

**Louisiana Association of Fairs & Festivals**  
**Member Packet**  
**Annual Convention**  
**Crowne Plaza, Baton Rouge, Louisiana**  
**February 2-5, 2012**

The Louisiana Association of Fairs & Festivals Annual Convention is scheduled for February 2-5, 2012 in Baton Rouge Louisiana at the Crowne Plaza. The theme, "Louisiana, A Southern Tradition", will be both fun and rewarding. All delegates are encouraged to dress on Friday night representing their favorite Southern Tradition and join the festive parade of events and Board. Be creative because the Shrimp & Petroleum Festival has offered to present awards to the best costumed group, individual & queen.

All events are encouraged to advertise their future dates in the Convention Program for a small additional fee. A one-quarter page ad is only \$25.00 and a line ad is a mere \$10.00. Example: Lollipop Festival - June 7 & 8, 2012. Also, the LAFF Hospitality Suite is a great opportunity to network with fellow volunteers. If your event has a speciality food that you want to share, please contact your District Director and make arrangements to add your "Taste of Louisiana" to the wonderful selection provided. Cash donations are always welcomed and solicited on the Convention Registration Form.

## **Please Read the Information in this Packet Carefully**

Each Fair/Festival is allowed two voting delegates and as many additional delegates as each event may want to send. With every registered full packet purchased, the Fair/Festival is entitled to **ONE** extra ticket to each function at which a ticket is required. For example, if your event has Six (6) registered delegates with full packets, you can buy Six (6) extra tickets to the Friday Night Dinner, the Saturday Luncheon, the Saturday Night Banquet/Pageant, and the Sunday Morning Installation Breakfast. All Ticket holders will be seated at round tables of 10's.

**NO ONE will be allowed to any ticketed event without a ticket.**  
**This will include all ages from birth to elderly.**

Friday night Showcase and Saturday night Banquet/Pageant tickets will be issued on first come, first serve basis. The first registration to arrive will be seated at the table nearest the stage and so on. So if you want a good table you must send in your registration early.

**Convention Registration is**  
**\$145.00 per person prior to December 1, 2011**  
**& \$170.00 per person after December 1, 2011**

# Convention Registration Form

Name of Fair/Festival \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Voting Delegate: \_\_\_\_\_ \$ \_\_\_\_\_

Voting Delegate: \_\_\_\_\_ \$ \_\_\_\_\_

Additional Delegates: **(Use additional sheets if necessary)**

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

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\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ Sub Total \$ \_\_\_\_\_

Convention Program Ad (\$10.00 or \$25.00) \$ \_\_\_\_\_

Membership Renewal - \$75.00 \$ \_\_\_\_\_

Pageant Registration Fee- \$150.00, after 12/01/11 - \$175.00 \$ \_\_\_\_\_

\$ \_\_\_\_\_

Additional Tickets (Total from form on next page)

\$ \_\_\_\_\_

Hospitality Room Sponsorship \$10.00 (Optional) \$ \_\_\_\_\_

Grand Total \$ \_\_\_\_\_



# Louisiana Association of Fairs & Festivals

## 2012 Convention Schedule of Events

### ***Thursday, February 2, 2012***

- 10:00 AM Board of Directors Pre-Convention Meeting  
2:00 PM - 7:00 PM Registration - Atrium  
6:00 PM - 6:30 PM Queen's Registration - Cypress I & II  
6:30 PM - 8:30 PM Queen's Party - Governor's Mansion (**Queens Only**)  
6:30 PM - 7:00 PM Pageant Directors Meeting - Cypress I & II

### ***Friday, February 3, 2012***

- 7:30 AM - 9:30 AM LAFF Hospitality / Continental Breakfast - Suite 353 (**Badge Required**)  
8:00 AM - 4:00 PM Registration - Atrium  
8:00 AM - 5:00 PM Queen's Interviews - Suite 253  
8:30 AM First Timers' Orientation - Premier II  
9:00 AM - 11:30 AM General Business Session - Premier II & III  
11:30 AM - 5:00 PM Marketing Awards Display - Bayou/Levee Rooms  
11:30 AM - 1:30 PM LAFF Hospitality / Luncheon - Suite 353 (**Badge Required**)  
11:30 AM - 2:30 PM Trade Show - Cypress II (**Badge Required**)  
2:30 PM - 3:30 PM Workshops (**Badge Required**)  
3:45 PM - 4:45 PM Workshops (**Badge Required**)  
5:00 PM Nominations Close  
7:00 PM Showcase Dinner / Queen's Introductions (**Ticket Required**)  
Awards to be given for Best Costumed Group, Individual & Queen  
(Sponsored by Louisiana Shrimp & Petroleum Festival)  
10:30 PM Hospitality / Visitation with Associates

