

2023 Texas Association of Fairs & Events Convention & Trade Show Schedule of Events

THURSDAY, JANUARY 5

10:00 a.m. **TAF&E Board Meeting**
Spinnaker

1:00 p.m. – 5:00 p.m. **Trade Show Exhibitor Move In/Setup**
Exhibit Hall

1:00 p.m. – 5:00 p.m. **Early Conference Registration**
Convention Center Lobby

1:30 p.m. **Texas Event Management Institute (TEMI) Session – Yacht Room**

Sponsorship Sales & Service - Part 1

Speaker – Carina Jimenez, CFEE, City of McAllen Parks and Recreation

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn't just happen. This session will cover the basics of sponsorship and successful sponsorship sales, including why sponsors sponsor and how to identify and create a valuable menu of sponsorship benefits/assets for your event. Students will also learn about the valuable world of mobile marketing. And we'll cover the critical role of sponsor service; the key to renewing and keeping those all-important sponsor partners we all depend on.

3:00 p.m. TEMI Break

3:30 p.m. TEMI Session #2 – Yacht Room

Sponsorship Sales & Service - Part 2

Speaker – Carina Jimenez, CFEE, City of McAllen Parks and Recreation

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5:00p.m. Past Presidents' Council Meeting
Convention Center Spinnaker Room

6:30 p.m. Presidents' Reception (Invitation only)
Convention Center Grand Ballroom Foyer (2nd Floor)
Presidents' Reception Sponsor: Crabtree Amusements

FRIDAY, JANUARY 6

8 a.m.-12 p.m. Trade Show Exhibitor Set-up
Exhibit Hall

8 a.m. - 5 p.m. Registration
Convention Center Lobby

Convention Tote Bag & Gift Sponsor
Houston Livestock Show & Rodeo

Lanyard Sponsor
Fusion Talent Group

Convention Name Badge & Ticket Sponsor
Saffire

8:00 – 11:45 a.m. Texas Event Management Institute Professional Development Seminars
Convention Center Yacht Room

8:30 a.m. TEMI Session #3 – Yacht Room
Running a Successful Merchandise Program

Speaker - Casey Watts, CFEA

From keepsakes to entry tickets; sponsor promotions to retail outlets; on-line and onsite; a successful merchandise program can drive both memories and revenues. This session will cover the components and considerations of a successful merchandise program.

10:00 a.m. TEMI Break

10:30 a.m. TEMI Session #4 – Yacht Room
The New World of Event Ticketing, Financial Transactions, and Audience Expectations

Speaker: Jessica Bybee-Dziedzic, Saffire

Technology has impacted every part of our world, including events, in ways we could never have imagined just a few short years ago. This session will talk about options, changes, and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events.

12:00 p.m. TEMI Lunch

11:30 a.m. Director for the Day Orientation Meeting
Spinnaker Room

1:00 p.m. Silent Auction Opens
Break Out Session Lobby

12:59 p.m. \$100 On-Time Door Prize
Grand Ballroom

On-Time Door Prize Sponsor: Heart of America Shows

1:00 - 2:15 p.m. Opening General Session

Grand Ballroom

Texas Youth Livestock & Agriculture – Livestock Ambassadors

Opening Session Presenting Sponsor: Visit Granbury

Choose your favorite educational sessions throughout the convention!

2:30 p.m. – 3:45 p.m. Concurrent Sessions

1. Engaging the Board on Big Picture Projects

Galleon I

One of the responsibilities of a Board of Directors is to be the key decision-making body of an organization or event. However, at what level do you need to engage this body? What is the role of staff vs. leadership? How do you sell a large project to your leadership to get buy in? These and many other pertinent topics will be discussed in this session.

Speaker: Dr. Chris Boleman, Houston Livestock Show & Rodeo

2. Insurance 101

Yacht

Things happen! When you start planning for your next event, one of the first things that you need to purchase is insurance. You don't just need insurance for the lady that twists her ankle in the parking lot but for employees, cancellations, and a number of other things that can happen at an event with thousands of people entering the gates each day. Come hear from an industry expert on what types of insurance that you do and don't need.

Speaker: David Olivares, Kaliff Insurance

3. Marketing With Your CVB!

Schooner

Do you work with your local Convention and Visitor's Bureau? Did you know that they could offer free services to help grow your festival or event's audience? Join Visit Conroe, Visit Galveston and Visit Granbury as they explain how they have helped their local events grow. Bring your questions to this informative session!

