A Golden Opportunity Awaits You!

Join us and get your booth NOW for the 45th Annual IAFE Trade Show!

November 27-29, 2017, at the Paris Hotel in Las Vegas, Nevada
Why Should You Exhibit in the IAFE Trade Show?

- The IAFE Trade Show is the **LARGEST** in the fair industry with a total show attendance of over **4,000**!
- Educational programming at the Convention has minimal conflict with exhibit hours, giving delegates the time they need to visit your booth.
- Promote your business to **OVER 400 FAIRS AND EVENTS** that have at least one representative at the IAFE Convention.
- Meet face-to-face with additional professional attendees that include: special event producers, entertainment buyers, carnival executives, concessionaires, and facility managers.

2017 IAFE Trade Show

**Monday, November 27**
2:30 p.m.-6:30 p.m.

**Tuesday, November 28**
1:00 p.m.-5:30 p.m.

**Wednesday, November 29**
10:00 a.m.-1:30 p.m.

Booth Details

Each booth in the IAF E Trade Show is 8 feet deep by 10 feet wide. Booths are draped (black drapes) and include one identification sign for each exhibiting firm.

**Standard booth rates** are **$1,150** for IAFE members and **$1,250** for non-members (per booth). A **$100** corner/premium aisle charge will be added to the exhibit space amount for each corner space and all booths reserved in **aisle 700**. Space will be contracted beginning May 1, 2017. Exhibitor Priority Points will determine placement for those applications received prior to May 1. Assignment after May 1 will be based on the date the application is received. A non-refundable $300 deposit per booth will hold your space until Aug. 1, 2017, when the entire balance of your booth is due.

Exhibitors needing electrical outlets and furniture may order these items at an additional cost through the show service providers. An online exhibitor service manual will be made available to exhibitors approximately 3 months prior to our show.

Each exhibitor will receive 4 badges for the first booth purchased and 2 additional badges for each additional booth purchased. Badges **above** the allotment are **$50** each.

Trade Show Guidelines  *(individual situations may require more specific instructions)*

- Each booth will have an 8-foot-high draped back wall and 3-foot-high side drapes. Exhibits may not exceed 8 feet in height at the back wall and may not extend further than 4 feet from the back wall if the exhibit is over 3 feet tall. Any variation from these restrictions must be approved by the IAFE prior to the show.
- Floor load is 225 pounds per square foot, and the floor is carpeted. Ceiling height in the Paris Ballroom is 30 feet. Freight access doors are 10 feet wide by 13 feet, 10 inches tall.
- Cooking and/or the serving of food or beverage will be permitted only with the approval of the IAFE and the Paris Hotel Convention Services Department.
- Las Vegas Fire Department requires you to remove or disconnect batteries in all motorized vehicles or equipment displayed. Fuel tanks must be less than a quarter full and must be locked or sealed with tape. The Paris Hotel requires vis-queen to be placed under any motorized vehicle on display.
- Live entertainment performances and demonstrations within your booth space shall not disturb adjacent exhibitors and their patrons. Musical instruments and P.A. systems may not be used in individual booth spaces.
- All freight should be directed to the official show decorator on a prepaid basis. Booth setup is Sunday, Nov. 26, 8 a.m.-6 p.m. Tear-down of the booth may not begin until 1:30 p.m. on Wednesday, Nov. 29. Booths must be completely removed from the exhibit hall by 10 p.m. on Wednesday, Nov. 29.
- Prior to Nov. 1, each exhibitor is required to furnish a certificate of insurance to the IAFE. The coverage must be for General Liability with a combined single limit of $1,000,000. All insurance must be on an occurrence policy and must include the International Association of Fairs and Expositions and Bally’s/Paris Las Vegas as an additional insured.
- No hazing, smoking, or fog is permitted with any exhibit.
Check Out These Other Marketing Opportunities

1) **Beyond the Booth Showcase** – $300 for 15 minutes – Do you have a product, service, or act that you wish to showcase to convention attendees? Receive a 15-minute time slot in the showcase areas **located on the Trade Show floor**. The time slot you reserve will be promoted in the Official Convention Program. In addition, you will have the opportunity to mail invites to convention attendees . . . IAFE will supply you the mailing labels if needed. It will include seating for approximately 60 people. (Availability is limited and will be filled on a first come, first served basis.)

