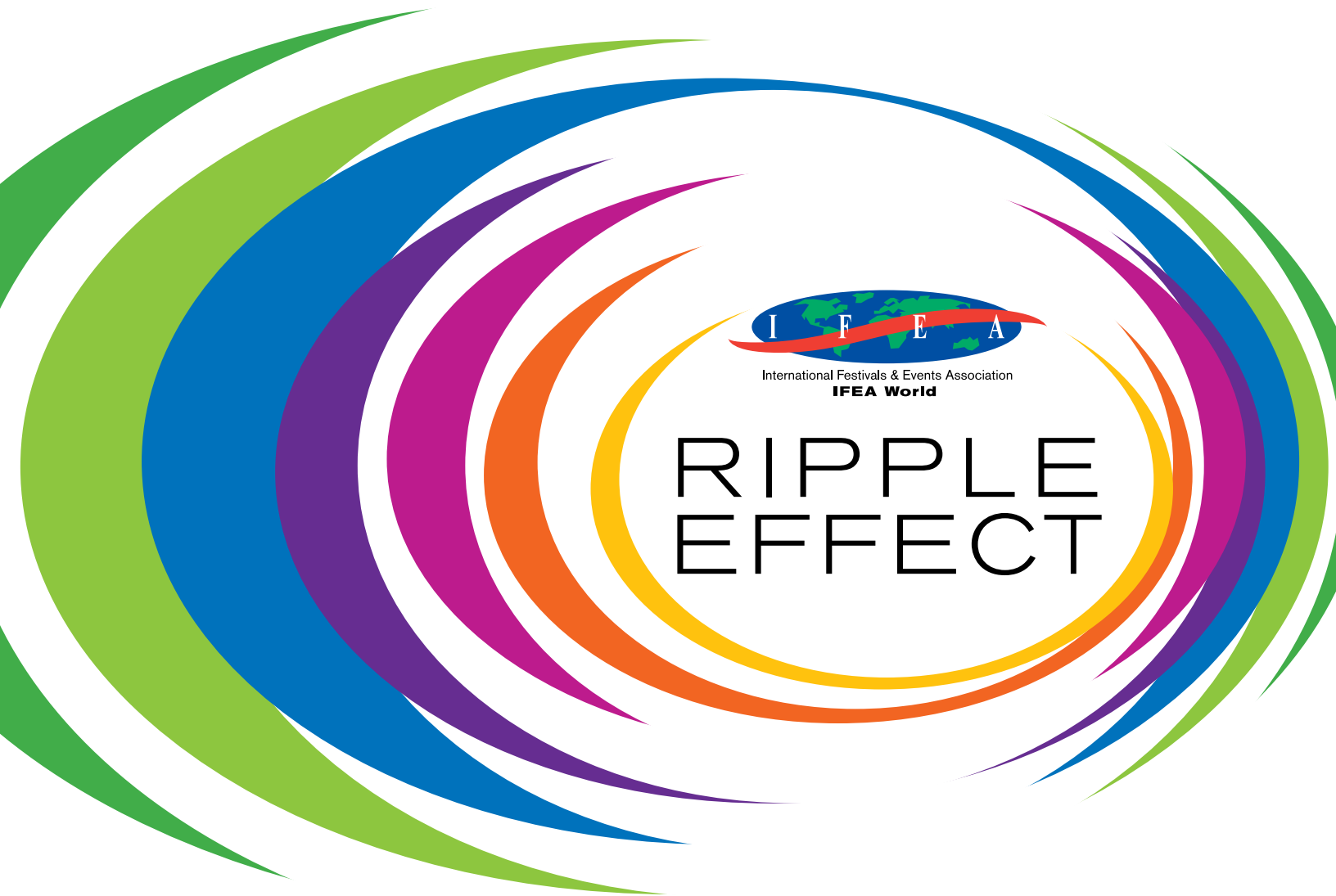


66th Annual IFEA Convention, Expo & Retreat



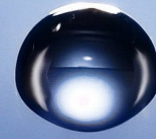
October 9, 10, 11, 2023
McAllen Convention Center
McAllen • Texas • U.S.A.

CFEE Classes October 6, 7, 8, 2023

Presented by



RIPPLE EFFECT



Presented by



66th Annual IFEA Convention, Expo & Retreat

Mark your calendars for the 66th Annual IFEA Convention, Expo & Retreat! Scheduled for October 9th-11th, 2023, this unforgettable event will take place in the beautiful city of McAllen, Texas, where we invite you to join us for an inspiring celebration of the power of festivals and events – and those who make them possible - to create positive change and hope, in our local communities and around the world.

Festivals and events hold immense power to bring about transformation in individuals, organizations, and communities at large. They have the potential to create a lasting impact that extends far beyond the duration of the event itself, motivating people to participate and take action; to imagine new possibilities;



to establish fresh partnerships; and to cultivate a sense of unity and inclusiveness that can stay with them for a lifetime. At this year's convention we will delve into the many avenues through which festivals and events create ripple effects - ranging broadly across economic growth and tourism; sparking new creativity and involvement; lowering barriers and strengthening community/cultural bonds; serving as a catalyst for social and environmental progress; and creating treasured memories to be shared for generations.

Our lineup of speakers and presenters will include some of the most innovative and inspiring leaders in the festivals and events industry, as well as experts from a variety of related fields who will offer new perspectives and insights, while sharing their knowledge and experience on how to create lasting impact through festivals and events.

We are very excited to be returning to McAllen, Texas for this year's convention, and we thank them for their generosity and welcoming hospitality. McAllen is a vibrant, creative and diverse city that offers a perfect setting for the convention, with its beautiful natural surroundings, thriving arts and culture scene, and friendly community. It is the ideal location to celebrate the transformative power of festivals and events and those who lead them.

We are confident that the 66th Annual IFEA Convention, Expo & Retreat will be an unforgettable experience that will inspire and energize attendees, creating a ripple effect that extends far beyond the event itself, transforming the festivals and events industry for years to come.

***NOTE:** The 66th Annual IFEA Convention footprint will run through 6:00 p.m. on Wednesday, October 9th, 2023. Certified Festival & Event Executive (CFEE) Certification education classes will be scheduled in the days leading up to the convention – October 6th, 7th, and 8th, 2023. Separate Registration is Required. For more details, [Click Here](#).



CONVENTION OPENING & CLOSING

OPENING KEYNOTE SPEAKER

**RIPPLE EFFECT:
LESSONS
LEARNED IN
A MAGIC
KINGDOM**

**LOUIE
GRAVANCE**

**Speaker, Author, Customer Experience Expert;
Louie Gravance Creative Content**

Few pebbles in the festivals and events industry pond have created a longer, wider, or deeper ripple effect on other events (and other industries) – of all genres – than Disney. Throughout most of our professional careers Disney has been recognized as a bar to be strived for...in creativity; experience design; cleanliness; merchandising; customer service; and the often-unrecognized creation of memories that can last a lifetime, as a result. To be compared to Disney (in any way) is among the highest compliments that we in the festivals and events industry can receive for our own brands.