### ***Saturday, February 4, 2012***

- 7:30 AM - 9:30 AM LAFF Hospitality / Continental Breakfast - Suite 353 (**Badge Required**)  
8:00 AM - 4:00 PM Registration - Atrium  
8:30 AM First Timers' Orientation - Premier II  
9:00 AM - Noon Evening Gown Preliminaries - Premier I (**\$5.00 Admission**)  
9:00 AM - 4:00 PM Marketing Awards Display - Bayou/Levee Rooms  
9:00 AM - 10:00 AM Workshops (Badge Required)  
9:30 AM Associates' Election - Cypress II  
10:00 AM - 2:00 PM Trade Show - Cypress II (**Badge Required**)  
11:45 AM - Noon Trade Show Drawing - Cypress II (**Badge Required**)  
12:00 Noon Showcase / Luncheon - Premier II & III (**Ticket Required**)  
2:00 PM - 3:00 PM LAFF Board & District Directors Election - Atrium  
3:00 PM - 4:00 PM Workshops (**Badge Required**)  
4:00 PM - 5:00 PM Election Run-off - Atrium  
5:00 PM - 6:00 PM Cash Bar - Atrium  
6:30 PM Banquet - Premier I, II, & III (**Ticket Required**)  
7:30 PM Pageant - Premier I, II, & III (**Ticket Required**)

### ***Sunday, February 5, 2012***

- 9:00 AM - 10:30 AM Installation Breakfast - Cypress II (**Ticket Required**)  
10:30 AM LAFF Board of Directors Meeting - Executive Board Room

# **Louisiana Association of Fairs & Festivals**

## **15<sup>th</sup> Annual Awards Program**

These awards are designed to honor the best in Louisiana's Fairs & Festivals. Recognition of your event is critically important in your community in order to secure support, volunteers and cooperation. Please appoint someone with your organization to enter your fair or festival in the competition.

In order to compete in the Awards Program your event must be a member of LAFF in good standing. There is a fee of \$5.00 for each item submitted; therefore, multiple entries in one category are accepted but require an entry fee for each entry. Judges will be from out of state and judging will take place immediately after the deadline of December 1, 2011. **Late entries will not be accepted.** All marketing items entered will be sold at the LAFF General Store, unless other arrangements are made **prior** to convention.

### **Categories and Divisions**

#### **Marketing Awards and Special Recognition Awards**

Division I - (0----25,000)

Division II - (25,001----50,000)

Division III - (50,001 and over)

Competition is divided into two categories with three divisions in each category: Marketing Awards and Special Recognition Awards. Marketing Awards which include Brochure, Cap, Pin/Button, Poster, Program Book, T-Shirt, Website, and Marketing Item other than those listed, are judged Fairs and Festivals against each other. Special Recognition Awards include Volunteer of the Year, New Event of the Year and the Classic Award and they are judged Fairs against Fairs and Festivals against Festivals. Both categories are judged by division according to size and attendance.

All Entries Must Be Sent By **Registered Mail** To

Mark Bernard  
1060 Lynn Romero Drive  
Breaux Bridge, Louisiana 70517  
337-224-7824 - Cell  
337-332-1648 - Home  
E-Mail [markbernard56@yahoo.com](mailto:markbernard56@yahoo.com)

## **Entry Deadline Is December 1, 2011**

# Marketing Awards

## **Brochure / Cap / Pin or Button / Poster / Program Book / Website Best Marketing Item - Other**

The Best Marketing Item category is designed for items that do not fall into one of the designated categories. Suggestions include, but are not limited to items such as cookbooks, aprons, cups, mugs, etc. Only items with event name or logo will be considered. If you have any question please call your LAFF District Director.

