



Heartland Association of Fairs, Festivals & Events
PO Box 181
West Fargo, ND 58078

HeartlandAssociationFFE.com

July 22, 2021

Dear HAFPE Associate Member,

On behalf of the Heartland Association of Fairs, Festivals & Events, we are pleased to invite you to our 2021 Convention at Best Western Ramkota Hotel in Aberdeen, South Dakota, November 18-20, 2021!

To say the very least, 2020 was a year of challenges for each & every one of us. With so many cancelled events we must focus our efforts on ensuring that 2022 is better than ever. One of the best ways to stay in front of our fair and event members is to apply to showcase at the convention!

You may select from the following showcase types:

- Live Performance Showcase
 - 15 Minutes (Max.); \$100.00 Application Fee (per entry)
 - Sound, Lighting, Stage Provided. Some Backline Provided.

- Video Showcase
 - 5 Minutes (Max.); \$100.00 Application Fee (per entry)
 - Sound, Projector & Screen Provided
 - Live commentary is allowed (if video does not contain audio).

We strive to include a wide variety of entertainment (at various price-points) in our showcase line-up & ask that you do the same with your showcase applications!

The \$100.00 showcase application fee must be submitted with EACH showcase application. Please make checks payable to: *Heartland Association of Fairs, Festivals & Events*. Credit card information can also be provided on the application in lieu of a check.

In the event your act is not selected to showcase at our 2021 convention, your check will be returned to you (or destroyed with your consent), or credit card will not be processed.

****The application deadline is September 1, 2021.****

Should your act be selected for our 2021 convention, you will be notified by October 1, 2021.

Sincerely,

A handwritten signature in cursive script that reads "Holly Russell".

Holly Russell

A handwritten signature in cursive script that reads "Mark Landa".

Mark Landa

A handwritten signature in cursive script that reads "Holly Wade".

Holly Wade

Heartland Association of Fairs, Festivals & Events
2021 Convention Showcase Committee

HAFFE Showcase Application Form

Best Western Ramkota Hotel – Aberdeen, SD | November 18-20, 2021

Application Fee: \$100.00 (MUST accompany application – via check or credit card information)

Application Deadline: September 1, 2021

NAME OF ACT:

DESCRIPTION OF ACT:

Does artist play instruments or sing to tracks? (circle one) INSTRUMENTS TRACKS N / A

****STAGE PLOT & INPUT LIST MUST ACCOMPANY SHOWCASE APPLICATIONS FOR MUSICAL ACTS. (Or complete the form provided on page 2.)****

Other Information:

AGENCY / CONTACT NAME / PHONE / EMAIL:

ARTIST CONTACT / PHONE / EMAIL (For Showcase Advances ONLY):

PLEASE MARK THE DATES THAT YOUR ACT IS AVAILABLE TO SHOWCASE

	Thursday, November 18th (Evening Only)
	Friday, November 19th (Morning, Midday, Evening)
	Saturday, November 20th (Morning, Midday Only)

Return completed application (along with current bio, audio/video footage, or website link); and credit card info or check payable to: Heartland Association of Fairs, Festivals & Events by September 1, 2021.

Please print Info Neatly

Visa Mastercard Discover

Credit Card # _____ Expires _____

3 Digit Code _____ Billing Address & Zip _____

Name on Card (Please print) _____

Signature* _____

*by signing you acknowledge you will be billed \$100 plus 3% credit card transaction fee upon acceptance of your act.

**Please mail applications to: Heartland Association of Fairs, Festivals & Events - Showcasing
P.O. Box 181, West Fargo, ND 58078**

All acts will be notified (whether selected to showcase or not) no later than October 1, 2021. Payments will not be processed unless act is accepted.

Acknowledgement (Please print name & check box):

I, _____, hereby agree to & understand the 2021 HAFFE Showcase Guidelines & Application Requirements.

Artist Info Sheet / Stage Plot

Name of Act: _____

Please identify each person on stage by their instrument and whether or not they need a vocal mic.

Name	Instrument	Vocal Mic? Y / N
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____

Using the numbers (from the above list) please enter the stage location of each member on the stage plot (provided below). If your drummer is listed as #1 write "#1" where drums are located. Please draw the location of your amps, keyboards, etc. using a series of labeled boxes. Monitor wedge system will be provided by production company.