Join us at the 66th Annual IFEA Convention, Expo and Retreat for our Opening Keynote Speaker, Louie Gravance, a customer experience expert and author who spent three decades with the Walt Disney World Resort, ranging from live-entertainment experiences to running the customer service training programs through the Disney Institute in Orlando, Florida. Gravance has been credited with “literally changing the consciousness of business in America” through his successful corporate service campaigns and initiatives. And, helping to keep the magic alive for audiences everywhere, in 2014 his entertainment and training experience was called upon as part of the opening team for the Harry Potter Diagon Alley expansion at Universal, Orlando.

Gravance understands, better than anyone, the origin of ripple effects...how to create them and how to maintain them...through lessons learned in a Magic Kingdom!



CLOSING KEYNOTE SPEAKER

**THE RIPPLE
EFFECT OF
LEADING
RELATIONSHIPS**

**STEVE
MCCLATCHY**

President, Alleer Training & Consulting



If you are in business today - especially festivals and events - you are in the business of relationships. The skills of communicating effectively, working with diverse multi-generational teams, setting expectations, giving positive and improvement feedback, gaining commitments, resolving conflicts and getting others to follow through can be the most important skills you will ever develop as a leader. The ripple effect of these skills will impact your personal life, your professional life and the success of your events.

In this important presentation you will learn the keys to success in each of these areas and how to build a team that is high in trust, collaborative, engaged and strong enough to handle the pressures and tensions inherent in our business today. A presentation that is guaranteed to change the way you work, interact, communicate, solve problems, and accomplish work through others.

Helping us to put a fitting cap on our 66th Annual IFEA Convention, reminding us all of the power and ripple effect of leading relationships and the impact that we all have on those around us, we are very pleased to welcome longtime friend and advocate of the IFEA and our global festivals and events industry, Steve McClatchy. Steve is a speaker, trainer, consultant, award-winning New York Times Bestselling author and entrepreneur. He founded Alleer Training and Consulting out of his passion for continual improvement and his belief that when we stop growing, learning, gaining experience, achieving goals and improving, we stop living.

INSPIRE THE INDUSTRY

'INSPIRE THE INDUSTRY' SESSION

FROM LOCAL TO GLOBAL:
THE RIPPLE EFFECT AND
LESSONS OF
SXSW

TAMI RICHTER

Vice President, Event Operations, **SXSW**
South by Southwest

Tami Richter is an accomplished professional in the events industry, currently serving as the Vice President of Event Operations for SXSW, LLC. With an extensive background in event management and a strong focus on safety and event operations, Tami plays a pivotal role in ensuring the success of one of the largest and most renowned events in the world.

In her role with SXSW, Tami oversees a wide range of event operations, including a robust volunteer program, event staffing, catering, transportation, accessibility, welfare, security, and the management of the onsite event control room.

Come join us for a unique inside-perspective of an event that has created ripple effects for our industry around the world.

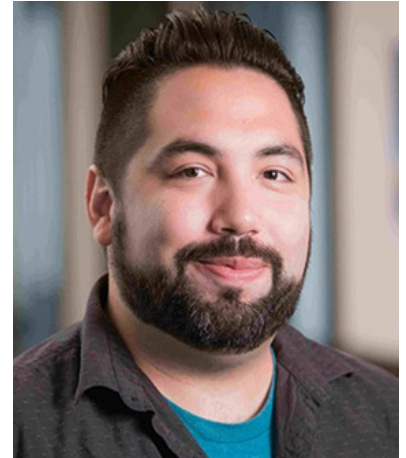


'INSPIRE THE INDUSTRY' SESSION

THE RIPPLE
EFFECT OF
AI ON THE
FUTURE
OF EVENTS

DAVID
RAMIREZ

Senior Marketing Manager, TINT



When it comes to ripple effects, the quickly growing emergence of AI is less like the proverbial 'pebble' dropped into a pond and more like a 'boulder'; the 'ripples' more potentially like 'tsunamis'. The positive possibilities and opportunities for its use to help augment our staff capabilities, events, cities, et al., are enormous, with the right understanding of how to access and maximize those. And while there are certainly some concerns to be addressed, knowledge and awareness are also our best firewalls to minimize those.

"Artificial Intelligence will have a more profound impact on humanity than fire, electricity and the internet."

- Sundar Pichai, CEO of Alphabet

Believing that to sustain our common successes, across our industry, we must clearly identify and be prepared for the rising trends around us, we invite you to join us for this fascinating and educational session to better understand the capabilities of AI and how to best make use of it to leverage the success of your own events and organizations. Led by David Ramirez, Senior Marketing Manager with IFEA member TINT, one of the world's most trusted and powerful Enterprise UGC platforms, our 'Inspire the Industry' focus on AI is sure to create ripples of its own.



PROFESSIONAL EDUCATION

Ripple effects start with the seen (and often unseen) drop of the proverbial pebble into many varied topical ponds. Creativity, kindness, service, quality, and inspiration may evolve, expand, cross with other ripples and wind up on distant shores – far away from their points of origin and in many all-new forms. Sharing with your professional peers and learning from our common experiences is the starting point of that effect – in formal sessions or hallway conversations.

Sharing and carrying that knowledge and experience further...with and on behalf of our staffs, volunteers, sponsors, attendees, cities and stakeholders, at every level, only amplifies that effect and continues to raise the bar for us all. Knowing that you are not alone in that process; that your global, professional peers are there to share, guide, imagine and strengthen the future along with you, can often be the difference in our own success and those that we rely on every day.

For 68 years (and 66 conventions) the IFEA has provided the festivals and events industry with the very best pebbles in professional education and training; a wealth of creative and diverse perspectives; and a reliable and important resource that continues to expand and spread our own ripple effects through good times and challenging times. As we gather together again in McAllen, we continue that well-etched tradition, but with a keen awareness of the many new needs that have presented themselves within our industry and the communities that we serve. We have drawn upon the insights and input of active industry leadership and other respected voices, from around the globe, and have worked to ensure that attendees at all levels - first-timers and repeat attendees, new to the industry or seasoned professional - can all benefit from the answers, ideas and motivation that makes its way to our personal shores.

