

# RIVERBEND



June 10-18, 2011

1982-2011

## BEST VENDOR / SUPPLIER

THE RIVERBEND  
FESTIVAL IS PRODUCED  
BY FRIENDS OF THE  
FESTIVAL, AN EVENT  
MANAGEMENT  
COMPANY



**NORTH AMERICAN MIDWAY**  
ENTERTAINMENT





## DESCRIPTION OF VENDOR / SUPPLIER

North American Midway Entertainment is the world's largest traveling midway company, entertaining at fairs and exhibitions in 20 states and four Canadian provinces. Safety and customer service are high priorities in creating an unforgettable experience. North American Midway Entertainment provides an assortment of 200+ state of the art safe and exciting amusement rides from all over the world, over 100+ rewarding games with the industry's most fascinating prizes, and many food vending choices.



## HOW THE VENDOR/ SUPPLIER STANDS OUT OVER ALL OTHER VENDOR SUPPLIERS

North American Midway Entertainment is committed to safety. A compliance and safety check is run each day before the park opens.

The customer service is high. Background checks are performed on all employees. Some workers are provided a work visa and then transported here from South Africa. The employee appearance is strictly controlled. No visible piercings or tattoos are permitted.

The previous vendor had been with this festival for 15 years. There was a decline in revenues over the past few years, so the decision was made to switch companies and try something new. This year the festival saw a 6% increase in the rides revenues. The appearance of this amusement area was enhanced by the brilliant quality of this fun, family experience.





## **QUALITY AND QUANTITY OF SERVICE AND SUPPORT TO EVENT BY VENDOR/ SUPPLIER**

The Quality of North American Midway Entertainment was of the highest integrity and professionalism. The expanded amusement area footprint was filled with the most innovative rides and games which appealed to our diverse group of festival patrons.

As with the standard of IFEA, North American Midway Entertainment holds itself to a high bar. The dedicated focus on safety and the display of professionalism was refreshing and welcomed by the festival patrons and the festival alike.

The successful partnership with the Riverbend Festival this year was a rewarding contribution to the 30th anniversary Celebration.





### **LENGTH OF RELATIONSHIP BETWEEN VENDOR AND EVENT**

This is the first year this vendor has been with the Riverbend Festival. North American Midway Entertainment successfully completed their charter year in partnering with Riverbend and enhanced the 30th year celebration

### **TANGIBLE BENEFITS OF RELATIONSHIP TO BOTH EVENT AND VENDOR**

North American Midway Entertainment 's revenues from the amusement area of the festival increased 6%. The more professional, cleaner appearance of the employees was an improvement over the previous company.

