

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 - 9:30pm Beach Bonfire - Ashore Beach

Friday, November 1

- 8:00am – 12:30pm Associate Member Registration – Convention Center 2nd Floor Lobby
Trade Show Set-up - Atlantic Ballroom
- 10:00am – 5:00pm Fair Member Registration Open – Convention Center 2nd Floor Lobby
Communications Contest Entries Received – Convention Center 2nd Floor Lobby
- 11:00am – 1:00pm Lunch on your own – enjoy your favorite Ocean City restaurant!
- 12:00pm – 2:00pm Trade Show Open - Atlantic Ballroom
- 1:00pm - 1:45pm Opening Session, Atlantic Ballroom
- 1:30pm – 3:00pm Grab & Go Refreshments and Snacks Sponsored by ShoWorks – Convention Center 2nd Floor Lobby
- 2:00pm – 2:50pm Educational Sessions
- *Ethics in Judging*, David Gordon, MAAFS Board Member, Maryland State Fair - Seaside Room 1
 - *Celebrating America's 250th in Maryland*, Michele Johnson Maryland 250 Commission - Seaside Room 2/3
 - Associate Meeting - Atlantic Ballroom
- 3:00pm – 3:50pm Educational Sessions
- *4 Questions That Drive Every Design, Website, Video, and Social Media Campaign*, Steve Lowe, 127 Creative owner - Seaside Room 1
 - *Livestock Roundtable*, bring all your livestock questions to discuss with other fair staff – Seaside Room 2/3
- 4:00pm – 6:00pm Trade Show Open - Atlantic Ballroom
- 4:30pm – 6:00pm Happy Hour and Showcase in the Trade Show Sponsored by Powers Great American Midways - Atlantic Ballroom
- 6:00pm – 9:00pm Dinner on your own – enjoy your favorite Ocean City restaurant!
- 9:00pm - 11:00pm Hospitality Suite Open – Suite Location TBD
Hospitality Suite Sponsored By The Montgomery County Agricultural Fair and The Taisey Agency

Saturday, November 2

- 8:30am – 9:30am Breakfast Sponsored by Variety Attractions- Atlantic Ballroom
- 9:00am – 4:00pm Fair Member Registration Open - Convention Center 2nd Floor Lobby
- 9am – Noon Trade Show Open - Atlantic Ballroom
- 10:00am – 10:50am Educational Session 1
- *Advance Ticket Sales*, Steve Richo and Mark O’Shea, Noise New Media - Seaside Room 1
 - *Getting Value for Value*, Jeff Cochran, Professional Speaker and Author of “Persuade” - Seaside Room 2/3
- 11:00am – 11:50am Education Session 2
- *Young Professionals and Jr. Board Roundtable*, Sarah Hamilton, IAFE Ambassador (Young Professionals is for all those in the Fair industry under 40) - Seaside Room 1
 - *Influencing Without Authority*, Jeff Cochran, Professional Speaker and Author of “Persuade” - Seaside Room 2/3
- Noon – 1:00pm Lunch Sponsored by Noise New Media & Horizon Farm Credit - Atlantic Ballroom
Partner Updates
Associate of the Year Presentation
Presentation of the “Friend of MAAFS” Award
- 1:00pm – 1:50pm *Using Story to Sell*, Keynote Speaker, Jake Brown, Bright Browns LLC and author- Atlantic Ballroom
Keynote Presented By Powers Great American Midways
- 2:00pm – 2:50pm Educational Session 3
- *Cannabis and Fairs a Budding Relationship*, Timothy Dupree, Chief, Division of Stakeholder engagement, Maryland Cannabis Commission – Seaside Room 1
 - *Artificial Intelligence for the F(AI)R Industry: What It Is, What It Isn’t and 3 Practical Applications to Use Now!*, Steve Richo and Mark O’Shea, Noise New Media – Seaside Room 2/3
- 3:00pm – 3:50pm Educational Session 4
- *Marketing on a Small Budget*, Sarah Hamilton, Wayne County Fair, NY, IAFE Ambassador - Seaside Room 1
 - *Building an Event that Clicks*, Jake Brown, Bright Browns LLC and author - Seaside Room 2/3
- 5:00 – 6:00pm Happy Hour Presented By Etix- Dune Deck with Musical Guest Jimmy Mowery
- 6:30pm – 9:00pm Annual Banquet Presented by Deggeller Attractions- Atlantic Ballroom
Fair Person of the Year
Auction

9:00pm - 11:00pm Hospitality Suite Open – Suite Location TBD
Hospitality Suite Sponsored By The Montgomery County Agricultural Fair and
The Taisey Agency

Sunday, November 3

8:00am – 8:30am Non-Denominational Reflection - Ashore Beach

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

9:30am – 10:30am MAAFS Association Business Meeting - Atlantic Ballroom
*(A prize drawing will occur at the conclusion of the meeting for free 2025
conference registration. Must be present to win.)*