A sampling of this year's topics, presented/moderated by the top leaders in our global industry, include*, among others: (* subject to change)

Leadership & Management

- Ripple Effect: Lessons Learned in a Magic Kingdom
- 'The Ripple Effect of AI on the Future of Events
- From Local to Global: The Ripple Effect and Lessons of SXSW
- The Ripple Effect of Leading Relationships
- Building Authentic Connections with Your Team
- Semiquincentennial: Planning for America's 250th Anniversary Signing of the Declaration of Independence
- Enhancing Your Network with Intention
- Connecting and Working with Local Tribal Indian Leadership in Your Area
- Ecological Sustainability through Events: A Planetary Ripple Effect
- Lessons Learned through an International Career in Festivals & Events
- The Changing World of City and Event Relationships
- CRAZY IS THE NEW NORMAL: Risk Management Amidst the Chaos
- How You Wow! The Impressions You Leave Behind with Your Event
- Human-Centered Design to Enhance the Event Experience
- Growing Next Generation Industry Leadership through Event Internships
- How to Protect Yourself and Your Event from Unexpected Risk Fallout
- Performing an Accessibility Assessment for Your Outdoor Festival
- Inclusion Lessons We Can Learn and Emulate from Our Community Attraction Partners
- How to Balance Your Guest Experience and Security
- Protecting Your Brand and Audience: What Can & Should We Expect from Police & Security Amidst New Fears by Diverse Audiences
- 'New World: A Participative Insight Session into AI Engagement
- Recalculating: Traveling Parades, Non-Attendee Surveys and Other Alternative Pathways in a Changing World
- Emergency and Disaster Preparedness for those with Disabilities at Events
- The Winds of Change: Creatively Redefining Volunteer Programs
- Balancing the Budget while Balancing Risk
- Parade ANSI Standard Update and Working Session
- Next Chapter: The Move from Practitioner to Consultant
- The Ripple Effect of Events on Tourism and How to Maximize that Impact
- Transition: Inside the Move and Considerations from Fireworks to Drone Shows
- Winning Perspectives: A Look Inside the 2023 IFEA World Festival & Event City Award Recipients

Sponsorship & Revenues

- Ripple Effect: Lessons Learned in a Magic Kingdom
- 'The Ripple Effect of AI on the Future of Events
- From Local to Global: The Ripple Effect and Lessons of SXSW
- The Ripple Effect of Leading Relationships



- In Search of the Elusive Sponsor
- Revisiting Sponsorship in a Changed & Changing World
- Inside the Sponsorship Decision Process
- Driving Event Revenue Through Your Web Site
- A Look Inside Memphis in May's Pinnacle-Winning Event Sponsorship Program
- The Changing World of Sponsorship Research
- Maximizing Your Food & Beverage Revenue
- Enhancing Your Network with Intention

Technology, Creativity and Innovation

- Ripple Effect: Lessons Learned in a Magic Kingdom
- 'The Ripple Effect of AI on the Future of Events
- From Local to Global: The Ripple Effect and Lessons of SXSW
- The Ripple Effect of Real Leadership
- How You Wow! The Impressions You Leave Behind with Your Event
- Human-Centered Design to Enhance the Event Experience
- The Changing and Evolving Role of Social Media: Maximizing Returns with Limited Resources
- 'Let's have a Parade!': A Look Inside the Success of the McAllen Holiday Parade (with an Offsite Parade Warehouse Tour)
- Performing an Accessibility Assessment for Your Outdoor Festival
- Inside the National Cherry Blossom Festival's E-Mail Marketing Campaign
- 'New World: A Participative Insight Session into AI Engagement
- Winning Perspectives: A Look Inside the 2023 IFEA World Festival & Event City Award Recipients
- A Look Inside Disney's Parades
- Ecological Sustainability through Events: A Planetary Ripple Effect
- Transition: Inside the Move and Considerations from Fire-

works to Drone Show

- Inclusion Lessons We Can Learn and Emulate from Our Community Attraction Partners
- Lessons Learned through an International Career in Festivals & Events
- Recalculating: Traveling Parades, Non-Attendee Surveys and Other Alternative Pathways in a Changing World

Operations & Risk Management

- Ripple Effect: Lessons Learned in a Magic Kingdom
- 'The Ripple Effect of AI on the Future of Events
- From Local to Global: The Ripple Effect and Lessons of SXSW
- The Ripple Effect of Leading Relationships
- 'Let's have a Parade!': A Look Inside the Success of the McAllen Holiday Parade (with an Offsite Parade Warehouse Tour)
- How to Protect Yourself and Your Event from Unexpected Risk Fallout
- How to Balance Your Guest Experience and Security
- Still Here: 'Normal' Risk & Security Concerns in a Higher-Risk Focused World
- Emergency and Disaster Preparedness for those with Disabilities at Events
- Parade ANSI Standard Update and Working Session
- The Changing World of City and Event Relationships
- Recalculating: Traveling Parades, Non-Attendee Surveys and Other Alternative Pathways in a Changing World
- CRAZY IS THE NEW NORMAL: Risk Management Amidst the Chaos
- The Winds of Change: Creatively Redefining Volunteer Programs
- A Look Inside Disney's Parades
- Balancing the Budget while Balancing Risk
- Maximizing Your Food & Beverage Revenue
- Transition: Inside the Move and Considerations from Fireworks to Drone Show



PROFESSIONAL EDUCATION

- Human-Centered Design to Enhance the Event Experience
- Ecological Sustainability through Events: A Planetary Ripple Effect
- Performing an Accessibility Assessment for Your Outdoor Festival
- Inclusion Lessons We Can Learn and Emulate from Our Community Attraction Partners
- Protecting Your Brand and Audience: What Can & Should We Expect from Police & Security Amidst New Fears by Diverse Audiences

Marketing, Branding and Media Relations

- Ripple Effect: Lessons Learned in a Magic Kingdom
- 'The Ripple Effect of AI on the Future of Events
- From Local to Global: The Ripple Effect and Lessons of SXSW
- The Ripple Effect of Leading Relationships
- How You Wow! The Impressions You Leave Behind with Your Event
- Connecting and Working with Local Tribal Indian Leadership in Your Area
- Enhancing Your Network with Intention
- The Changing and Evolving Role of Social Media: Maximizing Returns with Limited Resources
- Growing Next Generation Industry Leadership through Event Internships
- Ecological Sustainability through Events: A Planetary Ripple Effect
- Inclusion Lessons We Can Learn and Emulate from Our Community Attraction Partners
- How to Balance Your Guest Experience and Security
- Protecting Your Brand and Audience: What Can & Should We Expect from Police & Security Amidst New Fears by Diverse Audiences
- Inside the National Cherry Blossom Festival's E-Mail Marketing Campaign
- 'New World: A Participative Insight Session into AI Engagement

- Recalculating: Traveling Parades, Non-Attendee Surveys and Other Alternative Pathways in a Changing World
- The Winds of Change: Creatively Redefining Volunteer Programs
- The Ripple Effect of Events on Tourism and How to Maximize that Impact
- Winning Perspectives: A Look Inside the 2023 IFEA World Festival & Event City Award Recipients

Host City Partnerships

- Ripple Effect: Lessons Learned in a Magic Kingdom
- 'The Ripple Effect of AI on the Future of Events
- From Local to Global: The Ripple Effect and Lessons of SXSW
- The Ripple Effect of Leading Relationships
- The Changing World of City and Event Relationships
- Semiquincentennial: Planning for America's 250th Anniversary Signing of the Declaration of Independence
- Connecting and Working with Local Tribal Indian Leadership in Your Area
- Enhancing Your Network with Intention
- Ecological Sustainability through Events: A Planetary Ripple Effect
- Performing an Accessibility Assessment for Your Outdoor Festival
- Protecting Your Brand and Audience: What Can & Should We Expect from Police & Security Amidst New Fears by Diverse Audiences
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- Emergency and Disaster Preparedness for those with Disabilities at Events
- Parade ANSI Standard Update and Working Session
- The Ripple Effect of Events on Tourism and How to Maximize that Impact
- Winning Perspectives: A Look Inside the 2023 IFEA World Festival & Event City Award Recipients





