



## **2007 C.A.F.E. Annual Convention Call for Presentations**

Convention to be held November 5-8, 2008

Sheraton Cavalier Hotel, Saskatoon, Saskatchewan

The Canadian Association of Fairs and Exhibitions (C.A.F.E.) is seeking to recruit presenters and session speakers for its 2008 annual convention in Saskatoon, Saskatchewan hosted by Saskatoon Prairieland Park.

The Call for Presentations is open to anyone wishing to participate as a speaker or those who have topic ideas or speaker suggestions for inclusion in the C.A.F.E. program.

It is C.A.F.E.'s hope that our educational program at the convention will not only meet the education and professional development needs of our attendees but also expand our industry's Speakers Bureau. The invitation to participate and share your topic ideas or speaker suggestions is for all of C.A.F.E.'s members and other interested parties.

Please note that the deadline for submissions is **June 13, 2008**. Presenters will be notified on or before July 18, 2008 regarding the suitability of the proposed presentation and our ability to accommodate it in the program schedule.

**For information on how to apply, please visit [www.canadian-fairs.ca](http://www.canadian-fairs.ca) and download a copy of the application package or call 1-800-663-1714 ext: 226.**

We are always looking for new ideas and different perspectives when it comes to our educational programming. Thank you in advance for considering this exciting opportunity.

Complete applications should be submitted to:

Kim Chadsey  
Associate Executive Director  
Canadian Association of Fairs and Exhibitions  
43 Eccles Street  
Ottawa, ON K1R 6S3  
[kim.chadsey@canadian-fairs.ca](mailto:kim.chadsey@canadian-fairs.ca)



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2008 C.A.F.E. CONVENTION  
Saskatoon, Saskatchewan  
November 5-8, 2008

**Deadline for Submissions: June 13, 2008**

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## Introduction

The Canadian Association of Fairs and Exhibitions (C.A.F.E.) was originally formed in 1924 for the purpose of providing a forum for fairs and exhibitions to meet for a unified approach in the improvement of agricultural production and the advancement of rural life across Canada. Today C.A.F.E. has taken on an expanded role and as the national representative for the industry, C.A.F.E. provides leadership that coordinates, unifies and stimulates all components of the industry to adapt to change and build for the future.

The C.A.F.E. Annual Convention provides fairs, exhibitions and festival organizers the opportunity to expand their horizons through training, professional development, issue discussions and networking activities. It also provides opportunities for members and other interested individuals to:

- o Participate in a wide range of educational sessions presented by professional and industry experts;
- o Participate in networking activities, encouraging community building and issue and solution discussions;
- o Be informed regarding the latest news and trends in the industry;
- o Meet with service providers and explore new products and services;
- o Exchange philosophies, strategies and approaches with peers from across Canada.

## Educational Program Overview

C.A.F.E.'s Annual Convention is one of the largest gatherings of fair, exhibition and festival professionals in Canada. The Educational Program is a major setting in the industry for sharing ideas, exploring new concepts and revealing to delegates the latest knowledge, information and technology in the industry.

Workshops, seminars, roundtables and networking opportunities are scheduled over three days to cover a broad ranges of topics designed to meet the education and professional development needs of attendees as well as assist them in growing their business as well as the industry.

This annual event attracts owners, operators, executive directors, managers, coordinators, programmers and volunteers in the fair, exhibition and festival industry across Canada. Delegates at the 2006 convention came from the following professional positions:

| <b>Professional Position</b> | <b>%</b> |
|------------------------------|----------|
| Senior Management            | 51%      |
| Mid Level Management         | 38%      |
| Supervisor/Assistant         | 11%      |

Workshops are typically 60 to 90 minutes in length and attendance can range from 20-200. C.A.F.E. is responsible for all audio visual, technical and logistical aspects of the workshop program. All C.A.F.E. members invited to participate in the Education Program will be given free registration for the day of their presentation. Only C.A.F.E. senior staff will be able to make any monetary commitment to a speaker and only in a few instances where the topic and speaker are of a special nature.

The C.A.F.E. Educational Program is **not a commercial** forum and the program may not be used as a place for the direct promotion of a speaker's product, service or monetary self-interest.

### **Subject Areas**

C.A.F.E. has identified the following subject areas that the Educational Program will focus on in 2008. Presentations should be informative, motivational and futuristic in scope.

#### **Marketing**

- Sales & Promotions
- Media & Advertising
- Brand Development
- Public Relations
- Demographics and Research
- Community Relations
- Ticketing

#### **Facility Operations**

- Ride Operations
- Loss Prevention
- Booking Live Entertainment & Sporting Events
- Special Events
- Guest Services
- Risk Management & Emergency Planning

#### **Business Operations & Finance**

- Accounting Practices
- Sponsorship & Fundraising
- Proposal Development
- Insurance
- Business Plans
- Board Development

#### **Resale Operations**

- Food & Beverage Operations
- Merchandising
- Games Operations

#### **Technology**

- New trends, unique tools & new technology
- Internet

#### **Human Resources**

- Employee Recruitment & Retention
- Volunteer Recruitment & Retention
- Training & Career Development
- Benefits
- Safety Training

#### **Maintenance & Construction**

- Construction
- Utilities & Energy Consumption
- Facilities Maintenance
- Ride Maintenance & Standards
- Safety Awareness & Training
- Landscaping & Waste Management

#### **Design & Theme**

- Refreshing Annual Program
- Development & Planning Issues
- Theme Trends

#### **Future Trends**

#### **Success Stories**

Categories can cover various types of issues by level of knowledge (i.e. beginners, advanced) and relevance to specific types and size of facility operations and service providers.