2) **Featured Exhibitor Booth Package** – $250
   - Enhanced listing in the 2017 IAFE Convention Program (**listing will be highlighted with a bright yellow background**).
   - A 50-word listing on the “Featured IAFE Exhibitors” page(s) of the Convention issue of *Fairs & Expos* magazine. You can use this listing to feature a specific product or simply give an overview of the product, service, or attraction that you offer to fairs. *This booth package is not available after Oct. 15, 2017.*
   - Highlighted listing in the Exhibitor section of the IAFE Convention Mobile App, including a YouTube link to a video you choose to feature.

3) **E-mail Blast and Ad Package** – $1,100 – Provide the IAFE office with the following items: 1 company logo; 2 images/photos; and your sales message in less than 150 words. The IAFE will format the above into an attractive email message, which will be sent to over 5,000 e-mail addresses affiliated with our association’s database. The message will be sent at an agreeable date. In addition, you’ll also receive a full page color ad in the Convention Issue of *Fairs & Expos*, which is mailed to all IAFE members prior to the Convention . . . and it also receives bonus distribution at the show. (Availability is limited and will be filled on a first come, first served basis).

4) **Mobile App Banner Ad** – $500 – Be 1 of 5 companies to have a rotating banner ad on the official Mobile App for the IAFE Convention.

5) **Sponsorship** – A wide range of sponsorship opportunities exist for the 2017 IAFE Convention and Trade Show. Please visit the IAFE web site at www.fairsandexpos.com for details or contact Steve Siever at 800-516-0313 for more information.

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**Standard Booth Package**

*Standard booth rate(s): $1,150 Members, $1,250 Non-members*

In addition to their booth, exhibitors receive:

- Listing in Official Program (**provided booth contracts and payment are received prior to Nov. 1st**). The listing includes company name and contact information provided to the IAFE office along with the exhibitor’s booth number.
- Attendees list – The mailing addresses of full meeting attendees will be emailed to exhibitors about 3 weeks prior to the show. (*This list does not include emails.*)
- Exhibitor badge holders are welcome to attend Continental Breakfast sessions Monday through Wednesday. (*Badge Required.*)
Last Year’s Exhibitors

The Annual IAFE Trade Show attracts exhibitors from all segments of suppliers of products and services for fairs and allied industries. Nearly 300 exhibiting companies, including ribbon and award manufacturers, talent agencies, equipment manufacturers, fireworks, ticket companies, various attractions, and a host of other firms, found success in reaching top industry buyers at the 44th Annual Trade Show in 2016. The IAFE thanks the following companies for their participation.

ABCKS Enterprises  
AAK Productions/Latino Entertainment  
ATV Big Air Tour

AVI/VIM  
Roger Abrahamsson Woodturner

accesso ShoWare  
Action Entertainment  
Admit One Products  
Agency for the Performing Arts  
Agri-cadabra/IBBS Productions  
Al the Artist / Really Keen Entertainment  
All Risks Limited

All Star Motorsport Productions  
Allied Specialty Insurance Inc  
Amazing Arthur Entertainment  
American Farm Bureau Foundation

for Agriculture  
Amlon Ticket Company  
Animal Alley Zoo  
Animal Cracker Crassity Puppies

Apache Trolleys  
Artists & Attractions  
Aussie Kingdom  
Automated Access Systems

BMW Motorcycle Owners of America  
Ballionopolis

Bandaliuni, One Man Band  
Basinger Audio Systems  
Battle Artist Agency  
Bear Creek Production  
Bear Hollow Wood Carvers  
G.I. Berg Entertainment  
Berk Enterprises  
BiCoastal Productions  
Michael Blaine Master Hypnotist  
Bleacher Builders  
Bluegreen Vacations  
Bohn’s Family Entertainment

Boots & Britches and The Dream Camper  
Braun Events Inc  
Brown Entertainment International  
The Johnnie Bubar Show

Bullock Smith & Partners, Inc  
CEW Enterprises/Sport Fence International  
CS Talent

Campground Automation Systems  
Canvas Craft Inc  
Capitol International Productions  
Casavant Productions Ltd.

