114th ANNUAL CONVENTION

PA State Association of County Fairs and
PA State Showmen's Association
The Hershey Lodge & Convention Center, Hershey PA
Wednesday - Saturday, Jan. 20 – 23, 2027

HOTEL RESERVATIONS

2027 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 15, 2026. For lodging:

Call Hershey Lodge Reservation office at 855-729-3108, and ask for the room block for the PA State Association of County Fairs, January 20 - 23, 2027.

Rooms will be available by 4:00pm and check out at 11:00am daily for all.

CONVENTION REGISTRATION

ADVANCE REGISTRATION is essential to the smooth operation of the convention. Registration is:

- $40 (received on or before December 15, 2026)
- $60 (received after December 15, 2026)

MEALS

Meal(s) that are purchased are not refundable; there will be a bulletin board near the registration area for you to place a "for sale" notice if you wish to resell them. A limited number will be available for purchase at convention.

TENTATIVE CONVENTION SCHEDULE

Wednesday, January 20, 2027

MEALS ON YOUR OWN-ALL

9:00am-1:00PM	"Serv-Safe" TBA
11:00am-5:00pm	Registration Desk Open
12:30pm	Judging School Orientation Session
1:20pm – 2:30pm	First Session of Judging School
2:35pm – 3:55pm	Second Session of Judging School
2:00pm-3:00pm	Seminar – "Fairs 101"
3:00pm-4:00pm	Table Topics 1, 8
3:15pm-4:30pm	Seminar – "The ABC's of Communication (and Programming) Planning"
	Trade Show Set-up
4:45pm	PSSA Board Meeting
4:45pm	PSACF Board Meeting
6:30pm-10:00pm	ENTERTAINMENT SHOWCASE

Thursday, January 21, 2027

MEALS ON YOUR OWN-BREAKFAST & LUNCH

8:00am-5:00pm	Registration Desk Open
8:00am-9:00am	Enter Communication Exhibits
8:00am-10:30am	Trade Show Set-up
8:30am-9:00am	First-Timers Session
9:15am-10:45am	Opening Celebration
	Keynote Speaker – David Grindle, President and CEO of IAFE
10:30am-4:00pm	Trade Show Open
	Communication Exhibits Open
	(Badge Required)
10:30am-4:00pm	PA Dept. of Agriculture display, etc.
1:00pm-2:00pm	Table Topics 6,7,10
1:00pm-2:00pm	Seminar – Animal Health Updates
1:00pm-3:15pm	Spouse Program - "Bag & Basket" Bingo
1:30pm-3:00pm	Meeting – Sire & USTA
1:30pm-3:00pm	Seminar – "Grant Writing"
2:15pm-3:15pm	Table Topics 9, 11
3:15pm-4:30pm	Seminar - TBD
3:30pm-4:30pm	Table Topics 3,6,13
3:30pm-4:30pm	YP Mentor Speed Dating
4:00pm	Associates Gathering
5:30pm	PSACF & PSSA Board Group Photos
5:45pm	Hospitality Time & Cash Bar
6:00pm	PSACF ANNUAL BANQUET
6:45pm	Dinner (reserved seating-ticket required-$46, late ticket $71)

Friday, January 22, 2027

MEAL ON YOUR OWN-LUNCH

7:30am-5:00pm	Registration Desk Open
7:30am	COMMUNICATIONS BREAKFAST
	meal (served) 7:30am; awards 8:15am-9:00am
	(ticket required-$21 late ticket $46)
9:15am -11:30am	Memorial Service / PSACF Annual Meeting
11:30am	Fair Advisory Committee Meeting
11:00am – 12:30	YP Idea Swap, Networking & Lunch
10:30am-5:00pm	Trade Show Open
	Communication Exhibits Open
	(Badge Required)
10:30am-4:00pm	PA Dept. of Agriculture display, etc.
1:00pm-2:00pm	Table Topics 2,5,10
1:00pm -2:30pm	Seminar – "AI/Good vs Bad for Agricultural Fairs"
1:30pm -2:30pm	Seminar – Trucking Regulations & Updates
1:30pm -2:30pm	Seminar – Capital Improvement Grants
2:15pm -3:30pm	Seminar – "Special Baking Contests"
2:00pm-3:30pm	Spouse Program – "Quilling"
2:15pm-3:15pm	Table Topics 3, 8, 9
2:30pm-3:45pm	Seminar – "Cybersecurity and Crisis Communication for Fairs"
3:30pm-4:30pm	Table Topics 4,7,12
6:15pm	Hospitality Time & Cash Bar
6:45pm	PA SHOWMEN ANNUAL BANQUET
	(Reserved seating-ticket required-$58)
	Theme for the evening is Casino Night.