SPEAKERS AND NETWORKING LEADERS AT THIS YEAR'S CONVENTION include many of the top professionals (past, present and future) and internationally recognized industry organizations in the world, including*, among others: (*subject to change)

- Louie Gravance Creative Content
- TINT
- South by Southwest
- Aleer Training & Consulting
- Temple University
- Creative Strategies Group
- Fredericksburg, Texas, Chamber of Commerce
- The ART of Events, LLC
- City of Philadelphia, Pennsylvania
- Bautista Event Specialist Team
- Pasadena Tournament of Roses
- The Parade Company
- Visit Stockton (California)
- Beale Street Music Festival
- City of Greenville, South Carolina
- Creative Event Solutions
- Genoways Events
- FanFirst
- City of Las Vegas, Nevada
- Walt Disney
- Atomic
- World Championship BBQ Cooking Contest
- City of McAllen, Texas
- Sponsorship Marketing Association
- U.S. Department of Homeland Security (DHS)
- Cybersecurity and Infrastructure Security Agency (CISA)
- Creating Community, LLC
- National Center for American Indian Enterprise Development
- Newport, RI Harbor Corporation
- H-E-B Grocery Company
- Applied Strategies and Principals
- CleanVibes
- Kaliff Insurance
- Saffire
- Everyone's Invited, LLC
- St. Louis Art Fair
- Johan Moerman Consulting, The Netherlands
- SecurEvent Solutions
- Memphis in May International Festival
- National Cherry Blossom Festival
- Open Sky Drone Light Shows
- Haas & Wilkerson Insurance
- City of Scottsdale, Arizona
- Safety Set Consulting, New Zealand
- (Indianapolis) 500 Festival
- Town of Indian Trail, North Carolina
- Kentucky Derby Festival
- O'Neill Marketing & Event Management
- Event Safety Alliance
- Adelman Law Group, PLLC
- McAllen Holiday Parade
- John F. Kennedy Center for the Performing Arts
- King William Fair
- Genoways Events
- DFEST®
- IFEA World Festival & Event Cities
- IFEA Global Affiliates... and Many More





SPECIAL FOCUS OPPORTUNITIES

"There is no better connection to our industry's global professional network, and the experience, wisdom and support that lies within, than the IFEA."

– William O'Toole, CFE
Event Development Specialist, Australia

"INSPIRE THE INDUSTRY" GENERAL SESSIONS

Our "Inspire the Industry" general sessions, beginning each day, are built around the goal of providing targeted presentations, led by selected industry professionals, with a focus on those who have created recognizable 'ripple effects' for us all. Professional inspiration that we can all take home and put to use in our own careers, events and communities. From leadership and creativity, to global trends and city partnerships, and everything in-between, our "Inspire the Industry" presentations are sure to do just that. (Tuesday, October 10th, 8:30-9:30 a.m. and Wednesday, October 11th, 9:00-10:00 a.m.)

"AFFINITY GROUP" SESSIONS

IFEA Convention attendees have a unique opportunity to share "common ground" conversations, in person, with professional peers, discussing current trends, issues, challenges and opportunities, during our popular "Affinity Group" Sessions (Monday, October 9th, 11:15 a.m. – 12:15 p.m. and 3:45 – 4:45 p.m.), including those for:

- CEO's
- DEI (Diversity, Equity and Inclusion)
- Sponsorship
- Cities, CVB's & Tourism
- Arts Events
- Volunteer Programs
- Operations & Risk Management
- Marketing & PR
- Parades
- Event Education

Held virtually throughout the year, on-line, join us in person for this increased networking and exchange opportunity. Bring your questions and professional experience to these valuable open-topic dialogue sessions, scheduled early in the convention program to allow the opportunity to expand your conversations beyond the sessions. (*All sessions are subject to change.)

ON THE RIGHT TRACK

IFEA educational sessions are selected to ensure that we cover a wide range of important topical areas. For those who are interested in following a specific track/focus of sessions, those will be broken out for you in our official convention program to make scheduling your time easier. Tracks will include:

- Leadership & Management
- Sponsorship & Revenues
- Operations & Risk Management
- Marketing, Branding and Media Relations
- Technology, Creativity and Innovation
- Host City Partnerships

(*All sessions are subject to change.)





INDUSTRY ANCESTRY: COME MEET THE IFEA FAMILY

Before you hit the ground running, stop by to meet some old friends and new on Sunday evening, October 8th, from 5:00 p.m. – 6:00 p.m., at our “Industry Ancestry” session. Designed to give our first-time convention attendees, as well as our our long-time IFEA ‘family’ attendees, an opportunity to meet some valuable new friends, share some insider tips and advice on how to maximize the days ahead, and get your convention experience off to a fun start. Then, join us for Happy Hour in the DFEST® Hospitality Suite at the Cambria Hotel & Suites, to meet more new friends, find some dinner partners, and let the networking conversations begin!

“The fire and ability to change our events, our cities and our world...to touch lives... lies within each one of us, but it must be lit. The IFEA global network provides the inspiration, motivation and support to ignite so many possibilities.”

- Janet Landey, CFEE, CSEP
Founder, Skills Village 2030
Johannesburg, South Africa



**A Special Thank You to
Our City of McAllen Partners:**



SUCCESS AND ACHIEVEMENT



Celebrating and recognizing the outstanding achievements of friends and peers, whose confidence and careers have expanded our creative and professional horizons and created their own 'ripple effects' for more than six decades, is a big part of what makes the IFEA Annual Convention both valuable and memorable. As we celebrate our own 66th Annual Edition of the IFEA Convention & Expo we are confident that these exemplary individuals, organizations and cities will continue to inspire and guide us all for decades to come.

IFEA AWARDS LUNCHEON

There are few things that mean more than being recognized by your professional peers. Don't miss the **2023 IFEA Awards Luncheon** (Wednesday, October 11th, 12:00 – 1:45 p.m.), as we pause to pay tribute to the people who have made/make our industry great and who continue to create ripple effects on so many levels through their own personal commitment and creativity. Join your global peers as we:

- Recognize our **2023 CFEE (Certified Festival & Event Executive) Graduates**, who continue to raise the bar for everyone in our industry (the CFEE Professional Certification Program is sponsored by IFEA Association Endorsed Partner **Kaliff Insurance**);
- Award the **2023 IFEA Volunteer of the Year Award**, recognizing the contribution of all volunteers to the success of our global events;
- Recognize the Recipients of our **2023 IFEA World Festival & Event City Award**, recognizing outstanding city/event partnerships around the world; and
- Pay tribute to our **2023 IFEA Hall of Fame Inductee(s)**, the highest honor bestowed in our field, in acknowledgment of their tremendous dedication to and impact on the festivals and events industry.

