

EANS Newsletter

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President's Report



Brian Casey - President of the Exhibitions Association of Nova Scotia

As we all look back on this year's exhibition season as with other years, I think we would all agree that one of the biggest obstacles we face is the weather - extreme heat in Bridgewater and Yarmouth and heavy rain on at least one day at most other shows. Since the weather is uncontrollable we all have to concentrate our efforts on what we can control. I think all of the Exhibitions did a fantastic job this year providing the public with a wide array of entertainment and educational activities. As your president, my wife and I attended 9 exhibition openings this past year and plan to get to the rest in 2008 - we were very well received and I think appreciated. I would like to thank all the managers and staff who were there to welcome us to their show.

I would also like to thank Minister Taylor for all his help and support in the past year. Your Executive Director, National Director and I met with all three Party Caucuses and stated our case for an increase in funding for our association. Hopefully we will see some positive results from those meetings.

Over the past year our Executive Director, Glen Jefferson, has been working on a number of funding programs, both provincial and federal and if you need any help with these programs, please contact him.

I was very fortunate to represent the EANS at the International Association of Fairs and Expositions (IAFE) convention in Las Vegas. This convention was a great learning experience and I hope I can use some of what I learned to benefit the Exhibition Association of Nova Scotia (EANS).

Our national director John Longley and our Executive Director Glen Jefferson attended the Canadian Association of Fairs and Exhibitions (CAFE) meeting in Toronto and continue to provide strong representation for our association on the national stage.

As a board we have tried to represent you and your exhibitions in your best interests. In the coming year we will continue to solicit government for more funding and we are also working on a more equitable way to distribute funds to our community fairs.

Finally I would personally like to thank Liz Crouse, Glen Jefferson, John Longley and the board for all their help this past year and I look forward to working with them in 2008.

Please remember - this is your association and we are here to carry out your wishes.

Respectfully submitted,

Brian Casey - President, EANS



Ms. Christine Sarty, Manager, South Shore Exhibition

Big Ex appoints New Manager

The Exhibitions Association of Nova Scotia welcomes Ms. Christine Sarty as the new appointed Manager of the South Shore Exhibition. Ms. Sarty has been a member of the South Shore Exhibition for some time and replaces Ms. Jean Marlin who resigned from the position in 2007. In the position of Manager, Ms. Sarty was in charge of the “Big Ex “ in the summer of 2007 which required a great deal of time and effort to plan and administer the many events of the agriculture exhibition. Ms. Sarty expressed thanks to the “Board of Directors, the staff and the dozens of volunteers that helped make it all happen. Without their support and dedicated help, putting the entertainment extravaganza together would not have been possible”. She also expresses “thanks to the thousands of people who attended this year’s Big Ex”. The South Shore Exhibition provides events that includes horses, oxen, music, magicians, ATVs, arts and crafts which provides entertainment for everyone. Ms. Sarty and staff will be back in 2008 with another exciting event and asks visitors to the www.thebigex.com website to obtain details on the week’s activities as they are posted



Building Communities Through Arts and Heritage

Each of Canada's communities is unique, and each is uniquely Canadian. This includes your community!

Communities are shaped by geography, history, their founders and those who came to live there. They continue to grow and change as the people who live there now build on those foundations.

The Building Communities Through Arts and Heritage program was created to help you celebrate your community, its past and its present. The Program will increase opportunities, through festivals or other events and activities, for your local artists and artisans to be involved in their community and for local groups to commemorate your local history and heritage.

Eligible events and activities must be local - created by and for your community. They must be open and accessible to the public and strongly encourage and promote the participation of everyone in your community.

The Program has two components:

Local Arts and Heritage Festivals

Festivals, events and activities that involve your whole community, give opportunities to local artists and artisans and/or celebrate local history and heritage.

Community Historical Anniversaries Programming

One-time commemoration of a major anniversary of a significant local person or event.

For more information:

Contact the **Building Communities Through Arts and Heritage Program**

Telephone(Monday to Friday, 8 a.m. to 6 p.m. ET):

- Toll-free: 1 866-811-0055
- Local: (819) 997-0055
- TTY*: 1 888-997-3123

On the web: http://www.pch.gc.ca/progs/dcap-bcah/index_e.cfm

From Tourism Nova Scotia:

The Exhibitions Association of Nova Scotia
40 Gateway Road,
Halifax, NS B3M 1M9

PHONE:
(902) 443-2039

FAX:
(902) 443-6721

E-MAIL:
glen.jefferson@ns.sympatico.ca

We're on the Web!
See us at:
<http://www.eans.ca>

Online Partnership Programs 2008

novascotia.com Expanded Content Listing

Operators are encouraged to take full advantage of the FREE expanded content programs including:

Area Overview Program	no charge
Expanded Features Program	no charge
Photo Program (can now accept up to 6 photos with captions)	no charge
Tour Starting Location Program	no charge
Website Rediprocal Link Program	no charge

NEW! Homepage Packages Program: Showcase your packages on novascotia.com. More information on this program will follow via Facts Flash.

CostTBD

PDF Brochure Program: The PDF Brochure Program enables Accommodation, Outdoor Activity, Attraction, Festival & Event and Tour Operators to submit a PDF of their brochure for download within their listing on novascotia.com. Adding a brochure to your listing is an easy way to provide potential visitors an opportunity to find out more about your tourism experience.

Cost\$50/brochure

Online Special Offers/Packages Program: Our Online Special Offers/Packages Program provides operators with the opportunity to feature their vacation value special offer/packages to visitors. Your special offers/packages will be featured on novascotia.com within the Packages section and within your operator listing and will be accessible by over 3 million visits annually. Focused core experience packages may also be featured in new strategic marketing communications developed for 2008. Certain criteria apply.

Cost\$50/3 month offer or package

Area Overview Program: The Area Overview Program enables Accommodation, Outdoor Activity, Festival & Event and Attraction Operators to suggest three complimentary locations/experiences that are located

near their operation. The end goal of this program is to provide visitors with a better understanding of what is in the area for them to enjoy. The three experiences submitted will be included within the operators listing on novascotia.com.

CostNo Charge

Tour Starting Location Program: The Tour Starting Location Program enables Tour Operators to submit a list of community names of where a visitor can begin their tour. The information submitted will be used to update the search tool within the Touring section to allow visitors to search by tour starting location.

CostNo Charge

Online Advertising Program: Details of the 2008 Online Advertising Program are currently in development. More information on this program will follow via Facts Flash.

CostTBD

Festival & Event Listings: Festival and event organizers can enter and manage their information listings online. Registered users can add new events, update existing events or delete events on an ongoing basis. Once approved, information will be available as a listing on novascotia.com in the Festival & Event section. All festivals and events entered into the database before November 30th will be printed in the following year's Festival & Event Guide.

CostNo Charge



nstpc.com



novascotia.com

On the web: <http://www.nstpc.com>