Saturday, January 23, 2027

MEAL ON YOUR OWN-BREAKFAST

7:30am-5:00pm	Registration Desk Open
9:00am -11:30am	Seminar – Remember your Why
9:00am-10:30am	Seminar – Food Safety Updates
9:00am-Noon	Trade Show Open
	Communication Exhibits Open
	(Badge Required)
11:30am-12:30pm	PSSA Annual Meeting
Noon-12:30pm	Communication Exhibits Released
12:30pm	Auction Drawings - Winner must be present
2:00 pm – 3:00pm	Spouse Program Every Quilt tells a Story
6:00pm	QUEEN CORONATION BANQUET
	(Reserved seating-ticket required-$54, late ticket $79)

Saturday Youth Day, January 23, 2027

9:00 - 9:15 - Intros
9:15 - 10:15 – Workshop 1
10:15 - 10:30 - BREAK
10:30 - 11:30 – Workshop 2
11:30 - Pizza Lunch (provided by PSACF & Erie County Fair)

ATTENTION FOOD HANDLERS!

PSSA is hosting an educational seminar in conjunction with our annual Hershey Convention.

CENZA will be taking care of the instructional portion of the class as well as proctoring the exam on Wednesday January 20, 2027. Cost $175 and includes study materials and test. The course is open to all PSSA and PSACF members. Class size is limited to 35 persons.

Study materials will be mailed directly to you and you will be able to study at your own pace and on your own schedule. A wrap-up session of materials review, current updates and questions and answers will be given at Hershey on Wednesday, January 20, 2027, and testing for your license will take place on site. The time allotted for the session is 4 hours after which you break for lunch on your own at the Lodge.

Registration deadline is November 16, 2026. (Registrations received after the deadline will be held on a waiting list pending any cancellations.)

SERV SAFE EDUCATION/REGISTRATION

Sponsored by PSSA

COURSE DATE: Wednesday, January 20, 2027 (approximately 4 hours)

COURSE TIME: 9:00 am to 1:00 pm, Check In @ 8:30 am

LOCATION: Hershey Lodge, 325 University Drive, Hershey, PA 17033

COST: $175.00

PAYABLE TO: PSSA Scholarship Account

Name_____

Address_____

City, State. Zip_____

Phone_____

Email is required for downloading your own ServSafe certificate upon successful completion/passing of the test.

Email_____

MAIL COMPLETED REGISTRATION RESERVATION AND INCLUDE CHECK MADE PAYABLE TO PSSA TO:

Donna M. Kramer
Treasurer
318 Vinemont Road
Reinholds, PA 17569

114th ANNUAL CONVENTION

PA State Association of County Fairs and PA State Showmen's Association

Wednesday - Saturday, January 20 - 23, 2027
The Hershey Lodge & Convention Center
Hershey, PA

October, 2026

Dear PSACF Fairs & Associates, PA Showmen and Friends,

The Pennsylvania State Association of County Fairs and the Pennsylvania State Showmen's Association are hard at work planning for the 114th PSACF/PSSA Convention. The convention will be held in Hershey, PA at the Hershey Lodge and Convention Center on January 20-23, 2026. 2026 registration was over 1600 for the two groups.

Many of you have supported the convention in the past with sponsorships that assisted in defraying the costs for convention materials, breakfast, speakers and much more. Please consider continuing or joining our list of sponsors for the 2027 PSACF/PSSA Convention.

Convention Book Ads are also available – beneficial to you as well as defraying the cost of the convention book.

Please return the attached application stating your intentions by December 1st. Remember as you make your decision that many fairs & associates, showmen and friends are represented at the PSACF/PSSA Convention.

Again, thank you for your support and hope to see you in Hershey in January!

Sincerely,

Harry

Harry Reffner
PSACF Executive Secretary/Treasurer

2027 PSACF/PSSA Convention Sponsor and Ad Form

_____

(Sponsor or Advertiser Business Name - list above)

Convention Sponsor:

Please confirm your sponsorship for the convention by entering the AMOUNT OF SPONSORSHIP and SPONSORSHIP SELECTION.

