

EANS Newsletter

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EANS has new President



Brian Casey - President of the Exhibitions Association of Nova Scotia

Brian is Owner/operator of Caseydale Farms Ltd., a 120- head dairy farm involving three generations. He is married with three children. He has been involved with exhibitions in many different facets, having been a Draft horse exhibitor at several Nova Scotia exhibitions. He is also Director, Past president and member of the draft horse committee for Hants Co. Exhibition, Past President of the Nova Scotia Holstein Association, Co-Chair of the Draft Horse Committee, Maritime Fall Fair, and Chair of the Nova Scotia Animal Breeders

A Message from the New President:

Just a quick note to introduce myself and the new Board of Directors of the EANS. My name is Brian Casey and I will be your president for 2007/08. Glen has written an introduction along with the new Board names and contact information included with this Newsletter. Please feel free to contact myself, Glen, or any Board member with any concerns you may have.

I know everyone is just getting ready for another hectic and hopefully successful exhibition season, but I would like to draw your attention to the campaign by C.A.F.E. to increase membership in their Association. I realize money is tight with all of us, but I would like to encourage you all to become members of C.A.F.E. I think we all realize there is a lot of work that goes on behind the scenes and the membership dues to C.A.F.E. are a small price to pay for a voice on the National stage. They have done a lot and continue to work for us on a very small budget so I respectfully solicit your support on their (our) behalf.

In closing, I would ask that everyone send their official opening dates and times to me, as my wife and I are going to try to attend all exhibitions and fairs during my two-year term as your President.

Once again, all the best in 2007,
Thank you, Brian Casey, President, EANS



Marla Calico

Director of Grants and Special Education
International Association of Fairs and Expositions

60 TIPS IN 60 MINUTES TO IMPROVE YOUR FAIR

Presented at the EANS AGM by Ms. Marla Calico, Director of Grants and Special Education, IAFE

CARNIVAL

1. Regular meetings and communication with your “partner”
2. Change lay-out
3. Pre-fair safety walk-through

LIVESTOCK

4. Schedule shows to fit guests as well as exhibitors
5. Encourage/reward excellence in creative displays of animals
6. Evaluate program — make some tough decisions if necessary
7. Hands-on activities for urban kids
8. Keep equipment and service items “backstage”
9. Work with exhibitors to establish “make-up” areas away from guest traffic

EXHIBITS

10. Winners’ Row or other special highlight section
11. “You could be a winner, too!” — enlist future exhibitors **now**
12. Look at handbooks from other fairs for ideas
13. Create change (or perception of change) by altering layout, awards, etc.

ENTERTAINMENT

14. ALWAYS have a signed contract or letter of agreement/add your own rider
15. Communicate — from start to finish
16. Schedule a sure “draw” on a weak night to drive attendance

CONCESSIONS/COMMERCIAL EXHIBITS

17. Require applications on new vendors (references, photos)
18. Provide vendors with local business/service list
19. Take photos of each booth or stand
20. Audit all vendors for contract compliance

ADVERTISING

21. Seek advice from professionals
22. Be consistent in message, but fit message to medium
23. Survey existing audience to evaluate success of advertising
24. Get someone else to advertise for you — sponsors, exhibitors

PROMOTIONS

25. Tie-in with partners with vested interest in success of promotion
26. Group sales programs and company picnics

MEDIA RELATIONS

27. Get acquainted with local media
28. Deliver press releases in the way preferred by media (e-mail or fax or mail?)
29. If media has presence on grounds, validate in contract terms

GUEST SERVICES

- 30. Designate specific location and person for handling complaints.
- 31. Institute formal complaint review process
- 32. Changing tables (diaper decks) in restrooms; special place for mothers with small children; add services like wheelchairs for guests

JANITORIAL

- 33. "Smell-goods" and good lighting
- 34. Simplify chemicals/products to be used
- 35. EVERYONE (staff/volunteers/Fair Board) cleans bathrooms at some point

PERSONNEL

- 36. Do in-depth tour and orientation/training sessions
- 37. Hire services of groups (i.e. Cheerleaders) instead of individuals
- 38. Pocket card with map and important contact information
- 39. Incentive programs (rewards, recognition)
- 40. Provide surprise "thank you's"

OPERATIONS - GENERAL

- 41. Use coded language on 2-way radios for references to cash, tickets, etc.
- 42. Trade tickets for services and use of equipment
- 43. Plenty of trash cans — **with liners.**
- 44. Plant flowers — permanent beds AND pots or portable planters
- 45. Walk the grounds yourself — a lot
- 46. Take photos of everything
- 47. Making everyone happy is impossible — keeping everyone safe is achievable.

SPONSORSHIPS

- 48. Level playing field — establish specific benefits for specific \$\$ amounts
- 49. Court potential sponsors well in advance
- 50. Trade sponsorships are OK — Use good business practice to verify \$\$ value received
- 51. Put all agreements in writing
- 52. A sponsor at any level deserves a thank you and follow-up report

COMMUNITY RELATIONS

- 53. Establish regular communication with key players (city council, legislators, county officials, etc.)
- 54. Involve youth — high school, vo-tech schools, college — as advisors, volunteers, service providers, interns.
- 55. Participate in the community yourself — be visible in other endeavors
- 56. Be a good "neighbor" to individuals and businesses adjoining the fairgrounds

A FEW WORDS OF WISDOM

- 57. The power of "thank you".
- 58. Proper Planning Prevents Poor Performance
- 59. Attitude is everything
- 60. The difference between ordinary and extraordinary is just a little "EXTRA".

30 YEARS OF EXHIBITIONS

At the annual general meeting of the Exhibitions Association of Nova Scotia on January 29, 1977, the then President, Mr. Ross Ervin of Stewiacke said at the beginning of the meeting "Agriculture in Nova Scotia is a \$120-million business" and added "as urban centers grow larger, people get farther and farther from the farm production process. The exhibition gives the consumer an opportunity to see displays of farm products, to have entertainment and to better understand farming as an industry". He also noted that some 500,000 people "went through the turnstiles at Nova Scotia exhibitions each year."

Even today the message given by the then President rings true and his vision of the future of the fairs and exhibitions provided, and continues to provide, the value of these agriculture events for increased knowledge and information about farming. Thousands and thousands of visitors attend the agriculture fairs and exhibitions across the Province each year and gain the knowledge and information about the value of our farming communities.

**The Exhibitions
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Scotia**

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We're on the Web!

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<http://www.eans.ca>

About the EANS

The Exhibition Association of Nova Scotia is a non-profit organization that showcases the agriculture of the Province and relates the urban and rural communities through knowledge and awareness of farm activities while providing entertainment, community attraction for tourists and economic benefits for the Province of Nova Scotia.

Funding and services provided by the Province of Nova Scotia through the Nova Scotia Department of Agriculture, are greatly appreciated and adds support to the fairs and exhibitions in various parts of the Province from June to October each year.

The EANS Newsletter is published quarterly, relating events of the Nova Scotia Fairs & Exhibitions. Your contributions to the Newsletter would be appreciated. Please send all relevant material to:

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