



First Impressions Application Form 2026

What is the first impression your visitors have of your fair?

- Is it great or could it use some tweaking?
- Is there great signage showing them how to find your fair and attractions within the fair?
- Do you have interesting entertainment and is there something for everyone?
- Does your venue promote agriculture and rural Ontario?
- Is your venue accessible and hazard free?
- Are there lots of food choices? Do you have ample parking?

If you are interested in knowing what your fair's 'first impression' is, then you should consider participating in the "**OAAS First Impressions**" program. This unique program offers the opportunity to look at your fair through the eyes of others.

It is a tremendous chance to identify areas for improvement that will enhance your guests' experience at your fair.

- We all know that first impressions are the ones that last and become memories. Help your fair create positive and lasting first impressions by participating in this unique program.
- Agricultural societies are paired up and then a team from each agricultural society visits the other's fair and evaluates specific characteristics based on the visitors' "first impressions"
- The feedback from these visits validates the areas where the society is doing a terrific job and identifies areas for improvement.
- It identifies areas where you might grow your fair.
- This program builds strong relationships among fairs and boards and gives concrete information to support strategic planning.

Complete the application form available on the OAAS website, under Society Info, then OAAS Programs.

<https://ontarioagsocieties.com/agricultural-society-info/first-impression-strategic-planning-program>

Email: firstimpressions@oaasfairs.com



Application Deadline: May 15, 2026

Presentations must be completed by December 1st, 2026, for reimbursement of your participation fee.

Name of agricultural society: _____
Name of fair: _____
Fair Dates for 2026: _____
District: _____
Contact Person 1: _____
Email Address: _____
Phone Number: _____
Contact Person 2: _____
Email Address: _____
Phone Number: _____
Attendance at Fair: _____
Fair Start Date and Time: _____
Fair Closing Date and Time: _____
***Would you accept a pairing from your own district?** _____
***How far are you willing to travel?** Up to 2 hrs. 2-4 hrs. 4-6 hrs. 6 hrs. +

*While we will try our best, we cannot guarantee that these can be accommodated, as it will depend on the agricultural societies taking part.

Please mark off all the following categories that apply to your fair:

Livestock

Livestock classes: Yes No
 4-H Show: Yes No

Homecraft

Hall Exhibits: Yes No Other: _____

Entertainment

Tractor/Truck Pull: Yes No
 Demolition Derby: Yes No
 Midway: Yes No
 Commercial Vendors: Yes No Other: _____
 Live Bands: Yes No

A participation fee of **\$226.00 (\$200.00 + HST)** is payable to the "Ontario Association of Agricultural Societies" when you submit your application. **NEW** please e-transfer payment to: oaas@oaasfairs.com or send a cheque to: **OAAS 1911 Foxboro Stirling Rd R.R. #4 Stirling, ON K0K 3E0**. Once you have been paired with another fair and you do not participate, there will be no refund. In addition to the participation fee, each society will be responsible for providing passes to the visiting fair volunteers, their own travel costs, photocopying and/or printing and incidentals of volunteers. **\$100.00 + HST** will be returned once all the documentation and presentations are completed.

Applications must be submitted electronically only!