AMOUNT OF SPONSORSHIP $_____

Patrons are listed on the "Patrons" page of the Convention Program Book only – all others are listed on the "Sponsors" page and a specific Sponsorship Selection of the Convention Program Book, and the post-convention issue of FairTalk.

Patron.....$25.00
Brass…..$100.00 - $249.00
Bronze....$250.00 - $499.00 [includes ¼ page ad in CPB]
Silver.....$500.00 - $999.00 [includes ½ page ad in CPB]
Gold.....$1,000.00 - $1,499.00 [includes full page ad in CPB]
Platinum...$1,500.00 - $1,999.00 [includes full page ad in CPB & dues]
Premier…$2,000.00 & over [includes full page ad in CPB & dues & 2 fair banquet tickets]

SPONSORSHIP SELECTION (select one):

_____ Seminar – "Food Safety Updates"
_____ Coffee Break – Thursday
_____ Coffee Break – Friday
Sponsored Workshop – "ServSafe"
_____ Seminar – "Trucking Regulations Update"
_____ Keynote Speaker – David Grindle
_____ Seminar – "The ABC's of Communcations"
Sponsored Youth Day – Saturday
_____ Seminar – "From Barn to Bank: Funding your Fair"
_____ YP Event
_____ Seminar – "AI Good vs Bad for Agricultural Fairs"
_____ Seminar – "Cyber Security & Crisis Communications"
Sponsored Seminar – "Special Baking Contests"
Sponsored Seminar – "Fair Funding"
_____ Seminar – "Remember Your Why"

Convention Book Ad:

Please confirm your ad size by checking the proper heading of your choice.

____1/4 page.....$ 40.00 (3 1/4" wide x 1 7/8" high)
____1/2 page.....$ 60.00 (3 1/4" wide x 3 3/4" high)
____full-page.....$105.00 (3 1/4" wide x 7 3/4" high)
____Color ad additional $35.00

____ Ad copy is enclosed.
____ Or email to: hreffner@centurylink.net
____ You make up ad copy.

A check made payable to: "PSACF Convention Account" should be enclosed with your return of this form.

Deadline for SPONSOR and / or AD is December 1, 2026.

Please return this form to:
PSACF
128 Cumberland Road
Bedford, Pa 15522

SEMINARS

Trucking Regulations Update
The latest updates for the industry.

Food Safety Updates
Presented by Heather Sanders, PA Dept of Agriculture Bureau of Food Safety
Stay up to date on the latest changes and guidance from the Pennsylvania Department of Agriculture. This seminar will also provide an overview of common food safety risk factors associated with mobile food units, along with practical information to help fairs better understand current requirements and areas of concern.

FAIRS 101
Presented by Tracy Barone & Tyler Staley
Review of requirements under the Fair Act, state premium guideline book, fair reimbursements, and frequently asked questions. Additionally, we'll open the floor to attendees to share their best management practices and good ideas.

THE ABC'S OF COMMUNICATIONS (AND PROGRAMMING) PLANNING
Presented by Alicia Shoults, CFE
With limited time and a limited budget, you've got to do it all to make sure the community knows about your fair: write press releases, place advertising buys, and create promotions to drive gate attendance. Learn how to implement different techniques and strategies to build a customized plan that works best for your fair, your budget, and your community.

AI- GOOD VS BAD FOR AGRICULTURAL FAIRS
Virtual Seminar presented live from Bangor, Maine by Steve Graustein

ANIMAL HEALTH UPDATES
Presented by PA Department of Agriculture
This presentation will cover the PA Department of Agriculture Animal Health Requirements and Recommendations, biosecurity considerations, and the Animal Exhibition and Sanitation Law. Information on the new exhibition swine and poultry quarantine orders will also be presented. There will be an opportunity for questions and discussion for fair managers challenged with incorporating these requirements into their programs.

GRANT WRITING - FROM BARN TO BANK: FUNDING YOUR FAIR
Presented by Kirsten Hubbard, President & CEO of Ghost Writer, LLC
From livestock barns to funnel cakes, Pennsylvania fairs are a cornerstone of community life—but keeping them strong takes funding. This Grants 101 session is designed specifically for fairs, festivals. and ag-based organizations seeking to secure grants for capital improvements, programming, and general operations. Learn how to craft compelling proposals, avoid common mistakes, and identify grant opportunities that align with your fair's mission. We'll also cover where to find relevant funding—from state agencies to local foundations—and how to make your application stand out. Whether you're just getting started or looking to improve your success rate, you'll leave with practical tools and renewed confidence to help take your fair from barn to bank.

