



Opening OUR doors to the World

85th Annual CAFE Convention • November 16 - 19, 2011 • London Hilton • London, ON

Invitation to Showcase

The CAFE Showcase is being organized by the Canadian Association of Fairs and Exhibitions with our gracious host the Western Fair Association.

Showcase opportunities will be held during the CAFE Convention at the London Hilton in London, Ontario, November 16 - 19, 2011. Delegates attend this national convention representing fairs and exhibitions from across Canada, making this a great opportunity for your group to showcase its talents.

The CAFE Convention provides an excellent opportunity for professionals from across the industry to meet and to interact. This is truly an all-encompassing, national fair and exhibition convention that will showcase the ever-increasing variety of skills, knowledge, products and services that makes our industry great.



For more information:
www.canadian-fairs.ca
1-800-663.1714
mavis@canadian-fairs.ca

Canadian
Association of Fairs
and Exhibitions



Association
canadienne des
foires et expositions



Benefits of Showcasing

- 18 minutes of premium performance time in front of an audience of event managers and entertainment buyers
- Discounts on advertising in convention program
- Convention delegate list
- Listing in the convention program
- Opportunity to book a trade show booth
- Opportunity to have promotional materials on display throughout the entire convention

Dates to Remember

August 15 - Application Deadline

September 7 - Showcase Selection

September 11 - Deadline for CAFE to contact selected Acts

September 18 - Deadline for Acts to confirm with CAFE and sign Contract

September 25 - Program Information Due

November 16-19 - Showcase Performances

Strolling Showcase

Strolling showcase performances will be available during selected coffee breaks and receptions and shall be self-contained, non-amplified performances and do not require any technical equipment. If strolling performances are musical, they shall be acoustic.

Musical Acts

Musical Acts will be staged during the CAFE Cabaret. Showcase performances may also take place during the Canadian Youth Talent Competition and other evening events. Musical performances are NOT to exceed 18-minutes in length. Types of performances include soloists to multi-member groups and encompass all musical genres. A main stage will showcase Musical Acts during the Cabaret night, during meals and special performance times. The main stage venue will have professional lighting and sound. Secondary Stage acts will showcase in the lobby, registration area, or other locations throughout the convention. Minimal sound and lighting will be provided.

Variety Acts

Variety Acts will be staged during two showcase hours on Thursday (November 17) and Friday (November 18) afternoons. Showcase performances may also take place during the Canadian Youth Talent Competition and other evening events. Variety Acts are NOT to exceed 18-minutes in length. Types of performances include jugglers, hypnotists, ventriloquists, comedians, animal acts, etc.

Who is eligible?

All acts, attractions, or agencies representing acts and attractions. Applications from acts that have showcased at the CAFE convention within the last five years will not be accepted. Agencies may submit unlimited number of applications.

Showcase Schedule

The schedule of all performances will be set by CAFE and each act will be notified in advance as to their date and time. Every effort will be made to ensure that all performances are well attended and coincide with high-traffic areas and events.

Application Material

Completed application forms must be returned with the following required material:

1. Application fee (cheque or credit card information)
2. CD for musical performances with sufficient selections to depict talent, originality, etc.
3. DVD of variety acts and strolling showcases. Musical performances may also wish to submit a DVD. VHS tapes are acceptable, but DVDs are preferred.
4. Reference and/or letters of recommendation from at least two fairs, exhibitions or festivals.
5. Diagram of stage plot, including list of stage props and/or instruments, technical requirements. (Not required for strolling performances)
6. Promotional packet to include: biography, color 8" x 10" glossy photo for publication or electronic image min. 500 dpi (Promo materials may be e-mailed).

Showcase Selection

A three-member review committee consisting of a representative from the CAFE Board of Directors, the CAFE Manager, Communications & Conferencing, and the Host Committee Liaison shall review and score all applications.

CAFE will notify the successful applications as to the showcase time slots that were selected for them. Upon acceptance of the showcase opportunity, the showcase fee becomes non-refundable. If the applicant is not selected, 100% of the showcase fee will be refunded.

Selection will be based on the following criteria:

- Suitability of act/attraction for a fair audience.
- Overall cost of the act/attraction at a fair venue.
- Availability for bookings during the upcoming season, If the type of act/attraction can be effectively and favorably presented during the convention.
- A representative of the act is expected to be available to meet with potential buyers.
- All costs for attending the convention to showcase are the responsibility of the act/attraction and will not be subsidized by CAFE.

