



Fairs & Festivals:

Honestly, they're for everyone

IAFE March 15-17, 2019 Zone 5



Friday, March 15

- 2:30 p.m. - 3:30 p.m. Nebraska Innovation Campus tour #1*
(Bus loads @ 1:45 p.m. south side of hotel)
- 3:00 p.m. - 4:00 p.m. Nebraska State Capitol tour*
(Bus loads @ 2:30 p.m. south side of hotel)
- 3:00 p.m. - 7:00 p.m. Registration
- 3:45 p.m. - 4:45 p.m. Nebraska Innovation Campus tour #2*
(Bus loads @ 3:00 p.m. south side of hotel)
- 5:30 p.m. - 7:30 p.m. Complimentary Hotel Evening Reception
- 7:30 p.m. - 11:00 p.m. Hospitality with entertainment by Woody
- 8:00 p.m. - TBD YPI social & networking outing

~Dinner is on your own, check out our website or the CVB site for local restaurants!

*Advance registration for the tours is appreciated. Please contact stynan@statefair.org to sign up.

Tour on your own:

- **Nebraska State Fairgrounds** (If interested please call 308.382.1620 or email contact@statefair.org. Tours available between 9:00 a.m. - 4:30 p.m.)
- **Memorial Stadium** (Tours are self guided 8:00 a.m. - 5:00 p.m.)
- **Lancaster Event Center** (If interested please contact Amy Dickerson at 402-429-1950 or adickerson@lancastereventcenter.org so she can make tour arrangements)
- **Speedway Motors Museum of American Speed** (Tours are self guided 12:00 p.m. - 4:30 p.m., Admission is complimentary for Zone 5 participants.)

Saturday, March 16

- 7:00 a.m. - 10:30 a.m. Breakfast at hotel
- 7:30 a.m. - 10:30a.m. Registration
- 8:45 a.m. - 9:00 a.m. Welcome
- 9:00 a.m. - 10:30 a.m. Opening Session - Keynote Speaker Lisa Mills
- 10:30 a.m. - 10:45 a.m. Break

Saturday, March 16 (Continued)

10:45 a.m. - 11:45 a.m. Workshops: Animal Health at the Fair (panel); Thinking Outside the Industry: Education & Entertainment Idea Generation (panel); Recycling & Sustainability at Your Event (presentation); How to Drive Social Media Engagement (presentation); Foundations & Fundraisers (presentation).

12:00 p.m. - 1:00 p.m. Lunch at hotel - with round table topics

1:15 p.m. - 3:45 p.m. Spouse Outing at International Quilt Study Center & Museum (load bus at 1:15 p.m. south side of hotel)

1:15 p.m. - 2:00 p.m. Workshops: Recycle. Reuse. Recreate. (presentation); Building Sponsor Strategy, Size is Irrelevant (presentation); Board Governance: Policies and Procedures (presentation); IAFE Competition Prep: Webinar and Q&A (presentation). More to come!

2:00 p.m. - 2:15 p.m. Break

2:15 p.m. - 3:00 p.m. Workshops: Gate & Partner Discounts that Work (presentation); Understanding What Radio is All About: contest, giveaways, promotions, ad buys, & how to work with artists (presentation). Creating a VIP Experience at your Fair (panel); Understanding the Generations (panel). More to come!

3:00 p.m. - 3:15 p.m. Break - Cookies & UNL Dairy Store Ice Cream Social

3:15 p.m.- 4:15 p.m. Workshops: Renting vs Purchasing (presentation); Assigning Value to your Sponsor Benefits: How to Create a Trusted Formula (presentation); Insurance: the good, the bad, the ugly (presentation); New and Unique Ways to Display Competitive Exhibits (panel). More to come!

4:30 p.m. - 5:00 p.m. Load bus for tour

5:00 p.m. - 6:00 p.m. Pinnacle Bank Arena tour

6:00 p.m. - 6:15 p.m. Load bus & return to hotel from PBA tour

6:15 p.m. - 7:30 p.m. Complimentary Hotel Evening Reception

7:30 p.m. - 9:00 p.m. Dinner at hotel

9:00 p.m. - 11:00 p.m. St. Paddy's Day Celebration
with music, entertainment, and games!

Sunday, March 17

7:00 a.m. - 10:30 a.m. Breakfast at hotel

9:00 a.m. - 9:45 a.m. Zone 5 Business Meeting

9:45 a.m. - 10:00 a.m. Break

10:00 a.m. - 11:30 a.m. IAFE Institute Class - "What does your Agriculture Competitive Programming Portfolio Look Like?"
Presented by Jen Cannon, Iowa State Fair