

# 37th Annual MAAFS Convention Schedule

October 26-29, 2023 | The Grand Hotel & Spa | 2100 Baltimore Ave, Ocean City, MD 21842

*Schedule is subject to change*

## **Thursday, October 26**

7:00pm Pre-conference meetup  
(Tentatively at Alley Oops, 5509 Coastal Highway, Ocean City, MD)

## **Friday, October 27**

7:00am – 12:30pm Associate Member Registration – Ballroom Foyer  
Trade Show Set-up – Ballroom

9:30am – 11:00am Off-site tour – Newly Renovated Ocean City Convention Center  
(limited to first 30 registrants)

10:00am – 5:00pm Fair Member Registration Open – Ballroom Foyer  
Communications Contest Entries Received – Ballroom Foyer

12:00pm – 2:00pm Trade Show Open

2:00pm – 2:50pm Education Session #1  
Associate Meeting

3:00pm – 3:50pm Educational Session #2

4:00pm – 6:30pm Trade Show Open

5:30pm – 6:30pm Happy Hour and Showcase in the Trade Show

6:30pm – 9:00pm Dinner on your own – enjoy your favorite Ocean City restaurant

9:00pm - 11:00pm Hospitality Suite open

## **Saturday, October 28**

8:00am – 9:00am Breakfast

9:00am – 4:00pm Fair Member Registration Open

8:30am – Noon Trade Show Open

10:00am – 10:50am Education Session #3

- 11:00am – 11:50am      Education Session #4
- Noon – 1:00pm            Lunch and Updates (Presentation of the “Friend of MAAFS” Award)
- 1:00pm – 1:45pm        Keynote Speaker
- 2:00pm – 2:45pm        Roundtable and Educational Session
- 3:00pm – 3:45pm        Roundtable and Educational Session
- 4:00pm – 4:30pm        Roundtables
- 6:00 – 7:00pm            Happy Hour in the Ballroom  
\*Come in your most creative Halloween costume
- 7:00pm – 10:00pm       Dinner, Auction & Entertainment  
Halloween Costume Contest, Wine Pull
- 10:00pm - Midnight      Hospitality Suite open
- Sunday, October 29**
- 8:00am – 8:30am        Non-Denominational Reflection
- 8:00am – 9:30am        Breakfast
- 9:30am – 10:30am       Association Business Meeting (*A drawing will occur at the conclusion of the meeting. Must be present to win.*)

**Educational Session Topics**

- How to increase gate security without holding up lines
- Negotiating contracts
- What’s new in Agriculture Education
- How to work with Concessionaires to increase sales and guest experience
- Online marketing and pushing advanced sales
- Cannabis – What is the new law and how will it affect Fairs
- Maryland Legislative Primer – Securing state funding and requesting capital projects

**Roundtable Topic**

- Companies that make life easier
- Sponsor/Fundraising
- Year-Round Revenue Generation
- Ask a Lawyer
- How to improve Jr. Fairboards from the youth’s perspective