(For more information about all of the above awards go to www.ifea.com.)



"There is no greater honor than to be recognized by those who understand what you do."

*- Mike Berry, CFEE
President & CEO (Retired)
Kentucky Derby Festival
2008 IFEA Hall of Fame Inductee*



IFEA / HAAS & WILKERSON INSURANCE PINNACLE AWARDS

Join us as we put a memorable cap on the first day of the convention (Monday, October 9th, 5:00 – 6:30 p.m.) with the most anticipated event of the year. The **IFEA / Haas & Wilkerson Insurance Pinnacle Awards** pay tribute to both creativity and excellence in multiple categories, from marketing to merchandise; operations to sponsorship; and much, much more; all leading up to the presentation of the coveted Grand Pinnacle Awards. This is the Academy Awards Ceremony for the festivals and events industry. The **IFEA / Haas & Wilkerson Insurance Pinnacle Awards**, recognizing festival and event excellence for 27 years, are proudly sponsored by **Haas & Wilkerson Insurance**. Don't miss this unopposed special event as we all wait to hear... "And the Pinnacle Award goes to..."





"The ready access to the best in our business, not only in sessions, but in every hallway, reception, and hospitality suite, is unprecedented. Our staff looks forward to the IFEA Convention each year and consider the IFEA as part of the team that helps ensure our success."

*– Diana Mayhew
President*

National Cherry Blossom Festival

"CONNECTIONS CAFÉ"

"Connections Café," sponsored by Eventeny, is the center of IFEA daytime gatherings and conversations. Located near the heart of the convention sessions and activities, "Connections Café" is open every day throughout the convention, providing coffee and a relaxing atmosphere conducive to doing business one-on-one or simply catching up with friends. Promoting human connections – while cyber ones are accessible too - this popular venue is always a favorite hang-out, providing the perfect setting for strengthening those personal connections that are so important to everyone's success.



eventeny

DFEST® HOSPITALITY SUITE

The **DFEST® Hospitality Suite, co-sponsored by long-time IFEA supporter DFEST®**, is as much a part of



the IFEA Convention as our breakout sessions, and we look forward to extending a historically warm Texas welcome to everyone! Located in the Cambria Hotel & Suites, on the McAllen Convention Center Campus, the hospitality suite will be open on Sunday night, October 8th (beginning at 6:00 p.m.) to meet up with old friends and new, before dinner; Monday night, October 9th (beginning at 9:00 p.m.) and Tuesday night, October 10th (beginning at 10:30 p.m.). The DFEST® Hospitality Suite provides convention attendees with a time and a place to unwind, relax and connect outside of scheduled sessions and functions. For more than three decades the DFEST® Hospitality Suite has been recognized as the hub of the IFEA's convention networking system.

A FREE EVENING OF DINING AND NETWORKING IN McALLEN

Sunday evening, October 8th, offers the perfect opportunity to join up with your IFEA friends and professional peers to explore some of the many and varied restaurant options surrounding the McAllen Convention Center campus, all located within easy walking distance. Your hotel staff and local Visit McAllen staff (who will be on-site at the IFEA Convention Registration area) can help with suggestions and directions. And many local restaurants are offering special IFEA discounts!

INFORMAL GATHERINGS

One of the best parts of any professional convention is the chance to spend some dedicated time with friends and peers - reconnecting, looking ahead, planning that next great idea, sharing a laugh, a challenge, or a special memory. The 66th Annual IFEA Convention, Expo & Retreat provides plenty of opportunities for those special informal and memorable gatherings and conversations.





ONE ON ONE OPPORTUNITIES

The 66th Annual IFEA Convention, Expo & Retreat offers all attendees the unique opportunity, in one place and at one time, to be exposed to global industry leaders from festivals and events, large and small; host cities and municipalities; tourism organizations; corporate and media representatives; academic institutions and more.

WHO WILL YOU MEET AT THE IFEA CONVENTION?

- Seasoned Festival & Event Professionals
- Those New to the Festivals & Events Industry
- Festival & Event Board Members
- Host City Leadership
- Key Volunteers
- Festival & Event Sponsors/Sponsorship Agencies
- Suppliers to the Festivals & Events Industry
- Industry Consultants
- The Creative Sparks Behind IFEA Award-Winning Events & Cities
- Tourism Organizations, CVBs, and Chambers of Commerce
- Parks & Recreation Staff
- Educational Institutions/Faculty/Students
- Media Representatives
- Representatives from Allied Industry Associations
- Professional 'Experience Management' Peers from Around the World
- All those with an Interest/Stake in the Festivals & Events Field

Start building and adding to your professional network today.

EXPO



"Personal relationships are the most important key to good business. You can buy mailing lists; you can't buy friendships. And the most valuable personal relationships are best built face-to-face. For 66 years the IFEA has been bringing our industry together face-to-face"

*– Vanessa Van de Putte
President & COO, DFEST®*

IFEA EXPO: THE GATEWAY TO CREATIVE NEW PARTNERSHIPS BETWEEN EVENTS AND INDUSTRY SUPPLIERS

As we reimagine our events from every angle, the most successful festivals and events in our industry share an important commonality; an understanding that the suppliers and vendors who support our industry are a critical part of keeping our events innovative, fresh, and dynamic. They often provide the creative and operational experience pebbles that strengthen the ripple effects of our events. They are among our most committed stakeholders. They share their experience and skills with us, help us to meet new challenges with cost-effective solutions, and partner with us to turn our creative ideas and visions into successful realities. They help us to elevate the event experience for our attendees and our communities and provide us with new perspectives and support that make them an irreplaceable part of our success, and we, theirs.

"What limits us most in life is the picture in our head of how it is supposed to be vs. what could it be. Ripple effects begin with a vision of what we can be and the willingness to share that with our peers."

– Keli O'Neill Wenzel, CFEE

President & CEO

O'Neill Marketing & Event Management

Serving as a gateway for bringing events and industry suppliers together, the **IFEA Expo** showcases creative and leading-edge products and services geared specifically to festival and event innovators and decision-makers. From fun and inspiring finds to more practical and purposeful needs, the IFEA Expo offers elements applicable to events of all types, sizes, and budget levels. Bring your wish list and your challenges to find many of the answers you're looking for, and maybe even a few you aren't expecting!

EXPO HOURS

Mon., Oct. 9th 12:30 – 3:30 PM

Tue., Oct. 10th 11:00 AM – 1:00 PM

Lunch is included in the Expo on both days.

Connections Café coffee service will also be available in the Expo during the hours it is open.

SPECIAL INCENTIVE: Get \$100 off your 2024 IFEA Convention Registration when you spend \$100 or more in NEW business with an IFEA exhibitor! Maximum discount credit of \$500 per organization. Offer is good through 11/30/23.

[View Current Exhibitors in our Virtual Trade Show](#)

[Interested in exhibiting? Visit the IFEA Expo web page](#)





RIPPLE EFFECTS BEGIN WITH A SINGLE ACTION

"Never stop raising the bar. The future belongs to those who continue to grow their knowledge base, expand their professional network, and stretch new boundaries of creativity."