CAPITAL IMPROVEMENT GRANTS
Presented by Tracy Barone & Tyler Staley
Information regarding planning, applying for and reporting on Capital Improvement Matching Funds Grants.

SPECIAL BAKING CONTESTS
Presented by Karen Dobson & Kevin Beiber
This annual seminar provides important updates and information regarding the Special Baking Contests offered at your fairs. Attendees are encouraged to bring their questions and take advantage of this opportunity to learn more about the contests, requirements, and any updates for the upcoming fair season.

CYBER SECURITY & CRISIS COMMUNICATIONS FOR FAIRS
Presented by South Central Task Force
"It won't happen to us. We're too little." Any fair of ANY size is susceptible to hacked computer files. How do you protect your livestock records, vendor's credit card information, and exhibitor's personal information? Need better suggestions? We'll talk about it! Also, do you have a plan to disseminate information to the public in a controlled, consistent, accurate, coordinated fashion? Never heard of a Public Information Officer? Emergencies, critical situations and public threats need to be planned for, and best ways to convey information needs decided and assigned before situations arise. When is it better to tackle the situation head on, and when is it better to remain silent?

REMEMBER YOUR WHY
Storytelling Panel Conversation

Every one of us has a reason we first became involved with our fair. For some, it began with family or tradition; for others, it was agriculture, community, friendship, or a love of fairs themselves. As the years go by, that "why" can evolve — and sometimes even get lost when things become difficult. Join us for an honest and uplifting conversation about where our passion started, the moments that have challenged it, and what helps us find our way back to the reason we began. Along the way, you may recognize a little of your own story, rediscover what keeps you connected, and have the opportunity to share your thoughts and questions with the panel.

YOUTH DAY

Youth Day will feature two interactive workshops led by Sydney Elder, 2022 Junior Fair Person of the Year, and Charley Kramer, 2025 Junior Fair Person of the Year. Designed especially for young people involved in fairs, these sessions will combine hands-on activities, discussion, and practical learning in a fun and engaging setting.

YP Event

– Maria Zaffuto

We will once again be having our annual Young Professional Lunch and Peer Networking Event on Friday of convention. A free lunch will be offered courtesy of our sponsors.

We are also looking forward to once again hosting the Mentor Speed Dating and Network Session. This session was a huge hit last year with special requests to bring it back for another year.

114th ANNUAL CONVENTION

PA State Association of County Fairs & the PA State Showmen's Association

January 20 – 23, 2027

Name of Fair, Firm or Individual _____

Contact Person _____ ***Phone*** _____ ***Email*** _____

City _____ ***State*** _____ ***Zip*** _____

CHECK ALL THAT APPLY

- ☐ ***Fair Member***
- ☐ ***Associate Member***
- ☐ ***Showmen Associate Member***
- ☐ ***Trade Show*** *Each booth includes two (2) Registrations at No Charge*
- ☐ ***Other*** _____
- ☐ ***PA Fair Queen Contest*** *Contestants: use bottom of this form*

DEADLINE: December 15
MAIL COMPLETED FORM WITH PAYMENT TO:
PSACF • 128 Cumberland Rd.
Bedford, PA 15522

Phone: 866.814.6985

DIETARY NEEDS KEY:

1. MSG Free
2. Gluten Free
3. Vegan
4. Vegetarian
5. Other (specify)

Enter Key # in Dietary Column

OFFICIAL USE ONLY	**ATTENDEE NAME** *Queen Contestant – use bottom of form*	**First time Convention Attendee**	**Young Professional Attendee** (Ages: 21-40)	**Youth Day Attendee** (Ages 16-30)	**Convention Registration Fee** (after 12/15/26 – increases to $60)	**PSACF Banquet (Thurs)** (after 1/1/27 – increases to $71)	**Communications Breakfast (Fri)** (after 1/1/27 – increases to $46)	**Showmen's Banquet (Fri)** (after 1/1/27 – increases to $83)	**Queen Coronation Banquet (Sat)** (after 1/1/27 – increases to $80)	**Youth Day Workshop** (Ages: 16-30; pay fee if attending Saturday only; otherwise included in full Convention fee)	**Dietary Needs** (see Key on right)	**Indicate Names of Coronation ticket holders to be seated at Queen's table (Max=9)**	**Total $**
					$40	**$46**	**$21**	**$58**	**$55**	**$20**			
	Sample – John Doe	*X*		*X*	*1*	*1*	*1*		*3*			*1) Joe Doe, 2) Mary Doe & 3) Martin Smith*	*$272*
	QUEEN CONTESTANT NAME	**$125***			*Communications Breakfast (Friday)*				$21		*Dietary Needs (see Key above)*		

**Contestant's Fee includes her Convention registration, Thurs banquet, and Sat Coronation. Anyone else in her entourage attending any Convention event (ex: seminars, speeches, meetings, etc.) must be listed above. After 1/1/27 – Fee increases to $175.*
If Contestant's personal guests need banquet tickets only, include the quantity in with another Registrant's ticket count listed above.