## Special Recognition Awards

### **Volunteer of the Year**

Nominee should be an individual who has given unselfishly to the betterment of a fair or festival and exemplifies a commitment to the success of LAFF or special events. Winner will be kept secret until the presentation of awards during the Annual LAFF Convention. Please be willing to help ensure that your nominee attends the awards ceremony. Please attach a typed sheet answering the following questions about why your nominee would win this award. In addition, you may include resume, press clippings, letters or any information which you feel should be considered by the judges making the decision. In your opinion, why should your nominee win? Please give a specific example of something your nominee has done which illustrates how this person has fulfilled the criteria for winning this award. Recipient must not be compensated for their services by the Fair or Festival.

### **New Event of the Year**

The Fair/Festival must be less than five years old. This award is based on uniqueness and community contribution. Describe activities of your event including rides, arts and crafts, food booths, entertainments, etc. Also describe in 200 words or less why your event should receive this award. Please attach any publicity that will help the judges make their decision. **Once your event wins this award it is no longer eligible to enter this category.** Your event may however, enter any of the other categories you choose.

## **Classic Award**

### **Fair or Festival of the Year**

Eligible are those Fairs or Festivals that have been in existence for more than ten years and still maintain their appeal, quality, media coverage, and progressive approach. In 500 words or less give a description of event, activities of event, brochure and/or schedule of events, publicity, documentation, etc. Include what the proceeds of your event are used for. You must attach a typed sheet answering the following questions. In addition, you must include press clippings, letters, or any other information to be considered by the judges. In your opinion, why should your event win? Give a specific example of something your event has done which illustrates how this event has fulfilled the criteria for winning this award. What is the attendance of your event? How many years has your event existed? What activities take place at your event? Please send a brochure of your last event with your entry.

# Awards Program Entry Form

There is a \$5.00 entry fee for each entry in both Special Recognition and Marketing Categories. If more than one entry is submitted in a category, there is a \$5.00 fee for each entry. (Example: if you submit two T-shirts with different designs, each shirt is a separate entry.) Please submit one entry form with total payment and separate forms attached to each entry. The entry form below must be completed in full on all entry forms. (Hint: complete this section and then copy for each entry.)

Fair/Festival: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

## Special Recognition Awards Judged Separately (Circle One)

Volunteer of the Year	Fair or Festival	Division I, II, III	\$ _____
New Event of the Year	Fair or Festival	Division I, II, III	\$ _____
Classic Award	Fair or Festival	Division I, II, III	\$ _____

## Marketing Awards Judged Together (Circle One)

Brochure	Fair or Festival	Division I, II, III	\$ _____
Cap	Fair or Festival	Division I, II, III	\$ _____
Pin or Button	Fair or Festival	Division I, II, III	\$ _____
Poster	Fair or Festival	Division I, II, III	\$ _____
Program Book	Fair or Festival	Division I, II, III	\$ _____
Website	Fair or Festival	Division I, II, III	\$ _____
Marketing Items-Other	Fair or Festival	Division I, II, III	\$ _____
		Total Amount	\$ _____

**Make Check Payable to LAFF**

# Hotel Information

A block of rooms has been reserved at the Crowne Plaza, 4728 Constitution Ave., Baton Rouge, LA 70808, where all convention activities will be held. If you plan to stay at the hotel, make your reservations directly by calling (225-)925-2244.

## **Crowne Plaza Baton Rouge**

4728 Constitution Avenue  
Baton Rouge, Louisiana 70808-3206  
225-925-2244

The following neighboring hotels have agreed to book rooms for the LAFF Convention if you are unable to secure a room at the Crowne Plaza. You must call the hotel of your choice and tell them you are with the LAFF organization for the reduced rate. Cut-off dates apply so call early.

## **Comfort Inn**

(Formerly Holiday Inn Express)  
4924 Constitution Avenue  
Baton Rouge, Louisiana 70808  
225-930-0600

## **Embassy Suites**

4913 Constitution Avenue  
Baton Rouge, Louisiana 70808  
225-924-6566

## **Hampton Inn**

4646 Constitution Avenue  
Baton Rouge, Louisiana 70808  
225-926-9990