A large rectangular box representing the stage plot. In the center of this box is a smaller, horizontally-oriented rectangular box with the word "DRUMS" written inside it.

Heartland Association of Fairs, Festivals & Events – 2021 Showcase Guidelines

Showcase Committee Assignment | Overview

The Heartland Association of Fairs, Festivals & Events (HAFFE) shall maintain control over all showcases. Showcases will be supervised by a Showcase Committee.

- The Showcase Committee shall be appointed by the HAFFE Board of Directors. The Showcase Committee shall be comprised of three (3) individuals. Showcase Committee members do not need to be members of the board of directors, but must be affiliated with HAFFE or one of its members.
- The Showcase Committee shall appoint one (1) member (from within the committee) to serve as the Showcase Manager. The Showcase Manager will coordinate the showcase process with showcase acts & the showcase sound/lighting provider.
- The Showcase Committee will be responsible to the HAFFE Board of Directors, will work with the Showcase Manager to review acts for showcase selection & will assist the Showcase Manager prior to (and during) the convention.

Showcase Eligibility

- Showcase act/agent must be a HAFFE Associate (or Individual) Member for one (1) year prior to application. In 2021, all current (paid) members are eligible to apply for a showcase. For showcases that are selected, the member's 2022 dues must be paid prior to the performance or video showcase.
- Showcase act/agent must be up-to-date with all HAFFE membership dues for the current year.
- The Showcase Committee does not guarantee showcases to any members.

Showcase Options | Pricing

Live Performance:	Fifteen (15) minutes; \$100 fee
Video Showcase:	Five (5) minutes; \$100 fee

Showcase fee MUST accompany the showcase application. The fee will be returned if the act is not selected to showcase.

Late applications will not be accepted. Refer to the Showcase Application for application deadlines.

Showcase Outline | Rules

Video Showcases are available to eligible members who (due to the nature of their act) cannot perform 'live' on the showcase stage. Eligibility questions may be directed to the Showcase Manager.

Showcase acts may not exceed the time limits listed above (See "Showcase Options / Pricing"). Time shall begin immediately after emcee introduction. Time limit includes invitations to visit the act's room. A warning shall be given when the act has 3 minutes of showcase time remaining. If an act exceeds their allowed performance time, the Showcase Committee may assess a fine of \$100.00 to the HAFFE member representing the act and/or forfeit the member's eligibility to apply for a showcase at the next HAFFE convention.

Neither artist nor agent shall invite (or encourage) convention attendees to depart from the convention (for an off-site performance) while convention activities are still taking place, or both artist & agent will be disqualified from showcasing for two (2) years.

Showcase acts must use the stage, sound, lighting, video & backline equipment provided by the convention unless specific approval has been granted by the Showcase Manager during the act's advance. The Showcase Committee shall maintain exclusive control of the sound and lighting equipment.

If selected, an act may showcase up to two (2) consecutive years, before taking one (1) year off. (This rule only applies to the specific act or video showcase performed in front of in-person attendees. It does not apply to the member/agent, or showcasing virtually during online education sessions.)

There shall be no substitution of a selected showcase act without the permission of the Showcase Committee.

Showcase acts must be able to perform in the facilities provided by the hotel/convention center. Showcasing may only take place in designated areas and at times designated by the Showcase Committee. Acts will have a maximum of 10 minutes to set up. Setup may take place at the same time as convention-related classes, meetings, or other showcases and must always be done in a quiet, orderly, and respectful manner. Sound checks will be scheduled prior to the convention during the act's advance with the Showcase Manager.

Showcase acts are welcome to distribute one (1) promotional item (per place setting, per table) at the convention meal corresponding with their showcase date/time. Items must be of a reasonable size and should not be placed on top of food, plates, drinking glasses or eating utensils. The Showcase Committee will remove promotional items that do not comply with these guidelines. To prevent the disposal of promotional items, the act/agent must collect unused/unclaimed materials immediately following the departure of guests from the room.

The National Anthem, emcee requests, and/or performances requested by the board are not considered to be showcases.

Any appeals from the decision of the Showcase Manager shall be taken to the Showcase Committee, whose decision will be final. Appeals from decisions of the Showcase Manager should be made in writing & filed with the Showcase Committee.

The HAFFE Board of Directors reserves the right to amend and interpret the guidelines stated within this document.