– Jim Holt, CFEE
President & CEO

*Memphis in May International Festival /
Beale Street Music Festival/
World Championship BBQ Cooking Contest /
Great American River Run*

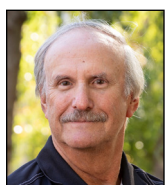


CFEE FastTrack® PROFESSIONAL CERTIFICATION CLASSES

Sponsored by IFEA Association Endorsed Partner **Kaliff Insurance**, the IFEA's Certified Festival & Event Executive (CFEE) FastTrack® program allows festival and event industry professionals to complete their professional certification and all required program components in one year and at special pricing that represents a substantial savings over class-by-class scheduling.

CFEE classes, a required component toward the achievement of professional certification, are taught by leading professionals in our field and are open to all who desire to attend. Three of the six required core curriculum classes are offered each year leading into the convention on a rotating basis. New 2023 CFEE participants can potentially complete all of their required classes, electives, and written/speaking obligations in time to receive their CFEE Professional Certification at the 2024 Convention! And those who started in 2022 or before (through our live or virtual CFEE training) may be receiving theirs in McAllen! (Note: Those completing only the six CFEE core curriculum classes will receive a CFEE (Certified Festival & Event Executive) Certificate, recognizing your educational accomplishment, but will not be recognized at the convention CFEE graduation.

THE 2023 FULL-DAY CFEE SEMINARS INCLUDE THE FOLLOWING:



Administration & Management

Friday, October 6th, 2023 • 9:00 a.m. - 4:30 p.m.

Using the development of a model business plan as a guide, these sessions will explore and reveal the process by which successful administration and management programs are developed. Session attendees will explore the ins and outs of managing a board of directors, building an effective leadership and administration team, identifying budget targets and making them work, establishing marketing plans, identifying competition and establishing a business paradigm that will give more, "gravitas," to an event-producing organization. [Learn More](#)

Presented by: Ira Rosen, CFEE, Festival & Event Consulting, Philadelphia, PA, USA



Marketing & Media Relations

Saturday, October 7th, 2023 • 9:00 a.m. - 4:30 p.m.

A strong marketing vision, direction, and ultimately a plan is essential in successful promotion of any company's products or services. This area of instruction is designed to look at and provide an overview of marketing and media relations and specifically how

these functions can be used to the unique needs of the festival and special events industry. [Learn More](#)

Presented by: Penny McBride, CFEE, President & CEO, Fredericksburg, Texas Chamber of Commerce, Fredericksburg, TX, USA



Sponsorship & Sponsor Service

Sunday, October 8th, 2023 • 9:00 a.m. - 4:30 p.m.

Over the past generation the sponsorship of festivals and special events has evolved from the quasi-donation of money by a local business to a sophisticated marketing relationship involving the exchange of mutual value. The development of a comprehensive sponsorship/valuation plan and successful fulfillment program involves the coordination of numerous details and a working knowledge of a variety of critical factors. This area of instruction is designed to provide information about the fundamentals of sponsorship. [Learn More](#)

Presented by: Bruce Erley, CFEE, APR, President & CEO, Creative Strategies Group, Denver, CO, USA

Sponsored by

C F E E
CERTIFIED FESTIVAL AND EVENT EXECUTIVE

Kaliff
INSURANCE
A WORLD COMPANY

IFEA Association Endorsed Partner

RETURN ON INVESTMENT

Especially in today's world, the IFEA understands that Return-On-Investment (ROI) is and should be a primary consideration of every leader – events, sponsors, municipalities, tourism organizations and others. With that at the forefront of our minds and conversations, we have designed the 66th Annual IFEA Convention, Expo & Retreat to provide the highest level of return possible, from every perspective – time, resources, information, creativity and access to the strongest network of professionals in our global industry.

THE IFEA ROI GUARANTEE

We are so confident you will return home from the 66th Annual IFEA Convention, Expo & Retreat with at least one idea, approach, relationship, or renewed energy and enthusiasm, that is worth at least the value of attending (and you actually did attend), that we are willing to guarantee a return on your investment. If not, you can write to us (with a "cc" to your board) explaining how you did not receive a return on your investment and we will refund your full registration fee.

"The City of Philadelphia's popularity in the event world continues to grow in leaps and bounds. We have been very fortunate to have our work recognized around the world and our office and team have benefited tremendously from being a part of the IFEA. As a very forward-thinking city, who believes in positive collaborations, we are happy to be an active participant in the IFEA's global vision and ripple effect."

– Jazelle Jones
Deputy Managing Director and Director of Operations
City of Philadelphia Office of Special Events

Whether you are a first-time or a long-time IFEA Convention & Expo attendee, it won't be difficult to recognize the virtually limitless opportunities provided through professional conversations and networking; our all-inclusive registration, with no separately-ticketed events; our welcoming McAllen, Texas location; amazing hotel values at our participating convention center 'campus' properties; convenient access to professional certification courses prior to the official start of the convention (as your schedule may allow); and much more, including a professional plethora of educational sessions; daily keynote and general sessions; discussion and direct participation groups; and ready access to IFEA Expo vendors and suppliers, convention speakers and other global industry leaders who, together, are the foundation of the IFEA experience and the core of our global industry conversation.



CONVENTION SCHOLARSHIPS

Since its' founding in 1993 the IFEA Foundation has provided scholarship assistance to over 300 students, new professionals and financially challenged events, allowing them to attend the annual IFEA Convention, CFEE programs, and other special programs. Scholarship recipients are able to return home with new ideas, information and motivation to take their own events and careers to the next level, beginning their own professional ripple effects. Ten IFEA Foundation Legacy Scholarship recipients will be joining us for this year's IFEA Convention. If you are interested in how you might apply for or provide support for future IFEA Foundation scholarships, more information is available in the Foundation section of the IFEA home page at www.ifea.com.



INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION
FOUNDATION

Our primary, annual fundraising event is an all-important source of support that allows us to confidently provide convention scholarships to many young professionals who will become the next generation of industry leadership and to those deserving organizations working to build a solid and successful foundation for their festivals, events and communities. The funds raised also support our capabilities to provide and host top-quality industry presenters, speakers and programming, helping us to raise the bar for everyone in our global industry.

Día de los Muertos Gala Celebration

SILENT AUCTION

This year's IFEA Foundation 'Silent Auction' will kick off online September 19th at 10:00am CDT and come to a close October 10th at 11:00pm CDT, shortly after the close of our Foundation Night Party. While all item photos, details and bidding will be available online, many items will also be on display the first two days of the convention (October 9th and 10th) in the McAllen Convention Center. Whether you're looking for a fun and relaxing getaway; gifts for yourself, family and friends; or a must-have product or service that helps your festival/event, the auction will have a wide variety of unique and useful items to choose from. All funds enable the IFEA Foundation to continue their critical support of IFEA's many programs and services, so bid high and bid often!