Speakers: Jodi Willard, Conroe CVB; Tammy Dooley, Granbury CVB; Alex Thomas, Galveston CVB

4. Booking, Producing, and Managing Fair & Festival Concerts

Galleon II

One of the largest attendance drawers at an event is the ENTERTAINMENT! How do you select the right entertainer that is in your budget? Once you have them secured what happens next to ensure that you draw a crowd and get a return on your investment? Come find out the steps to implementing a successful concert that works for the event, the entertainer, and the crowd.

Speaker: Mark Taylor, The Brock Agency, Inc.

5. Reorganizing your structure – Scary but IMPORTANT!

Harbor

Things do not need to always stay the same especially on a fair board that is always trying to meet the needs of an everchanging community. This session will cover the necessity to re-organize your board and the structure of your organization.

Speaker, Dean Fuchs, Washington County Fair

6. Innovations for Your Ticketing Strategies in the Digital Age

Clipper

Your festival is probably already pre-selling admission online, maximizing revenue and driving engagement long before the event even starts. But that's just the tip of the ticketing iceberg when it comes to addressing your audience's shifting technology expectations for event admissions and attendance. Dialing in your digital marketing, online sales, scanning and redemption, RFID and cashless solutions, all while reducing your dependency on staffing (headaches!) is so important. Come learn about our experience in how comprehensive, integrated digital ticketing and marketing can help you revolutionize the business of your event, save you money and stress and provide critical real-time reporting to help you achieve raging success!

Speaker, Jessica Bybee-Dziedzic, Saffire

3:30 – 6:30 Talley Amusements Lounge Open (outside of the Trade Show)

4:00 - 6:00 p.m. Trade Show Opening

Convention Center Exhibit Hall

5:45 – 6:15 p.m. Young Professional Initiative (YPI) Reception

(Open to attendees under 40 years of age)

Spinnaker

Sponsored by State Fair of Texas

6:15 – 6:45 p.m. First Time Attendee Reception

Galleon III

First-Time Attendee Reception Sponsor: Westmoreland Concessions

First-Time Attendee Door Prize Sponsor: Louis & Joan Katz

6:45 – 7:15 p.m. Welcome Reception Cocktail Party

Grand Ballroom Pre-Function Area

Welcome Reception Sponsor: Houston Livestock Show & Rodeo

7:15 – 8:00 p.m.

Dinner

Grand Ballroom

Friday Dinner Sponsor

Rio Grande Valley Livestock Show & Rodeo

8:00 – 8:30 p.m.

Live Auction

Live Auction Sponsor

North Texas Fair & Rodeo

8:30 p.m. - 10:30 p.m. Entertainment Talent Showcases

Grand Ballroom

Talent Showcase Sponsor: Fort Bend County Fair

10:30 p.m. \$100 Door-Prize Drawing
Grand Ballroom

Door Prize Sponsor
Fayette County Fair

Decoration Sponsors
dfest®
City of McAllen

SATURDAY, JANUARY 7

7:00 a.m. – 8:00 a.m. Breakfast Buffet & Door Prizes
Grand Ballroom

Breakfast Sponsor: State Fair of Texas & Titus County Fair

8:00 a.m.- 4:30 p.m. Registration
Convention Center Lobby

7:59 a.m. \$100 On-Time Door Prize
Grand Ballroom

Door Prize Sponsor: West Texas Fair & Rodeo

8:00 a.m. - 9:30 a.m. General Session
Grand Ballroom
Best Trade Show Booth Award
2023 TAF&E Ray Cammack Shows Awards of Excellence for Marketing and Communications

Marketing and Communications Award Sponsor - Ray Cammack Shows

Choose your favorite educational sessions throughout the convention.

10:00 a.m. – 11:15 a.m. Concurrent Sessions

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Speaker: Mark Taylor, The Brock Agency, Inc.

2. Safety of Man & Beast

Galleon II

When we think SAFETY typically accidents, injury, or other catastrophes involving people come to mind. One of the important things involved with fairs & rodeo is livestock. It is extremely important that our events take precautions to ensure that all livestock and their owners are safe not only for their well being but to prevent undue scrutiny by attendees. Come learn more about the care and safety of livestock show & rodeo animals.