Terms & Conditions

Upon acceptance as a showcase performer (Strolling/Variety/Musical) the artist and/or their promoter or agent agrees to the following:

1. PRODUCTION/ EQUIPMENT/ PERFORMANCES

Stage Acts (Musical and Variety Acts)

- Each stage act in the showcases shall have a maximum of 18 minutes to perform.
- Each showcase will have an emcee provided by CAFE.
- Stage and production equipment are the responsibility and control of CAFE. The sound system will be provided by CAFE and will be scaled to the location used and reasonable requirements of the attraction. CAFE will have absolute control over this system, including overall volume levels.
- A schedule for sound check will be provided to each act prior to the Convention. Sound checks will be 50 minutes for musical acts and 20 minutes for variety acts.
- Musical performances will have basic stage lighting provided by CAFE with minimal call lighting cues.
- Variety acts will have basic stage lighting provided by CAFE with no call lighting cues unless a representative of the attraction is present to operate lighting cues.
- Any special lighting effects are the sole responsibility of the entertainer and can be arranged, at a cost to the entertainer, through the showcase producer.
- Stage size for Musical Acts will be a maximum of 16' x 24'. Variety Acts will have a stage that is a maximum of 12' x 20'. Acts that require larger stage requirements will still be considered, but space is limited.

Strolling Acts

- CAFE will set the schedule of performance for Strolling Acts and each act will be notified in advance of the Convention.
- Acts will be restricted to a maximum of 18 minutes to perform during a 30 minutes period, a starting time during that 30-minute period will be determined between the act and CAFE prior to the convention.

2. ADDITIONAL COSTS

All costs for showcasing are the responsibility of the act/attraction (travel, accommodations, meals, etc.).

3. CANCELLATIONS

If a selected act is unable to appear, no substitutions will be permitted for its showcase performance. The selection committee will establish a list of alternates from the original applications based on the next highest score achieved. Cancellation by an agent or promoter does not guarantee that agent/promoter the opportunity to fill the vacant showcase. **All fees are non-refundable.**

4. CAFE MEMBERSHIP

Accepted showcase acts who are not a CAFE member are encouraged to take out a membership to be applied to the 2011-2012 year. This will enable showcase performers to be listed in the annual directory, receive discounts on advertising and many other benefits.

5. CONVENTION PARTICIPATION

Accepted showcase performers are required to book a booth in the CAFE Trade Show, available at the CAFE member rate. If a booth is not booked, then a full convention registration must be purchased, at the member rate, by at least one person from the showcasing agency/promoter or independent act. This is to ensure that a representative for the act will be available to meet with potential buyers during the convention.

6. PROMOTIONAL MATERIALS

Promotional materials can be displayed at the CAFE information table as well as the information table during Musical/Variety Acts. No promotional material may be posted on any walls.

7. INTERFERENCE WITH OTHERS

Flagrant interference with another's ability to do business on the part of all showcase performers and/or their agents/promoters will not be tolerated and will result in cancellation of showcase performance and no refund.

8. HOSPITALITY SUITE

Showcase performers and their representative will not have access to the CAFE Hospitality Suite unless a Trade Show booth or Convention registration has been purchased.

9. PAYMENT

All showcase applications must include the completed registration form and applicable fee. Once a showcase has been confirmed, payment will be processed. If an application is not accepted for showcasing, then payment will not be processed, the cheque will be returned or credit card information destroyed.

No incomplete applications will be considered.

The Organizers undertake to give the fullest sympathetic consideration to the interests of the Showcasers. Should any questions arise which are not provided for within the text of these Terms and Conditions, the Organizers' decision must be accepted as final.



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Showcase Application Form

PLEASE PRINT (Submitting this form indicates agreement with CAFE's Terms and Conditions)

Organization Name: _____ Representative's Name: _____

Mailing Address: _____ City/Town: _____

Province/State: _____ Country: _____ Postal Code: _____

Name of Performer/Group: _____

Phone: _____ Fax: _____ E-Mail: _____

Type of Performer/Group: _____ Number of People in Act: _____

Available for 2011 and 2012 bookings? Yes No Applying for Trade Show space? Yes No

Special Rider Requirements for fairs' information? Please list on separate page Yes No

Approximate Fees for events: 1 day: \$ _____
 2 days: \$ _____
 3 days: \$ _____

	Member	Non-Member
Musical Acts - Main Stage	\$725 + HST = \$819.25	\$1,090 + HST = \$1,231.70
Musical Acts - Secondary Stage	\$595 + HST = \$672.35	\$750 + HST = \$847.50
Variety Acts	\$425 + HST = \$480.25	\$495 + HST = \$559.35
Strolling Showcase	\$250 + HST = \$282.50	\$395 + HST = \$446.35

Fees are to be submitted with application in the form of cheque or credit card number. Payment will be processed only if an showcase is accepted. Cheques will be returned and credit card numbers destroyed if application is not selected for showcase.

METHOD OF PAYMENT

Enclosed is: \$ _____

Payable to the Canadian Association of Fairs and Exhibitions.

Visa _____ MasterCard _____ Cheque/Money Order _____

Account Number: _____

Expiry: _____

Name of Cardholder: _____

Authorization Signature: _____

Postal Code if different from above: _____

Date: _____

SEND COMPLETE APPLICATION TO:

Canadian Association of Fairs and Exhibitions
 Showcase Selection Committee
 PO Box 13161
 Ottawa, ON K2K 1X4
 E-mail: convention@canadian-fairs.ca

If an e-mail address is included, receipt of application will be acknowledged.



**Note that a 4% charge will apply to all credit card purchases
 No refunds for cancelations after September 1, 2011**