





National Independent  
Concessionaires Association, Inc.

*“Together We Can!”*

Presented by:  
Michelle Card, NICA Executive Director  
[michelle@niacinc.org](mailto:michelle@niacinc.org)

Strengthening our  
Partnerships with Sister  
Organizations Creates  
Mutual Successes with  
Concessionaires

# Professional Affiliations

**IFEA** — International Festivals & Events Association

**NICA** — National Independent Concessionaires Association

**NFTA/IAFT** — International Association of Food Trucks

**IAFE** — International Association of Fairs & Expositions

**OABA** — Outdoor Amusement Business Association

**IAAPA** — International Association of Amusement Parks & Attractions

# What is NICA?

The National Independent Concessionaires Association is dedicated to strengthening relationships with the Fair, Festival, and Special Events Industries through effective communication, benefits, education, leadership, and solutions.

**TOGETHER WE CAN!**

# Ask Your Vendors

- Does your vendor application ask if your vendors are members of professional affiliations?
- Do you include an affiliation application and encourage membership?
- Does member affiliation determine vendor selection?

# Importance of Professional Affiliations

- Are your vendors members?
- Are your food vendors food safety certified?
- Are your vendors aware of current trends?
- Are your vendors aware of current laws such as DOT/ELD requirements?

# Communication Committees

- Provide Mutual Education
- Discuss Logistics
- Create Beneficial Promotions
- Share Trends
- Improve Guest Services
- Develop Community Relations
- Train Front Line of Fair



# Voice in the Industry

- Addresses common industry concerns
- Partners with Sister Organizations for compromised solutions
- Provides platform for awareness

# Communication Example

- Beverage Sponsorships and their weight on national beverage pricing and water
  1. The margins & sponsorship dollars
  2. Bottles vs. Fountain
  3. Event labeled bottled water
- Who actually pays?
- Customer Experience

# Provide Industry Education

- Hosting NICA Business Expo Convention
- Presenting Educational Workshops and Providing Speakers at Conventions and Conferences  
WFA, Florida Fed, IAFE, IFEA
- Offering Serv-Safe Certification Training
- Publishing Laws that Influence the Industry

# Joint Partnership Accomplishments & Results

- Transfer of Ownership (NICA & IAFE)
- H-2B & DOT (NICA & OABA)
- Working with Elected Officials (NICA, IAFE & OABA)
- Read and Win (NICA & IAFE)
- NICA Sysco Marketplace (NICA & WFA)

# Benefits

- Free Annual Expo & Food Show
- Monthly NICA News Magazine
- Monthly NICA Now E-blast
- National Sysco Distribution AGMT
- Source 1 Purchasing
- First Data low CC processing fees

# NICA & Festivals?

- Looking for specific food vendors?
- Promotions that work & draw attendance
- More Networking!!

# Promotions That Work

- \$2 Tuesdays
- Dutchess County Press Releases
- Nonprofit awareness & participation (back to school backpack, canned food drives)

# Vendors Draw Attendance

- Vendors promote events through traditional and social media platforms
  - Eating America
  - Great Food Truck Race
  - Carnival Eats
  - Snapchat/Facebook/Instagram
- Guests expect vendors to pull out all the stops with the smells, grand portions & and flavor trends to satisfy attendees foodie cravings – without food – what would your event look like?



# Out With the Old, In With the New

- Generation Forward
- Promotions that Have a Positive Impact
- Making Events Affordable Again  
(OC story & Beverage Contracts)
- Today's Entrepreneurs vs. Yesterday's Vendors
- Holding onto Length of Stay and Value at our Events
- Becoming Communicators
- Developing Leadership

# Scholarships

- NICA awarded \$25,000 in 2018 to 15 recipients
  - Family members & employees qualify to apply
- Fundraisers (Members, Fairs, Councils and Associations)
- Partnership with Coca Cola



National Independent  
Concessionaires Association, Inc.

*“Together We Can!”*

Michelle Card, Executive Director  
[michelle@niacinc.org](mailto:michelle@niacinc.org)

727-600-7189

