

INNOVATE
* CELEBRATE *



PERFORM LIVE MUSIC

FOR THE FAIR INDUSTRY'S
KEY ENTERTAINMENT BUYERS.

Western Fairs Association members attract over 25 million fans throughout the Western United States & Canada. These fairs collectively spend millions of dollars each year on entertainment. For an opportunity to grab some of those entertainment dollars, Showcase at the 2010 WFA Convention & Trade Show.

- * A WFA Showcase is THE marketing tool for musical groups and entertainers looking to play their local and/or surrounding fairs. **(A Showcase is your 15 minutes to audition for fair entertainment buyers.)**
- * We provide the concert quality sound, stage, lights, technicians, and backline. You provide your best 15 minutes of music!
- * Acts selected to Showcase will perform either on January 25 or 26, 2010. Performances take place in the Reno Ballroom and begin at 7:30 pm both nights.

NEW this year! Video Showcase for Grounds Acts, Interactive Exhibits, and Specialty Shows. During stage turnovers, we will showcase 1½ minute video clips of your act.

WESTERN FAIRS ASSOCIATION
JANUARY 25 & 26, 2010
GRAND SIERRA RESORT & CASINO, RENO, NEVADA



* REQUIREMENTS *

* MUSICAL SHOWCASE

Provide the following with your application: 2010 Showcase Application, \$25 Application Fee, DVD (preferred) or VHS of your act performing (3 min only), One 8"x10" photo suitable for printing, Stage layout including instruments (Please provide only these 5 pieces with your application).

Please note: limited showcasing slots are available, only the best will be selected for the WFA convention.

* VIDEO SHOWCASE

To be eligible for a Video Showcase slot, you must have purchased a Trade Show booth. Please provide a 1½ minute DVD/video, one 8"x10" photo and application. No application fees apply for video showcasing. For Trade Show information, visit our website www.WesternFairs.org to download the brochure.

* HOW TO APPLY

1) Mail application with requirements to:

SHOWCASE 2010 – Western Fairs Association
1776 Tribute Rd., Ste 210
Sacramento, CA 95815

2) For Musical showcasing only: you can upload your EPK on Sonicbids.

Applications for both music and video showcasing must reach the WFA office or be available for viewing no later than October 31, 2010.



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* Questions? Call or email Liz
* (916) 927-3100
* lizw@fairsnet.org
*

FF TESTIMONIALS JJ

“Showcase was a huge boon to our business, telling people what you do is not as powerful as showing them. Showcasing combined with a Trade Show booth definitely increased our visibility making it possible for the buyers to find and talk with us. The Showcase and Trade Show booth were well worth the money spent.”

Charles Hurley
The Amazing Harmnoatras

“Performing at the WFA Showcase was a great opportunity for the Hot Rods Band to be heard by all California fairs at one time. After our performance, several fairs wanted to book us. The fair board members later met with us at our Trade Show booth to discuss dates. We got several bookings and played at fairs through out the summer.”

Scott Porter
Hot Rods Band

PERFORMANCE FEES

Musical showcase performance fees are set at \$600 and include the following:

One 15 minute performance; your photo and contact information in the convention issue of our magazine the *Fair Dealer*; a link to your website on our website Showcase page along with your photo and contact information; on-site promotional signage; WFA member Fair mailing labels; backline; concert quality sound, stage, lights, technicians, and video; multiple networking opportunities; Convention registration; discounts on Showcase/Trade Show packages; an audience of buyers shopping for new entertainment for their fair including our Preferred Buyers (fairs who have committed to hiring at least one Showcase act to perform at their 2010 fair).

VIDEO SHOWCASE FEES

Video Showcase performance fees are set at \$75, selected videos will be shown once each evening, to an audience of buyers shopping for new entertainment for their fair. Our audience includes the Preferred Buyers (fairs who have committed to hiring at least one Showcase act to perform at their 2010 fair.)

CUSTOMIZE YOUR SHOWCASE

Ask about adding a Trade Show Booth, WFA Membership, or Advertising to your Musical Showcase. *Additional fees will apply



Showcase 2010 Application For Musical Groups



Name of Group _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ Cell: () _____

Email: _____ Website: _____

Brief Description to be used in promotional materials (30 words or less) _____

CHECK BOX TO USE DESCRIPTION IN THE WFA DIRECTORY

Act is Represented by: Self Agent/Agency Manager

(Circle one)

Agent/Manager _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ Cell: () _____

Email: _____ Number of people in group: _____

PLEASE SEND ALL COORSPONDANCE TO: MYSELF AGENT MANAGER

PERFORMANCE FEE RANGE (circle one)

UNDER \$500 \$501 \$1000 \$1001 \$2500

\$2501 \$5000 \$5001 \$10,000 \$10,000 +

PLEASE PROVIDE A BRIEF DESCRIPTION OF FEES CHARGED: _____

APPLICATION MUST INCLUDE A \$25 PROCESSING FEE

Credit Card Number: _____ Exp Date: _____

Name on Card: _____ CVC Code: _____

Billing Address: _____ Zip Code: _____

Signature: _____ Date: _____

MAIL TO: Western Fairs Association ©SHOWCASE 2010 ©1776 Tribute Road ©Ste 210 ©Sacramento ©CA ©95815

FAX TO: (916) 927 6397

Contact: Liz Waxstein

916 927 3100

