

FRIDAYS AT FOUR  
VOLUME FOUR ISSUE 8  
PRE IAFE MEETINGS ISSUE

This issue will take a look at the key things that will be talked about at this year's IAFE meetings December 14-18<sup>th</sup> in Las Vegas.

- Greening and the Green Movement...Lots of discussions will occur about reducing the environmental impact of the events. How will Fairs truly get buyin from vendors and customers to help reduce not just trash.. What about mass transit use,energy use, and do more than just put out two bins and put signs on the bins to separate food waste items. Also, who will pay for this movement. The payback...when and how will it come.
- News broke this week about Live Nation and Blockbuster forging a new ticket partnership. According to the Wall Street Journal, Live Nation will make tickets available at about 500 Blockbuster stores. Blockbuster will get an exclusive 4 hour window before they are available anywhere else. Blockbuster will charge a nominal fee for each ticket...Should make for an interesting discussion at the Ticketmaster and other trade show ticket vendor booths.
- Carnivals..Who survived the summer cost spirals and who did not?..Word coming from California that the Los Angeles County Fair and Orange County Fair will expand to an added weekend in 2009...Five weekends in LA County and four weekends in Orange County. Plus news that Fairs in some Midwest and East locations were unable to contract with a carnival operator in 2008.
- Digital signage..Who is using it, with what impact and at what cost? A story in MediaWeek June 16<sup>th</sup> describes the following uses of a digital signage package—  
LCD panels in sizes from 12 inches to 65 plus inches  
Contact management software that enables the delivery of kiosk applications  
Touch screen technology  
Two way Internet Protocol video camera technology  
Use of the digital signs as both info centers and advertising billboards
- Credit card usage at events. Two fairs required all food locations to accept credit cards this summer. All vendors leased the hardware from a vendor and the information was centralized for payments. Questions to ask would include one for sure....With all of the vendors using different banks, how was settlement handled into each vendor's account? And did the use of cards increase sales at locations?

Other topics sure to get major interest from attendees will include the paperless midway, the all-in-one ticket, the current economy and its impacts on the family event business, livestock and urban area Fairs, where have all the commercial vendors gone?

Two recent books that I have been reading to recommend to you—

Outliers by Malcolm Gladwell

How The Wise Decide by Aaron Sandoski

GF Strategies will be in Las Vegas, looking forward to sharing more with you the news that we are now working with ED Hovee, one of the top economic consulting firms in the Northwest region. The two firms will work to provide economic planning and market feasibility studies and work with Fairgrounds and Expo Centers looking to put together public-private partnerships.

Thanks for your feedback on Fridays at Four, as we close out year Four with our Year in Review issue coming next time.

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