### **Proposal Submission Process**

Please ensure that all requested information is submitted to C.A.F.E. Any missing or incorrect information may disqualify an application.

1. Complete the attached application form entitled "INSERT TITLE". Attach all requested information.
2. If an individual submits a proposal and is not intending to be the speaker or part of the program, C.A.F.E. will correspond with the speakers directly. All offers and negotiations will be done by C.A.F.E. senior staff only. The person

submitting the proposal will be notified if and only if their submission has been accepted.

3. Any remuneration committed by C.A.F.E. staff will be in writing only.
4. Education sessions are scheduled at various times throughout the convention. C.A.F.E. will endeavour to honour any special requests for scheduling.
5. Any materials submitted that contain copyrighted or proprietary information must be clearly marked.
6. Proposals must be printed or typed. Materials must be easily duplicable.
7. Proposals must be submitted in one package. Fragmented submissions will not be evaluated.
8. All submissions should be sent to C.A.F.E. preferably via e-mail in a MS Word or PDF format document.
9. Materials will not be returned.

**In addition to the application form, please provide the following attachments:**

1. **Speaker Biography** – The biography should indicate the speaker's qualifications and should demonstrate the speaker's relevance and knowledge of the subject matter as well as any past speaking experience.
2. **Outline** – A detailed outline of the seminar including all key learning points and objectives.

**Proposal Review Process**

Proposals will be reviewed by the C.A.F.E. Convention Committee and will be judged on their educational merits and timeliness for the fair, festival and exhibition industry.

1. Initially the committee will be looking for the following:
  - Fully completed proposals, received by June 13, 2008. No phone calls, e-mails or contacts will be made to complete missing information.
  - Timeliness, applicability, appropriateness and treatment of topic.
  - Speaker qualifications including educational and experiential credentials as well as speaking ability.
2. The committee will also consider the following criteria:
  - Is the content current and practical?
  - Is the topic useful to the audience?
  - Can the subject be fully presented during a 60-90 minute session?
  - Can the subject be presented without marketing a particular product or service?
3. The goal is to develop an education program that is diverse and well balanced. Therefore Balance will be sought in the following areas:
  - Complexity of content (fundamentals or advanced)
  - Delivery format (seminar, workshop, round table, etc.)
  - Overall topic mix
  - Facility size
  - Target audience

4. Sales pitches for products or services disguised as proposals will be eliminated.
5. Speakers will be contacted in early summer by C.A.F.E. staff. Every effort is made to confirm the entire program (in draft format) before the printing of promotional materials during the late summer.

Please do not call the C.A.F.E. office about the status of your proposal.

### **Speaker Policy**

The present and future success of the fair, festival and exhibition industry has its foundation through the dedication of its members through the sharing of their expertise. All individuals participating as speakers at any C.A.F.E. educational program will be required to following the following guidelines:

- Warrant and represent that the presentation is original work, that nothing in the presentation violates any proprietary or personal rights of others (including, without limitation any copyright or privacy rights) and that the presentation is factually accurate and contains nothing libellous or otherwise unlawful.
- Obtain all necessary permissions or licenses from any persons or organizations whose material is included or used in the presentation.
- Speaker is responsible for accuracy and professional presentation both in quality and quantity of materials presented. Speaker will hold C.A.F.E. and any sponsoring association or organization harmless of any professional liability incurred as a result of any presentation or related function.
- C.A.F.E. speaker approval is for a specific presentation and specific speaker. No substitutions of speakers or subject matter can be made without prior review by C.A.F.E. If subject matter is changed, it does not guarantee that the new topic will be accepted.
- The information, opinions and printed material distributed by any speaker are those of the speaker. C.A.F.E. and its partners neither endorse nor are responsible for the information and opinions expressed by individual speakers.
- Speaker compensation, including honorariums, travel, lodging, meals or other forms or remuneration is based on Association needs, program balance and speaker availability. All such compensation will be discussed with individual speakers and commitments, if any, will be provided in writing by C.A.F.E.



# C.A.F.E. Convention Call for Presentations

82nd Annual C.A.F.E. Convention  
November 5 - 8, 2008  
Sheraton Cavalier Hotel  
Saskatoon, Saskatchewan

PLEASE PRINT (Please complete as much information as possible)

Title of Presentation: \_\_\_\_\_

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

Province/State: \_\_\_\_\_ Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Name / Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

E-mail: \_\_\_\_\_

Subject Area (Please see page 3)

\_\_\_\_\_

Presentation Format: \_\_\_\_\_

300-word summary of presentation (attach separate sheet if needed)

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Identify the Intended Audience (i.e. fair managers, board, service providers, etc.).

\_\_\_\_\_

Length of time required, including preferred date and/or time.

\_\_\_\_\_

Submitted by: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date: \_\_\_\_\_