

## **Friday, January 9, 2026 | 2:15 – 3:00 p.m. Round Tables**

### **Keeping the Sponsor Happy!**

*201B | Dustin Coufal, Heart O' Texas Fair & Rodeo*

Sponsors are the lifeblood of any fair, festival or event. But, maintaining those relationships takes more than just thank-you email. This roundtable will explore strategies to build strong, lasting partnerships with your sponsors and how to keep sponsors engaged year after year.

### **Pricing it All – Establishing Fair Event Prices**

*201C | Brady Ragland, Amarillo Tri-State Fair*

Rethink your approach to pricing and explore strategies to maximize revenue at your fair, festival, or event. This roundtable will explore how to set fair, attractive prices for attendees while balancing costs and revenue, providing insights to help you make smarter, more effective pricing decisions.

### **Crowning Moments: Queen Contests and Pageants**

*202A | Luis Saldana, Rio Grande Valley Livestock Show*

It's more than just crowns and sashes! This roundtable will explore ways to create a meaningful experience for contestants, and leave with ideas to take your queen contest or pageant to the next level.

### **Commercial Vendors: Who, What & Where**

*202B | Julie Bass, Houston Livestock Show and Rodeo*

Explore the ins and outs of commercial vendors at fairs and festivals in this interactive roundtable. Share strategies for recruiting the right vendors, selecting products and services that appeal to your audience, and determining optimal placement to maximize visibility and sales.

### **Of Course, We Have Insurance...**

*202C | Allen Kaminski, Austin County Fair*

You have an insurance policy. Now what? This roundtable walks through how to make the most of your coverage, understand what's actually protected, and navigate claims or issues when they arise.

### **Another 8 Seconds: All Things Rodeo**

*202D | TC Long, Gold Buckle Media Productions*

Hold on tight! This roundtable covers all things rodeo—from production and programming to marketing and partnerships. Learn how to elevate your event's entertainment value, create memorable experiences for your guests, and maximize your potential with sponsors and supporters.

**Saturday, January 10, 2026 | 10:15 – 11:00 a.m.**  
**Educational Sessions**

## **Enhancing the Exhibitor Experience: Building Value Beyond the Show Ring**

*201B | Michelle Helm, Tulsa State Fair*

Discover ways to elevate the junior livestock exhibitor experience! This session walks through proven strategies to add value to your show. Learn how these elements can strengthen participation and create a more memorable, meaningful experience for every exhibitor.

## **Small Fairs 101: Livestock Edition**

*201C | Dean Fuchs, Washington County Fair*

No bull, this session covers it all! This session will touch on all aspects of managing a livestock show, including drug testing, judge selection, entry fees and more.

## **Beyond Basic Rain Insurance: Non-Traditional Coverages**

*202A | Robert Holmes, Spectrum Weather and Specialty Insurance*

Explore weather protection options beyond traditional rain insurance. This session highlights innovative coverage solutions, what they include, and how they can provide added financial security for your event, no matter the forecast.

## **Media Award Success: More than Just Filling it Out**

*Joe Garcia | City of McAllen*

**More Details to follow.**

## **Strength in Awareness/Freedom in Action**

*202D | Taylor Talley, Talley Amusements*

Our members operate some of the largest public events in the state of Texas. This session will shed light on human trafficking issues and explore how events of all sizes can help prevent and respond to these concerns.

## **Everyone Loves a (Safe) Parade**

*203A | Steve Adelman, Adelman Law Group*

There is a surprisingly long list of things that have gone tragically wrong at parades and other events that take place on the streets of our cities and towns. This session will consider a variety of foreseeable risks and discuss ways to mitigate them based on the new American National Standard for Parade Safety, [ANSI ES1.42-2025](#).

## **Video Production as a Marketing Tool**

203B | *Diane Linderman, Great American Entertainment Company*

A short-form masterclass on marketing, social media and filmmaking, rooted in wholesome, heartfelt storytelling and real, hands-on experiences. In a digital age full of noise and short attention spans, this session will show fairs and events how to inspire, engage and connect with their communities.

**Saturday, January 10, 2026 | 2:15 – 3:00 p.m.**  
**Educational Sessions**

## **How to Make Talking Points Stick**

201B | *Tobin Redwine, Montgomery County Fair & Rodeo*

Backed by research in messaging and communication strategy, Dr. Tobin Redwine will share a framework for crafting impact statements, talking points, and social content that sticks with your target audience.

