

38th Annual MAAFS Convention Schedule

Oct. 31-Nov. 3, 2024 | Ashore Resort & Beach Club | 10100 Coastal Hwy, Ocean City, MD 21842

Schedule is subject to change

Thursday, October 31

7:00pm Beach Bonfire - Ashore Beach

Friday, November 1

8:00am – 12:30pm Associate Member Registration - Lobby
Trade Show Set-up - Atlantic Ballroom A/B

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

12:00pm – 2:00pm Trade Show Open - Atlantic Ballroom A/B

1:00pm - 1:45 pm Opening Session (Intro Board Members/Welcome, National Anthem, etc.) -
Atlantic Ballroom

2:00pm – 2:50pm Educational Sessions

- *Advance Ticket Sales*, NoiseNew Media, Conference Room 1
- *Celebrating America's 250th in Maryland* – Michele Johnson, Maryland 250 Commission, Conference Room 2/3
- Associate Meeting - Atlantic Ballroom A/B

3:00pm – 3:50pm Networking Roundtables

- *Fairs and Cannabis a Budding Relationship*, Maryland Cannabis Commission, Conference Room 1
- Livestock Roundtable, Conference Room 2/3

4:00pm – 6:00pm Trade Show Open - Atlantic Ballroom A/B

4:30pm – 6:00pm Happy Hour and Showcase in the Trade Show - Atlantic Ballroom A/B

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

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

Saturday, November 2

8:30am – 9:30am Breakfast - Atlantic Ballroom

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| 9:00am – 4:00pm | Fair Member Registration Open - Lobby |
| 9am – Noon | Trade Show Open - Atlantic Ballroom A/B |
| 10:00am – 10:50am | Educational Session 1 <ul style="list-style-type: none"> ● <i>Getting Value for Value</i>, Jeff Cochran, Professional Speaker and Author of “Persuade” - Conference Room 1 ● <i>Alcohol on Your Fairgrounds</i>, Kelly Collins, CEO, State Fair of West Virginia, Conference Room 2/3 |
| 11:00am – 11:50am | Education Session 2 <ul style="list-style-type: none"> ● <i>Influencing Without Authority</i>, Jeff Cochran, Professional Speaker and Author of “Persuade” - Conference Room 1 ● <i>Marketing on a Small Budget</i>, Sarah Hamilton, Wayne County Fair, NY, IAFE Ambassador, Conference Room 2/3 |
| Noon – 1:00pm | Lunch and Updates - Atlantic Ballroom MDA Animal Health Maryland 4-H Maryland Agricultural Fair Board Amusement Board Update Associate of the Year presentation Presentation of the “Friend of MAAFS” Award |
| 1:00pm – 1:50pm | <i>Using Story to Sell</i> , Keynote Speaker, Jake Brown, Bright Browns LLC and author- Atlantic Ballroom |
| 2:00pm – 2:50pm | Educational Session 3 <ul style="list-style-type: none"> ● <i>A.I. in the Fair Industry</i>, NoiseNew Media, Conference Room 1 ● Roundtable, Conference Room 2/3 |
| 3:00pm – 3:50pm | Educational Session 4 – Possibly ROUND TABLES instead!?! <ul style="list-style-type: none"> ● <i>Building an Event that Clicks</i>, Jake Brown, Bright Browns LLC and author, Conference Room 1 ● Young Professionals and Jr. Board Roundtable, Conference Room 2/3 |
| 5:00 – 6:00pm | Happy Hour - Dune Deck |
| 6:00pm – 9:00pm | Annual Banquet - Atlantic Ballroom Auction |
| 9:00pm - 11:00pm | Hospitality Suite Open - |
| Sunday, November 3 | |
| 8:00am – 8:30am | Non-Denominational Reflection - Ashore Beach |

8:00am – 9:30am Breakfast - Atlantic Ballroom

9:30am – 10:30am Association Business Meeting - Atlantic Ballroom
*(A prize drawing will occur at the conclusion of the meeting for free 2024
conference registration. Must be present to win.)*