Robert Castillo’s BMX Freestyle Team, LLC  
Cavallo Equestrian Arts  
Celebrity Talent International  
Chicago Honey Bear Dancers Inc.

Scott Christine Impossible Hypnotist  
CloudFaur  
Coca-Cola Refreshments  
Communications Direct

Concert Republic  
Conqueror by Robert Smith Presents, LLC

Conway Entertainment Group  
Jeff Cook & The Allstar Goodtime Band  
COOL DOG Productions

Coronas of Hollywood Fair Entertainment  
Creative Community Promotions LLC  
DLW Timberworks lumberjack Show

Kid Dave/All Variety Entertainment

Daves’ Buttley Crew  
Tom Davis, Tom As Garth  
Deliver

dfest® (Dixie Flag Event Services Team)  
Disc Connected K9s

Dispatch Talent  
The One Man Band, Marc Dobson

DockDogs Inc  
Charles Dorris & Associates  
Dragon Knights

Dream City Presents

Duck Enterprises  
EMC Tickets  
Electric Mud  
Encore Incentives  
Equilibrium Circus  
Elta

EventCorp Services Inc  
EVENTSIGNs BIZ  
Evergreen Music Network Inc

Expo Enterprise  
ExtremeFlx

Fair Advantage  
Fair Publishing House  
FairEntry.com

Fast Action Motorsports Entertainment

Fast Track Entertainment, Inc

Firefighter Show  
First Data and Clover POS  
Carol Fleming  
Florida’s Best  
Frazier Shows  
Freestyle Productions Inc.

Fun Rider Rentals

Fantastical Traveling Shows/FunCards  
FUSION Talent Group  
GT Grandstands

Gail Ann Marie Comedy Hypnosis Show  
Galaxy Evil Events

Gladious the Show  
gcashless corp  
Grandstand Event Apps  
Great American Entertainment Company LLC

Liz Gregory Talent Agency and Gregory Productions

Haas & Wilkerson Insurance  
Halls of Entertainment

Hanneford Circus Inc  
Harmony Artists Inc  
Health Tattin Entertainment  
Hedrick’s Promotions Inc

The Wake Henry Show  
Hi Li ProRodeo  
HomeTown Mobility

Hotel California “A Salute to the Eagles”  
Hypnotist Susan Rosen/SMR Productions

I Believe In Faires Productions  
ICM Partners

IMC-International Mascot Corporation

Imagination Gallery Inc

Impact Entertainment Services  
Indiana Ticket Co.

Information Station Specialists  
Innovation Station

Interactive Ticketing  
International Special Attractions, LTD

Comedy and Juggling of Paul Isaac  
Jacobs Manufacturing LLC

Jayson Promotions Inc  
C.H. Johnson Consulting

Dale Jones Entertainment  
K & K Insurance Group Inc

K & O Fairground Planners  
Kellee Kar Hypnotist

Key Park Recreation  
The Kinkead Entertainment Agency

Kissel Entertainment LLC

Kitchen Craft  
Klein’s Entertainment LLC

Knights of Valour, Inc

Kokoro Exhibits, LLC

LA Party Works Interactive  
LOL Entertainment  
Labor Finders

Lady Houdini Escape Show  
Lafayette Tent & Awning Company

Leapfrog Entertainment  
The Dennis Lee Show  
Lil Monster Trucks

Little Ray’s Reptile Zoo

Live Arts & Attractions  
Live3DS – Entertainment

Lonestar Livestock Equipment Co.  
M & E Sales  
MB Barnmaster

MPI Talent Agency  
Mango and Dango

MarTech Systems Inc

The Morevols Multis  
Mattress Firm

McCourt Mfg

Ken McMeans Presents

Mega Magic - Magician Mike D’Urzo

Mercy Music City LLC

Metropolis Management and Entertainment Group  
Michael Mezmer Entertainment  
Midwest Dueling Pianos