## **Small Fairs 102: People Edition**

201C | *Dean Fuchs, Washington County Fair*

Herding animals is easy, herding people is the real challenge! This session will explore strategies to manage people involved in the county fair, including volunteers, parents and vendors!

## **Crowd Control: Tips & Techniques**

202A | *Tina Taylor, Pasadena Fair & Rodeo*

Crowds are great! Right? Managing them safely and efficiently takes planning. Learn proven strategies and techniques to ensure a smooth and enjoyable experience for event attendees.

## **Setting the Sale: Maximizing Your Exhibitor's Return**

202B | *Madalynn Kainer, Washington County Fair*

Turn bids into success! Explore strategies for maximizing exhibitor returns, keeping bidders engaged, and creating a fun, high-energy sale experience that people will talk about long after the final bid.

## **Next Level Artificial Intelligence**

202C | *S. David Ramirez, SDMRamirez*

You've used ChatGPT. You've seen the magic. But now it's time to level up. This session is designed for fair and expo leaders who are ready to turn AI from a novelty into a strategy. We'll dig into how to build consistent, ethical, and effective AI use within small and mid-sized organizations. You'll learn how to lead the AI conversation in your organization, whether you're the ED, the marketing manager, or the person who "just gets tech stuff."

## **Plug Into Your CVB: A Partnership for Success**

202D | *Tammy Dooley & Jodi Willard, Visit Granbury and Visit Rockwall*

Do you partner with your local Convention and Visitor's Bureau? Their services could expand your festival or event's audience. Join Visit Rockwall and Visit Granbury as they share how they've supported local events and contributed to their growth. Bring your questions to this informative session!

## **Contracts, Deconstructed and Demystified**

203A | *Steve Adelman, Adelman Law Group*

We use contracts all the time, yet many of the provisions are incomprehensible to non-lawyers (and some lawyers too!). We will explore the scary boilerplate no one reads, but which will determine your rights and remedies if things go wrong. Cancellation and indemnification and force majeure, oh my!

## **Attracting Stellar Attractions to Your Event**

203B | *Keith Smith, Fort Bend County Fair*

Attractions are a key component of any fair or event. This session will cover strategies for identifying, booking and promoting attractions that draw attendees and create memorable moments.

**Saturday, January 10, 2026 | 3:15 – 4:00 p.m.**  
**Swap Shops**

## **Serving Up Success: Food Vendor Swap Shop**

201B | *Callie Huber, State Fair of Texas*

Swap ideas, troubleshoot challenges, and share what's working for food vendors and food trucks at fairs. "Serving Up Success" is a swap shop to exchange best practices, discuss trends, and learn from each other's successes.

## **Making the Most of In-Kind Support**

201C | *Cody Rosenbaum, East Texas State Fair*

Join this swap shop to share and discover strategies for leveraging in-kind donations at your fair or festival. Learn how others are turning donated goods and services into meaningful support, building stronger partnerships, and stretching event budgets without cutting corners.

## **All Hands on Deck: Volunteer Management at Your Event**

202A | *Katy Feller, Heart O' Texas Fair & Rodeo*

Step into this collaborative swap shop to share and discover practical strategies for recruiting, training, and managing volunteers at your fair or festival. Exchange ideas, learn what's worked at other events, and pick up tips to keep your volunteer teams engaged, motivated, and coming back year after year.

## **What Works for You? Ticketing Swap Shop**

*202B | Lindsay Robertson, Amarillo Tri-State Fair*

Participate in this swap shop to explore ticketing strategies that work for fairs and festivals. Share your successes, and gather practical tips for selling tickets efficiently, managing entry, and improving the guest experience.

## **Managing Your Message: Social Media Management Swap Shop**

*202C | Hannah Figg, North Texas Fair & Rodeo*

Engage in this interactive swap shop to share and discover strategies for managing social media at your fair or festival. Exchange tips on content creation, scheduling, audience engagement, and best practices to amplify your event's message and connect with your community.

## **I Tried Something New**

*202D | Madison Harris, Montgomery County Fair & Rodeo*

Tried something new at your event in 2025? Share your experience and learn from others! Discover fresh ideas, creative approaches, and innovative strategies that worked—or didn't—at other events. Take home inspiration to try something new at your fair, festival, or event.

*All sessions are subject to change.*