

Questions to Ask Yourself When Booking Entertainment

Entertainers want what you want – Toilet paper and an audience

The Fair is the band. The Entertainer plays in the band

Acknowledge – Feel Good – Attention

Trends – Interests of your demographic and how to involve them. Look for people who are interested in what you have to offer

7 times to obvious – Elevate your Fair by elevating the Entertainment you deem worthy to be a part

What the Entertainer needs

From entrance to exit, does the flow of the fair relate to the location and show times of your entertainment?

Will the entertainer be advertised on signage, visuals on social media, and print materials?

Does the fair supply a safe space to change and personal items?

Riders – Sound or tech, hotel, travel, parking, water?

Sponsor areas to mention?

What Can an Entertainer Do For You?

Before Fair – Make specific tailored pics or videos for your social media?

Be a part of give-aways or contests or challenges on social media?

During Fair – Be a host/MC, judge, sing a national anthem?

Post Fair – Did you ask your entertainment to give you feedback on location, timing, and anything else that can enhance the experience?

Programmer Considerations

Theme Focus – Having a theme or focus for your event/area can help create a product that feels cohesive. **Budget** – Negotiations will always be part of the process to ensure you get the best activations for your event

within your price range. **Space Location** – Knowing the limitations and benefits of your location will affect what programming you are able to install.

Audience – Your audience is the main factor in your programming. What will draw them to you? Having familiarity for drawing in new families,

with a twist particular to your goals.

Research & Inquiries:

Considerations -

Does it fit with your area and/or theme?

Is it representative/of interest to your community?

Who is not being included that could be?

Budget – Collaborations with community groups - Hybrid

Agreements:**Performer Agrees To...**

Number of shows
Additional responsibilities
Costumes, props, specialized equipment
Promotional materials
Insurance (Additional Insured)

Venue Agrees To...

Location, set-up, performance area, sound checks and prep required.
Stage equipment
Infrastructure
Signaage & Marketing
Cleaning & Security
Passes (on site and Parking)
Permission to sell product (if applicable)

Logistics: Before the Event

Site Layout –
Is there existing infrastructure?
What do you need to bring in?
Does it make sense?
Does one activation flow into another?
Do show times overlap?

Move-in/out:

Dates arrive and leave – Any conflicts?
Mid-event transitions?
Safety restrictions?

Logistics: During the Event

Communicate with your team – any changes
Be flexible – Problems will happen
Have Fun!

Logistics: After the Event

Move-out and clean up
Post Mortem – what worked and what didn't?
What would you have done differently?

What could you do to make next year's event better?