic of discussion is wide open and will be moderated by Shirley. You are encouraged to come to this and share ideas, problems or anything fair related. What better place to "bounce" ideas and problems you may be having off of others. Just remember, there may be another fair that has the same idea or problem you have.

Parliamentary Procedure