IFEA FOUNDATION DÍA DE LOS MUERTOS GALA CELEBRATION & LIVE AUCTION

On Tuesday night, October 10th, join us for a very special experience. El Día de los Muertos (the Day of the Dead), is a Mexican holiday where families welcome back the souls of their deceased friends and relatives for a brief reunion that includes food, drink and celebration. While the holiday is officially celebrated each year in late October – early November, with the help of the City

of McAllen, celebration of this special holiday will be extended to include the IFEA Convention dates throughout the City. According to tradition, during el Día de los Muertos, the gates of heaven are opened so that treasured family and friends can return for a special remembrance and celebration of those continued relationships and the ripple effects that they have had on us all.

Beginning the evening - under the watchful eye of La Catrina (who symbolizes the cycle of life, and a reminder to enjoy life, but also embrace death) with a toast to treasured friends lost, from the McAllen Convention Center we will join together for a celebration procession to the McAllen Performing Arts Center where we will enjoy dinner, followed by a very special cultural performance in this beautiful state-of-the-art facility, and dessert.

A memorable night, to benefit a meaningful cause, festive-dressy-casual is the attire for the event. Photo ops and activities to add to your celebration look will be available on-site, together with opportunities to bid on extended weekend stays, exclusive VIP opportunities and behind-the-scenes interactions within our Live Auction/Ultimate Experience packages. The winner of our Ultimate Experience Getaway will be drawn and announced just prior to the Live Auction's start, and for those finding themselves on the short end of any bids during the night, we encourage you to consider donating to the ongoing memories of good friends lost, helping us to reach our annual goal of exceeding the previous year's success.

Best of all, the IFEA Foundation Día De Los Muertos Gala Celebration & Live Auction is included at no extra charge as part of your convention registration! So mark your calendar now and plan to be there for this can't miss celebration!

Note: The IFEA Foundation encourages you and/or your event/organization to donate a special item, experience package, travel opportunity, or product / service / dining package to be included in the IFEA Foundation Auctions. Help support the IFEA's educational mission and the future of our industry along with your professional peers from around the world. For more information call or email Kaye Campbell, CFEE at +1-208-433-0950 ext. 8150 / kaye@ifea.com or go to the Foundation section of the IFEA home page at www.ifea.com.

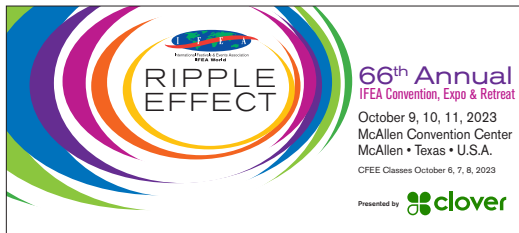
66th Annual IFEA Convention, Expo & Retreat - Schedule At-A-Glance

TIME	Fri., Oct. 6	Sat., Oct. 7	Sun., Oct. 8	Mon., Oct. 9	Tue., Oct. 10	Wed., Oct. 11
7:00 a.m.	Breakfast at Hotels and Walk to Convention Center	Breakfast at Hotels and Walk to Convention Center	Breakfast at Hotels and Walk to Convention Center			
7:30 a.m.						
8:00 a.m.				Silent Auction 8:00 a.m. to 6:00 p.m.	Silent Auction 8:00 a.m. to 6:00 p.m.	
8:30 a.m.					'Inspire the Industry' General Session	'Inspire the Industry' General Session
9:00 a.m.	CFEE <i>FastTrack</i> ® Class	CFEE <i>FastTrack</i> ® Class	CFEE <i>FastTrack</i> ® Class	Convention Opening & Keynote Speaker	Educational Sessions 9:45 am - 10:45 am	
9:30 a.m.						
10:00 a.m.				Affinity Group Sessions 11:15 pm - 12:15 pm	IFEA Expo and Lunch	Educational Sessions 10:15 am - 11:45 am
10:30 a.m.						
11:00 a.m.						
11:30 a.m.						
12:00 p.m.	Lunch on Own	Lunch on Own	Lunch on Own	IFEA Expo and Lunch	IFEA Awards Luncheon 12:00 pm - 1:45 pm	
12:30 p.m.						
1:00 p.m.						
1:30 p.m.	CFEE <i>FastTrack</i> ® Class	CFEE <i>FastTrack</i> ® Class	CFEE <i>FastTrack</i> ® Class	IFEA Expo and Lunch	Educational Sessions 1:00 pm - 5:45 pm	Educational Sessions 2:00 pm - 4:15 pm
2:00 p.m.						
2:30 p.m.						
3:00 p.m.				Affinity Group Sessions 3:45 pm - 4:45 pm		
3:30 p.m.						
4:00 p.m.	Attendee Free Evening	Attendee Free Evening	Industry Ancestry: Come Meet the IFEA Family	IFEA/Haas & Wilkerson Insurance Pinnacle Awards	Closing Session and Speaker	
4:30 p.m.						
5:00 p.m.				DFEST® Hospitality Suite Happy Hour Welcome		
5:30 p.m.						
6:00 p.m.						
6:30 p.m.			Attendee Free Evening of Dining and Networking		IFEA 'Foundation Party & Live Auction 7:00 pm - 10 pm	
7:00 p.m.						
7:30 p.m.						
8:00 p.m.				Attendee Free Evening		DFEST® Hospitality Suite
8:30 p.m.						
9:00 p.m.						
9:30 p.m.					DFEST® Hospitality Suite	
10:00 p.m.						
10:30 p.m.						

■ EDUCATION
 ■ NETWORKING/SOCIAL
 ■ CONTINUING EDUCATION
 ■ FREE TIME
 ■ AWARDS PROGRAMS
 ■ EXPO

* Connections Cafe is open all day during most convention hours for coffee breaks and networking.

Expo Load In: Sunday, October 8, 2023, 2:00 p.m. - 7:00 p.m. and Monday, October 9, 2023, 7:00 a.m. - 9:00 a.m. | Expo Load Out: Tuesday, October 10, 2023, 1:00 p.m. - 4:00 p.m.



IFEA MEMBER CONVENTION REGISTRATION FORM

Return To: Mail: IFEA 10400 Overland Rd. #356, Boise, ID 83709, U.S.A.

Fax: +1-208-433-9812 • **Phone:** +1-208-433-0950

Payment Form: Please complete this form for all those attending the Convention from the same organization. Please use page 1 to add organization information and page 2 to add all individuals from that organization. Be sure to complete sections 1, 2, 3, (4 optional) and 5.)

1. ORGANIZATION INFORMATION

(Please add complete details for each attendee being registered on the 2nd page. Duplicate page as necessary.)

Organization: _____

Phone: _____ Website: _____

2. ORGANIZATION CATEGORY: Please indicate which category you/your organization falls into from the list below: (Please check only one).

