



Michigan Association of Fairs & Exhibitions

PO Box 127
Munger MI 48747-0127

989.450.5942
Fax: 989.659.2911
E-mail: mifairs@yahoo.com

www.michiganfairs.org

February 17, 2010

IAFE Zone 3 - 2010 Spring Meeting

March 5, 6, 7, 2010
Amway Grand Plaza Hotel
Grand Rapids Michigan
(*Tentative Agenda*)

Friday March 5

- 1:30 pm - Meeting Registration Desk Opens (Imperial Ballroom -2nd floor)
and... Silent Auction Items received
- 3:00 pm - Opening Session & Welcoming Remarks (Imperial Ballroom)
President of MAFE, Christian Miller, CFE
Chair, IAFE
- 4:30 pm – Animal Care – Animal Welfare - Animal Rights,
Dennis Rudat, Michigan Farm Bureau
- 5:00 pm – Travel to Kent County Youth Fair, Lowell
- 6:00 pm – Supper – hosted by the Kent County Youth Fair Junior Board
- 9:00 pm – Meet & Greet the Sponsors & Enjoy Hospitality

Saturday March 6

- 8:00 am - Continental Breakfast (Imperial Ballroom for morning sessions)
Silent Auction Bidding begins
- 9:00 am – Rick Day, Michigan State Fire Division & Allegan County Fair Director
General safety (including shows), livestock barn safety, exhibitors & exhibits in your
building, Michigan's new Smoking Legislation (effective May 1, 2010)
- 10:00 am – Refreshment Break
- 10:15 am – IAFE Fair Management Institute Session (open to all attendees)
“Building Relations with the Media, Building a Media List (and Tips on Keeping It
Current), Tips and Techniques for Good Media Interviews, and Developing a Crisis
Communication Plan” - Debbie Evans
- 12:00 Noon – Lunch included (Gerald Ford Ballroom)
- 1:15 pm – Tour of backside operations of the VanAndel Arena and/or DeVos Place Convention Center.
- 5:30 pm – Return to the Hotel and Supper on your own
- 9:00 pm - Hospitality Suite open

Sunday, March 7

- 8:00 am – Continental Breakfast (Ambassador Ballroom East)
- 8:30 am - IAFE Update (Ambassador Ballroom East for morning sessions)
- 8:45 am – NICA Update, Kevin Koski and Jim Hodson
- 9:00 am – Round Table Sessions
 - Trends in Sponsorship
 - Animal Welfare / Rights / Care / Health
 - Effective Carnival Promotions

January 7-9, 2010 – MAFE's 125th Annual Convention;
IAFE Zone III Spring Meeting March 5,6,7, 2010, Amway Grand Plaza Hotel
Convention Dates: January 13-15, 2011; January 12-14, 2012; January 10-12, 2013; January 9-11, 2014
at the Amway Grand Plaza Hotel & DeVos Place, Grand Rapids MI.

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Gate Promotions That Work
Profitable Grandstand Entertainment
Successes in Social Media

10:30 am – Refreshment Break
10:50 am – Silent Auction Bidding closes
11:00 am – Zone III Business Meeting
11:15 am – Silent Auction Results
12:00 Noon – Adjournment

Hotel Reservations: (Hotel is all Non-Smoking)

Amway Grand Plaza Hotel
187 Monroe Ave NW
Grand Rapids MI 49503
Ph: 800.253.3590 or 616.776.6450
www.amwaygrand.com

Room Rates: (US Dollars)

Single (1 person): \$108.00
Double (2 people): \$108.00
Triple (3 people): \$108.00
Quad (4 people): \$108.00
(Guest room rates are subject to 8% occupancy and 6% sales tax)

If you are non-profit 501c3, please make reference at time of making your reservations and they will forward the necessary forms for the 6% sales tax exemption.

Sponsors:

Allegan County Fair
Communications Direct Inc.
Kent County Youth Fair
McDonagh's Amusements Inc.
Mid America Shows Inc.
Lafayette Tent & Awning Co., Inc.
Skerbeck Bros. Shows Inc.
Variety Attractions Inc.
Amway Grand Plaza Hotel
Michigan Association of Fairs & Exhibitions

Visitor Information

Grand Rapids visitor information can be obtained by calling the Grand Rapids/Kent County Convention & Visitor's Bureau at 1.800.355.9740 or by visiting their website at www.visitgrandrapids.org.

A couple of the many attractions to visit:

Gerald R Ford Presidential Museum and the Grand Rapids Museum
(both located right across the river from the Amway Grand Plaza Hotel approx 1 ½ blocks)
31st Annual West Michigan Home & Garden Show, DeVos Place, March 4-7, 2010 (1 block)

Contact Info:

EJ Brown
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Michigan Association of Fairs & Exhibitions
989.450.5942
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REGISTRATION FORM IAFE ZONE 3 SPRING MEETING

Location: Amway Grand Plaza Hotel
Hosted by: Michigan Association of Fairs & Exhibitions
Grand Rapids Michigan
March 5-7, 2010

**** REGISTRATION DEADLINE: MARCH 1, 2010****

1 form per delegate (Please print or type)

Name: _____

Fair: _____

Address: _____

City: _____ State: _____ Zip/PC: _____

Phone: _____ Fax: _____

E-mail: _____

PLEASE ENCLOSE \$85.00 (US)
CHECK or MONEY ORDER
PAYABLE TO: IAFE ZONE 3

Mail to: MAFE
PO Box 127
Munger MI 48747-0127

Every Day is a Fair Day of Fun in Michigan!

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IAFE Zone 3 Silent Auction

at the Amway Grand Plaza Hotel in Grand Rapids, Michigan
March 5 - 7, 2011

DONATE TODAY!

This is a great opportunity to advertise and promote your fair, festival or your business, by donating any items of interest. Nothing is too large or small. Some suggestions might be collectibles, crafts, and framed prints. **MINIMUM VALUE \$25.00**

IF YOU COULD COMPLETE THIS FORM AND RETURN BY March 3, 2010;
it helps us begin to get organized for Silent Auction ahead of time.
Just bring your Silent Auction items with you to the IAFE Zone 3 Spring meeting.

FAIR/FESTIVAL/VENDOR _____
CONTACT _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
E-mail: _____

ITEMS(S) TO BE DONATED:

1. ITEM _____
ESTIMATED RETAIL VALUE _____
DESCRIPTION _____
2. ITEM _____
ESTIMATED RETAIL VALUE _____
DESCRIPTION _____

Please return by March 3, 2010 to:

Ruth Cornwell
St Joseph County Grange Fair
316 E Charlotte, PO Box 578
Centreville MI 49032

Ph: 269.467.8935 Fax: 269.467.7036
E-mail: rcfair@centrevillefair.com

Thank you for your support.

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