Speaker: Clint Castellow, Pasadena Livestock Show & Rodeo

3. Reorganizing your structure – Scary but IMPORTANT!

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Speaker, Jessica Bybee-Dziedzic, Saffire

6. Texas Alcoholic Beverage Commission Update

Yacht

This session will cover the latest requirements and updates from the Texas Alcoholic Beverage Commission. Bring your questions and ensure that your event is prepared!

Speaker: TBD

10:00 a.m. TAF&E Associate Member Education Session & Meeting

Harbor

TAF&E Associate Members are invited to attend this education session and meeting. Rachel Cutrer of Ranch House Designs will lead a session on utilizing available tools to promote your business. The meeting will begin at 10:45 to elect leadership, hear updates and to provide input for the betterment of the of the convention and association.

Concurrent Education Session Sponsors

Montgomery County Fair

Washington County Fair

11:30 p.m. Luncheon
Grand Ballroom

Luncheon Sponsors: Amarillo Tri-State Fair & Rodeo, Houston Livestock Show & Rodeo

12:00 – 12:30 p.m. TAF&E Professional Awards and Hall of Fame Awards
Grand Ballroom

12:30 – 1:30 p.m. Talent Showcases
Grand Ballroom

Talent Showcase Sponsor: Heart of America Shows

Talent Showcase Drawing Sponsors

Central Texas State Fair

Central Texas State Fair

Durbin Electric

Keith & Lucinda Smith

1:30 – 2:00 p.m. **TAF&E Annual Meeting**
Grand Ballroom
Announcement of 2024-Convention Theme & Date
TAF&E Nominations Committee Report
Recognition of Outgoing TAF&E Board Members
Recognition of Outgoing TAF&E President
Announcement of Mr. & Ms. X Contest Winners

Mr. & Ms. X Contest Sponsor - Fort Bend County Fair

2:30-3:30 p.m. Concurrent Educational Sessions

1. Is your business or organization prepared for the threat of an active shooter incident?

Galleon I-III

Many disasters are the result of some force of nature such as hurricanes and floods. Some disasters are the cause of human actions such as active shooters. Regardless of the type of disaster your association needs to be prepared. How to prepare for an active shooter, survive the event, and rebuild as an association.

Speaker: Tina Taylor, Deer Park Police Department and Pasadena Livestock Show & Rodeo

2. Utilizing Available Tools to Promote Your Business!

Schooner

It is essential that you utilize every available tool (especially free) to promote your event. Come listen to one of the leading agriculture marketers discuss some of the available options to expand the exposure of your event.

Speaker: Rachel Cutrer, Ranch House Designs

3. YPI Education Session – Preparing Your Path

Yacht

This session will be a discussion by some of the industry's leading professional on how they got to where they are today. Bring your questions to learn more about how you can chart your career path!

Speakers: Panel Discussion

4. Assessing the Needs of Small & Medium Sized Fairs & Events

Clipper

This session is being planned to bring together small and medium sized fairs & events to identify and discuss their most pressing issues/needs. Bring your list of issues and be prepared for plenty of discussion with other events to get some answers and share experiences.

Moderated by: Kim Quinney, Austin County Fair

Concurrent Education Session Sponsor

Armstrong Shows

3:30 – 6:00 p.m. Talley Amusements Lounge Open (Outside of Trade Show)

3:30 – 5:30 p.m. Trade Show Open

Exhibit Hall

6:00 p.m. Silent Auction Closes & Check Out

Break Out Session Lobby

6:30-7:00 p.m. Sponsors Reception

Grand Ballroom Pre-Function Area

Sponsored by: Stiffers Concessions

7:00 p.m. Foundation Night Reception

Grand Ballroom Pre-Function Area

Foundation Reception Sponsor: Heart O' Texas Fair & Rodeo

7:30 p.m. Education Foundation Night Dinner & Dance

Grand Ballroom

Dinner & Dance included in convention registration fee.

Evening Entertainment: Moe Bandy

Education Foundation Night Sponsor: Amusement Midway Providers/AMP, Inc.

10:30 p.m. Drawing of President's Award

Presidents' Award Sponsor – Dr. Chris & Randi Boleman

Last Chance Drawing

SUNDAY, JANUARY 8

9:00 a.m. TAF&E Board of Directors Meeting

Spinnaker