- ☐ Affiliate Chapter
 ☐ Association
 ☐ Chamber of Commerce
 ☐ Consultant
 ☐ Convention & Visitors Bureau
 ☐ Downtown Association
 ☐ Educational Institution
 ☐ Event
 ☐ Event Facility
 ☐ Event Management
 ☐ Event Planner
 ☐ Fair
 ☐ Festival
 ☐ Foundation
 ☐ Government Entity
 ☐ Individual
 ☐ Media
 ☐ Parks & Recreation
 ☐ Student
 ☐ Tourism
 ☐ Vendor

3. CONVENTION REGISTRATION FEES: (Please submit all monies in U.S. Dollars only.)

	2ND EARLY BIRD RATE BETWEEN: APRIL 8 AND SEPT. 1, 2023	FINAL PRE-CONVENTION REGISTRATION RATE: SEPT. 2 AND OCT. 6, 2023	
MAIN ATTENDEE RATE:			
1st Attendee Rate:	\$795	\$895	\$ _____
2nd, 3rd, 4th Attendee (SAME Organization)	\$695	\$795	x _____ Qty = \$ _____
5th Attendee or More (SAME Organization)	\$595	\$695	x _____ Qty = \$ _____
ADDITIONAL REGISTRATION TYPES:			
Full-Time Student (Current Class Schedule Required)	\$445	\$545	\$ _____
Qualified Volunteer (Contact IFEA for Definition)	\$445	\$545	\$ _____
Spouse/Guest (Social Activities Only. Does NOT Include educational sessions.)	\$445	\$545	\$ _____

REGISTRATION FEES INCLUDE: All Educational Sessions during the main convention; All Coffee Breaks at Connections Café; Entrance to the dfeest® Hospitality Suite; Entrance to the IFEA Awards Luncheon & Pinnacle Awards Presentation; Entrance to the IFEA Expo in addition to Lunch at the Expo on both days; IFEA Foundation Auction Night Event; IFEA Convention Program Book & Convention Attendee List; Registration does not include CFEE Certification Classes or Expo Exhibitor Registration. Separate registration required for each.

If registering for CFEE Core Classes or an IFEA Expo Booth, please use the separate registration forms found at www.ifea.com.

4. IFEA FOUNDATION DONATION: The IFEA Foundation, a 501(c)3 organization, works hand-in-hand with the IFEA as its primary partner in raising funds for scholarships, educational programs and more. Donations to the IFEA Foundation may be tax deductible and a donation receipt letter will be sent for your records.

- **Donation Amount (USD):**
- Amount ☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other \$ _____

Promo Code: _____ TOTAL AMOUNT ENCLOSED: \$ _____

5. PAYMENT: All fees are payable in U.S. Funds. Your registration form CANNOT be processed until payment is received. To ensure that you are pre-registered for the 66th IFEA Annual Convention & Expo, return your signed registration form with full payment no later than 25 days prior to the Convention's start. After that, please call Kaye Campbell, CFEE to make sure your registration has been received at +1-208-433-0950 ext. 8150.

Select method of payment: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover ☐ Check (make check payable to IFEA)

Print Cardholder Name: _____

Signature: _____

Credit Card Number: _____

Expiration Date: _____ CVN Code: _____ (MC/Visa-3 digit code back) (AMX-4 digit code front)

6. CANCELLATION POLICY: Full refunds will be provided for cancellations made prior to 30 days from the Convention's start. A 50% refund will be provided for cancellations made 15-29 days before the Convention's start. After 15 days prior to the Convention's start, there will be no refunds for cancellations. Please contact Kaye Campbell for questions or cancellations (kaye@ifea.com or call +1-208-433-0950, Ext. 8150).

As a not-for-profit 501(C)6 organization, the IFEA reserves the right to refuse or cancel the registration of any individual or organizational attendee, who, at its sole discretion, may represent/display unprofessional, unlawful, unethical, unsafe, or other actions/positions deemed contrary to the best interests of the IFEA and our global industry. Additionally, the IFEA does not discriminate on any basis including race, sex, age, religion, national origin, sexual orientation or disability. For the complete Code of Ethics, visit www.ifea.com.

By registering for and attending the IFEA Convention & Expo, you provide the IFEA express permission to use your name, photo and/or likenesses in any and all promotional and/or advertising materials in any medium, including the internet. Additionally, by registering, providing complete contact information and attending the IFEA Convention, consent is provided from all registrants for the IFEA to send emails to the email address listed on this form for each registrant, in addition to listing the complete name and all contact information for each registrant on this form, on the IFEA Convention Attendee List.



INDIVIDUAL ATTENDEE

INFORMATION FROM SAME ORGANIZATION

ORGANIZATION: _____

1st ATTENDEE ☐ Convention Attendee ☐ Student ☐ Volunteer ☐ Guest

Name: _____ Name for Badge: _____

Position Title: _____ First IFEA Convention ☐ Yes ☐ No

Date of Birth (mm/yyyy): _____ Year Started Employment in Festivals & Events Industry: _____

Ice Breaker: What is one unique fact that people wouldn't know about you? _____

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

Address: _____

City, State/Province, Zip Code: _____ Country: _____

Phone: _____ Cell Phone: _____

E-mail: _____ Website: _____

2nd ATTENDEE ☐ Convention Attendee ☐ Student ☐ Volunteer ☐ Guest

Name: _____ Name for Badge: _____

Position Title: _____ First IFEA Convention ☐ Yes ☐ No

Date of Birth (mm/yyyy): _____ Year Started Employment in Festivals & Events Industry: _____

Ice Breaker: What is one unique fact that people wouldn't know about you? _____

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

Address: _____

City, State/Province, Zip Code: _____ Country: _____

Phone: _____ Cell Phone: _____

E-mail: _____ Website: _____

3rd ATTENDEE ☐ Convention Attendee ☐ Student ☐ Volunteer ☐ Guest

Name: _____ Name for Badge: _____

Position Title: _____ First IFEA Convention ☐ Yes ☐ No

Date of Birth (mm/yyyy): _____ Year Started Employment in Festivals & Events Industry: _____

Ice Breaker: What is one unique fact that people wouldn't know about you? _____

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

Address: _____

City, State/Province, Zip Code: _____ Country: _____

Phone: _____ Cell Phone: _____

E-mail: _____ Website: _____

4th ATTENDEE ☐ Convention Attendee ☐ Student ☐ Volunteer ☐ Guest

Name: _____ Name for Badge: _____

Position Title: _____ First IFEA Convention ☐ Yes ☐ No

Date of Birth (mm/yyyy): _____ Year Started Employment in Festivals & Events Industry: _____

Ice Breaker: What is one unique fact that people wouldn't know about you? _____

Special Dietary Needs: ☐ Vegetarian ☐ Gluten Free

Address: _____

City, State/Province, Zip Code: _____ Country: _____

Phone: _____ Cell Phone: _____

E-mail: _____ Website: _____

The Name's V.A.L., Festi-V.A.L., That Is!



Your Virtual Attendee Liasion
for the 66th IFEA Convention

To Chat With V.A.L., Simply:

Scan in the QR code on you phone

Text "HI" to 833-572-0211

Visit the IFEA Website