Milestone Productions, LLC

Mills Group  
Mildor Entertainment

Mobilemoney  
Monarch Talent Management

MoneyTree ATM  
The Monster Mural

Monster Truck Destruction Tour

Moo U Guided Livestock Tours, LLC  
The Moogician

Cale Moon

Music City Show  
My Pillow Inc

NDDA LLC

National Entertainment Group

National Event Services

National Recreation Systems

National Tractor Pullers Association

Next to Real and Associates

Nosh’s Way Exotic Petting Zoo and Pony Rides

North Pole Productions

OIC Advance

Old Texas Soda Co

OnCell

Osborn Hypnotics

Oscar the Robot by Pro-Bots

Outdoor Aluminum Inc

OutKast Inc

Pacific Animal Productions

Paradise Artists

Parlay Music Group  
The Party Company LLC

Patriotic Productions

Pirate High Wire Thrill Show

Pirate’s Parrot Show

Play With Gravity

Populous

Power Greats American Milkman

Prehistoric Adventures

Premiere Artists of Las Vegas

Primett Complex Designs

Pro View Global Digital Surveillance  
Protect the Harvest  
Pyramid Entertainment Group Inc

IRC Murals

Rattlesnake Dave’s West Texas Rattlesnake Show  
Red Frog Events

Regalia Manufacturing Co

The Rhinestone Roper Show  
Rixitine Recognition

Jeff Roberts & Associates

Robinson’s Racing Pigs

Robots and Cars Entertainment  
Saffire

Saltco Entertainment, LLC

San Diego County Fair

Alan Sands Entertainment

Sandscapes

Scooter Around Wheelchair & Scooter Rentals

Shenandoah

Shinsei Star Promotions

ShowClix

Show-Me Safari Petting Zoo/Pony Rides/Pig Races

ShoWorks Software (GladesInc Inc)

Stephen Siler Tunnel to Towers Foundation

Solomon Energy

Sound Concepts  
The Source Management Group

aka (Super Science Company)

Southern Bleacher Company Inc

Southern Star Productions

Spectrum Weather and Specialty Insurance, Inc.

Spot On Entertainment

Spyke the Dragon

Staats

Star Attractions

Stilt Circus  
Street Beat

Stundiele

Swede Beverage

Swiftly Swine Productions

The Tangled Threads

Tarter Farm & Ranch Equipment

Team TAJ

That Statue Guy

That’s Entertainment International

Thurmond Entertainment

Ticketforce

Timeshare Exit Team

Tommy G Productions

Trams R Us

Triangle Talent LLC

Triton Barn Systems Inc

Ty Jacksonville LLC

UMS Banking

USFMI KSMX

Uncommon USA

Ungerboeck Software International

Unique Images LLC

Universal Attractions Agency

Universal Latin Agency

Utopia Artists & Mars Talent Agency, LLC

Leroy Van Dyke Enterprises LLC

Variety Artists International

Variety Attractions Inc

Venue Smart LLC

WWW Manufacturing Co. Inc.

WOW Attractions

Watershow Productions Inc

Weldon, Williams & Cork Inc.

Western Fairs Association

Whirlie-DrinkWorks!

Wildlife Entertainment & Education/ diba Kashunga and the Alligator Show

Winemakers Wolfe Agency

Wolves of the World

Woodys Menagerie

Xpogo Stunt Team

Yota Enterprise

Zoppé an Italian Family Circus