



Heartland Association of Fairs, Festivals & Events

PO Box 181

West Fargo, ND 58078

HeartlandAssociationFFE.com

July 23, 2025

Dear HAFFE Associate Member,

On behalf of the Heartland Association of Fairs, Festivals & Events, we are pleased to invite you to our 2025 Convention at The Crossroads Event Center in Huron, South Dakota, November 20-22, 2025!

We are excited to continue the organization's traditions. One of the best ways to stay in front of our fair and event members is to apply to showcase at the convention!

To offer the best quality in showcases we have streamlined and clarified some items in the showcase application process. Please be advised that the process has changed, in some areas, and we recommend that you carefully read ALL the application and the rules so that we can consider as many of the showcases as possible and promote them to the fairs as quality, professional, entertainment choices.

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 the video does not contain audio).
- Strolling Showcase
  - 15 Minutes (Max.); \$100.00 Application Fee (per entry)
  - Strolling showcases will be provided a time slot prior to a specific meal
  - You will be able to place marketing pieces on the tables during your time slot

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 2025 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, 2025. \*\***

Should your act be selected for our 2025 convention, you will be notified by September 15, 2025.

Sincerely,

Holly Russell, Jared Phipps and Mark Landa  
Heartland Association of Fairs, Festivals & Events, 2025 Convention Showcase Committee

# Heartland Association of Fairs, Festivals & Events – 2025 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, and 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 2025, all current (paid) members are eligible to apply for a showcase. For showcases selected, the member's 2026 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.
- Showcase application rules must be followed as written in the application for the showcase to be considered a valid candidate.
- The Showcase Committee does not guarantee showcases to any members.

## Showcase Options | Pricing \$100 Fee for Each

Live Performance: Fifteen (15) minutes, Video Showcase: Five (5) minutes, Strolling Showcase: Fifteen (15) minutes

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 will include invitation to visit the act's room. The adherence to the time limit will be the sole responsibility of the performer and the agent. A countdown clock may be used and supplied by the act or the agent to be used during the showcase. If the act goes over the time limit the mic will be shut off and the stage lights put out at the discretion of the Showcase Committee. If an act exceeds their allowed performance time the Showcase Committee may consider the member ineligible 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.

Strolling Act showcases will be scheduled at times (and in areas) that will maximize visibility for the act. HAFFE makes no guarantee as to the number of convention attendees who may be present during a strolling showcase.

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. Stage Acts will be provided with a 20-30 minute set up/sound check, which may take place during convention-related classes & meetings. The Showcase Manager will notify Stage Acts of their set-up/sound check times in the weeks before the convention.

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 showcases.

Any appeals arising 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.



## HAFFE Showcase Application\* Form

Crossroads Event Center – Huron, SD | November 20-22, 2025

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

Application Deadline: September 1, 2025

**\*Application must be completed entirely for consideration!**

**PLEASE PRINT NEATLY! Make copies if needed, ONE ACT ACCEPTED PER APPLICATION!**

### NAME OF ACT:

### DESCRIPTION OF ACT:

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

**\*\* STAGE PLOT & INPUT LIST MUST ACCOMPANY SHOWCASE APPLICATIONS FOR MUSICAL ACTS.**

Please ensure these documents are the most up-to-date versions available. If not available, please complete the form on page 3.\*\*

Other Information:

### VIDEO SHOWCASES ONLY: (REFER TO SHOWCASE RULES FOR VIDEO SHOWCASE QUALIFICATIONS)

LINK TO VIDEO FOR APPLICATION PURPOSES: \_\_\_\_\_

If showcase is accepted into the 2025 program, do you intend on utilizing the video submitted above or providing an updated one?

**YES** use the submitted above

**NO** I will be providing an updated link by November 1, 2025

Other Information:

### STROLLING SHOWCASES ONLY: (REFER TO SHOWCASE RULES FOR STROLLING SHOWCASE QUALIFICATIONS)

LINK TO VIDEO FOR APPLICATION PURPOSES: \_\_\_\_\_

### AGENCY / CONTACT NAME / PHONE / EMAIL:

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

**WHY DO HAFFE MEMBERS NEED TO SEE YOUR ACT?** (Give us your best plug! If selected, the emcee will use this to introduce your act! Please limit to 100 words or less):

**CIRCLE ALL DATES/TIMES THAT YOUR ACT IS AVAILABLE TO SHOWCASE & RANK IN ORDER OF PREFERENCE BY WRITING '#1, #2...' (& SO ON) ABOVE EACH CIRCLE.**

**\*\*PLEASE OFFER AS MANY OPTIONS AS POSSIBLE\*\***

Thursday, November 20th	(Evening Only)
Friday, November 21st	(Morning, Midday, Evening)
Saturday, November 22nd	(Morning, Midday)

Showcases will have a set up/sound check time assigned to them closer to the convention date. Set up/sound checks take place 1-4 hours before showcases start for any showcase 'block' (i.e. Thursday night would be a 'block'.) Please consider your set up/sound check when applying to showcase. (Example: If you want to showcase on Friday night, but cannot arrive until Friday at 4PM, a Saturday showcase is a more appropriate choice).

**Items to be returned for consideration:**

- **Completed Application (Including all requested documents & information.)**
- **Must include Artist/Act Introduction used for screening and emcee at convention (if accepted)**
- **Audio/Video Footage or website link for both live acts/and video showcase acts.**
- **IF you would like a logo or artwork to be used during the act for promotional purposes IT MUST ACCOMPANY THE APPLICATION)**
- **Credit Card Info /Check payable to: Heartland Association of Fairs, Festivals & Events by September 1<sup>st</sup>.**

**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.

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

**Mail applications to:**

**Or Email applications and requested artwork to: [secretary@heartlandassociationffe.com](mailto:secretary@heartlandassociationffe.com)**

All acts will be notified (whether selected to showcase or not) no later than October 1, 2025. Payments will not be processed unless an act is accepted.

**Acknowledgement (Please print name & check box):**

I, \_\_\_\_\_, hereby agree to & understand the 2025 HAFFE Showcase Guidelines & Application Requirements.

Please only fill out this page if the act does not have a stage plot/input list to be provided with the application.

### Artist Info Sheet / Stage Plot

Name of Act: \_\_\_\_\_

Identify each person on stage by their instrument and whether 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. Draw the location of your amps, keyboards, etc. using a series of labeled boxes. Monitor wedge system will be provided by the production company.