GRAND TOTAL $ AMT ENCLOSED ☐

Make Checks Payable to: "*PSACF Convention Account*"

SEND THIS FORM WITH PAYMENT DIRECTLY TO PSACF, 128 Cumberland Rd, Bedford, PA 15522

DEADLINE: December 15, 2026. Regular Registration rate increases on December 16, 2026. Meal ticket prices increase by $25/ticket after January 1, 2027. No cancellation/refund requests honored after January 1, 2027.

TO
EXHIBIT
At the
2027 TRADE SHOW
In the
GREAT AMERICAN HALL
Of the HERSHEY LODGE
At the PENNSYLVANIA
FAIRS & SHOWMEN
CONVENTION

Please accept this special invitation to exhibit at the annual convention of the PA State Association of County Fairs and the PA State Showmen's Association that will be held on Wednesday thru Saturday of January 20 – 23, 2027 at the HERSHEY LODGE & CONVENTION CENTER in Hershey, PA.

In the convention area, the TRADE SHOW is the ONLY place where signs and flyers of acts and shows are permitted. All other hand-outs will be removed from the tables and hallways.

Your location in the TRADE SHOW will be the only and the easiest way to reach all delegates attending the convention. The Trade Show will serve your best interests simply because the Lodge has diverse wings in different locations. The Trade Show will be the center of attraction and will serve as the hub to draw all people to you. You will simply be lost if you are NOT in the Trade Show.

NOTE: THE CONVENTION REGISTRATION FORM IS ONLY REQUIRED IF YOU PLAN ON ATTENDING ONE OF THE BANQUETS.

<u>Please read the enclosed information bulletin carefully</u>

TRADE SHOW
INFORMATION BULLETIN

OPENS THURSDAY	FRIDAY	CLOSES SATURDAY
January 21	January 22	January 23
10:30AM – 4:00PM	10:30AM – 5:00PM	9:00AM – Noon

SET-UP: Wednesday from 4:00PM – 8:00PM TEAR-DOWN: Saturday at noon
Thursday from 8:00AM – 10:30AM
Any deviation from the set-up/tear-down must be approved by the Committee; otherwise, you may be subject to one year probation.

BOOTH: Your Exhibit Fee of $330, please **include an additional** $100 for an end cap booth (tax included) includes:

- standard booth (10' wide x 8' deep)
- (1) draped six foot table
- (2) chairs
- Draped side rails and back drop
- Vendor name sign
- **(2) Badges**

EXTRAS: Extras as requested:

- (1) 110V electrical outlet is $60 (tax included) [plus additional charge for higher voltage].
- (1) Extra table is $50 (tax included).
- (1) Badge is $40 (2 "free" per booth). At convention, badge is $60.

[Please include your EXTRAS when completing your contract]

SOMETHING SPECIAL: The Trade Show will accommodate a large truck into the area if you desire to set-up a ride or exhibit. Call for pricing before December 15, 2026. In addition, there are two bays for unloading.

SECURITY: When the show is NOT open, the Trade Show will be closed and locked.

CAUTION: The Committee, the Fair's Association, the Showmen's Association, and the Hershey Lodge & Convention Center are NOT responsible for any loss or damage to an exhibit or materials at any time.

LIMIT: Booth(s) are ONLY available to PSACF ASSOCIATE members who have their 2027 dues paid or with this application. Note that booth processing will occur only after payment is received.
An exhibitor may not sublet or substitute another exhibitor in the assigned booth space. No exhibitors can share/split the booth cost. If this is done, a total fee will be assessed each exhibitor.
Every item, including any visual and sound effects, MUST be contained within your location and sound lowered. There will be no exceptions and no items can be placed in the aisles.
Any live animal(s) displayed must be tethered or caged at all times. In addition, proof of insurance (copy) is required.

LOCATION: The Committee reserves the right to locate any exhibitor.

