



112th ANNUAL CONVENTION
PA State Association of County Fairs and
PA State Showmen's Association
Wednesday - Saturday, January 22 - 25, 2025
The Hershey Lodge & Convention Center
Hershey, PA



October, 2024

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 112th PSACF/PSSA Convention. The convention will be held in Hershey, PA at the Hershey Lodge and Convention Center on January 22-25, 2025. 2024 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 2025 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

2025 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 – Jeremy Parsons

_____ Seminar – Succession Planning & Estate Planning

Sponsored Youth Day – Saturday

_____ Seminar – "Looking back to move your Fair forward"

_____ YP Event

_____ Seminar – "Competitive Exhibits – the Unsung Stars of Your Fair"

_____ Seminar – "Let's Talk Anything about Fairs"

Sponsored Seminar – "Special Baking Contests"

Sponsored Seminar – "Fair Funding"

_____ Seminar – "Junior Fair Boards – The Reasons Your Fair Needs Them!"

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, 2024.

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 Jeremy Parsons

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

Panel discussion.

Competitive Exhibits – the Unsung Stars of Your Fair

Presented by Jessica McLaughlin, IFMG, CFE (Washington)

Every entry from quilts to jams, goats to llamas, cupcakes to giant pumpkins can educate the public, entertain the guest, and offer a reward to the exhibitor. Many would argue that fair guests come through the gates just for carnival rides and food. Trust me, those same guests are also making their way into your exhibit buildings and barns to be “edutained.” Fairs have the ability to share their story through each of their competitive exhibit departments (both still life and livestock) with creative displays and educational elements enhancing the fair guest’s overall experience. The best part...many of the display pieces can be created at little to no cost and in all honesty, the sky is the limit when you open communication channels between your staff, volunteers, and exhibitors. Let’s talk about where competitive exhibits began and where they can go! (Workshop)

Junior Fair Boards – The Reasons Your Fair Needs Them!

Presented by Jessica McLaughlin, IFMG, CFE (Washington)

Fast forward 50 years from today. I will not be here, and you may not be here, but the fair will be, and it is going to need someone to lead it AND love it. Not only do we need to start TODAY infusing the ideas that youth can bring to the table to enhance your fair’s current offerings, but we need to find and cultivate youth that will become the leaders of tomorrow. What else can youth do now to become a part of your fair that will elevate the incredible path you are on? Let’s be sure our mindset is not what kids “can’t” do at our fairs but what they “can” do. With some guidance, they will not only “do” . . . they’ll “do it WELL.” (Workshop)

Succession planning & Estate planning

Presented by Kevin Koscil of Barley Snyder

This seminar will be geared to the retirements and next generation of Showmen and Farmers. What will your future look like as you plan for your retirement and the next generation to take over?

Looking back to move your Fair forward

Presented by Jeremy Parsons

Are you ready to set the bar high for your next fair? In this session, we'll dive into the post-Fair review and critique process, giving you the tools to review your fair and turn that information into actionable goals for the next one. Fair staff and boards, get ready to be inspired and motivated to make your fair the best one yet! Let's aim high and make your fair dreams a reality!