BADGE: A Special Convention Badge MUST is worn at all times. **TWO badges will be provided to each exhibitor per booth.** Badges needed above this limit must be purchased as noted on the contract. Badges purchased at convention must be done at the FAIR REGISTRATION DESK in the Chocolate Lobby at a cost of $60 each. Only those wearing or showing a proper convention badge will be able to enter the Trade Show and the various other activities at the convention. This includes seminars, meetings, functions, etc. A meal ticket is required for any meal function.

DEADLINE: Deadline is December 15, 2026; otherwise, a $25 late fee, and you may not be listed in the Convention Program and Directory.

LOCATION: Hershey Lodge & Convention Center, Hershey PA.

RESTRICTION: The Convention Center does NOT provide for any storage space nor do they accept any items for display ahead of time. Call Jeff if this creates a problem for you.

REFUND POLICY: Cancel by December 15, your refund is 66%; cancel by January 1, your refund is 33%; cancel after January 1, no refund. A $50 charge will be assessed for any returned checks.

QUESTIONS: Call Jeff Walason at (413) 441-8618.

WHAT'S IN IT FOR YOU? ... AN OPPORTUNITY FOR SALES AND BOOKINGS AND THE BEST EXPOSURE POSSIBLE FOR YOUR PRODUCTS OR TALENT!

Most of the people who operate County Fairs will be present. Many others who are allied with the fairs such as carnivals, concessionaires, and other interested members will be present. The show gives YOU the opportunity to demonstrate the benefits of your products and services on a one-on-one basis.

ROOMS: Your room reservation must be made by December 15, 2026.

Call for reservations:

- Phone: 1-855-729-3108
- Explain you want a room at the Hershey Lodge and will be attending the 2027 PA State Association of County Fairs Convention.
- The following information will be needed:
  - Name
  - Address
  - Town, State, Zip
  - Phone
  - Day & Date of Arrival
  - Day & Date of Departure
- Indicate number of persons in room AND number of beds needed.
- When requested for type of payment tell then your credit card: Master, AmExp, Visa or Discover. And your credit card number _____ which expires on _____."
- If you need a confirmation, you MUST give either a fax number or E-Mail address; otherwise, you will NOT receive a confirmation.

2027 CONTRACT APPLICATION for EXHIBIT SPACE

Please note carefully and complete:

	Number of booths:	_____	
Exhibit fee per booth: $330	Exhibit booth fee:	$ _____	
Electrical outlet: $60	Electric fee:	$ _____	no electric needed: ☐
Extra table: $50	Extra table fee:	$ _____	
Fairs Assn. Dues for 2027: $65	Dues for 2027	$ _____	already paid: ☐
Badges: 2 "free"/booth - extras $40 each	Extra Badges:	$ _____	
(Badge purchased at Convention is $60 each)	$25 late fee:	$ _____	after December 15, 2026
	TOTAL:	$ _____	

Does your booth display live animal(s)? YES or NO (please circle). IF YES, provide proof of insurance.

PLEASE PRINT

_____
TRADE NAME FOR SIGN

_____
ADDRESS

_____
CITY STATE ZIP

_____
EMAIL

( ) _____ _____
PHONE TYPE OF BUSINESS or TYPE OF ACT

NAMES FOR BADGES (if known):

"free" - booth 1	"free" - booth 2
"free" - booth 1	"free" - booth 2
paid	paid
paid	paid
paid	paid
paid	paid

The exhibitor indemnifies and agrees to hold harmless the PA STATE ASSOCIATION OF COUNTY FAIRS, THE PA STATE SHOWMEN'S ASSOCIATION, THE HERSHEY LODGE AND CONVENTION CENTER and/or HERSHEY ENTERTAINMENT & RESORT COMPANY, the legal entities which own, lease, and/or operate THE HERSHEY ENTERTAINMENT & RESORT COMPANY, their members, officers, directors, and employees against any or all damage to property or personal injury or loss caused by the exhibitor or agents, representatives, employees or any other person. The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property or in any way connected with the exhibitor's display caused by the exhibitor, agents, representatives or employees.

We have read the TRADE SHOW INFORMATION BULLETIN and do understand the booth set-up, along with the conditions specified.

_____ _____
Signed Print Name

Make check payable to: **PA STATE ASSOCIATION OF COUNTY FAIRS**
Return contract and payment to **JEFF WALASON, 6528 CORTLAND ROAD, ALUM BANK, PA 15521**
413-441-8618 JWALASON88@GMAIL.COM