

NEW. NOW.

NEXT!

IAAPA

Attractions
Expo



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IAAPA ATTRACTIONS EXPO 2015

Conference: Nov. 16-20, 2015 • Trade Show: Nov. 17-20, 2015

Orange County Convention Center • Orlando, Florida, USA

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Designing Entertainment: Streetmosphere And Low-Budget Entertainment Solutions

Ron Gustafson, director of marketing/public relations
Quassy Amusement & Waterpark
Middlebury, Connecticut (USA)

November 16, 2016





Live Entertainment:

- * What
- * Where
- * Why
- * How

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'Streetmosphere' – What Works Best For Your Venue?



- * A Street Act
- * A Stage Act
- * Differences Between The Two
- * Impact
- * Low-Budget Solutions

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Street Acts: For FREE !

* Impact

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Street Acts: Paid



Cost & Impact

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Where: Local & Regional Talent



- Local Agencies
- Parks & Recreation Associations
- IAAPA Expo Floor
- Visiting Other Attractions

What Best Fits Your Demographic? Street Performances ...





...Or High-Energy
Entertainment?
Both Provide
Added Value
For Your Guests

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Even At Smaller
Parks And
Attractions,
Entertainment Can
Draw A Crowd



Low-Cost Solutions And Their Success At Smaller Facilities



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*** Sponsorships Have Been A Key Factor In Offsetting Costs Associated With Touring Acts & Shows**

*** Media Partners To Help Promote The Entertainment**

*** Additional Publicity:**

- * Have Acts Appear On Regional Television Magazine Shows**
- * Do Photo & Video Shoots Opening Day Of Your Act**
- * Invite Regional Media To See Your New Act Or Show**

They're Back!

'3-D' Fireworks July 4 At Quassy



2132 Middlebury Road, Middlebury CT
quassy.com 203-758-2913

Special viewing glasses will be sold for
\$1 to benefit Healthy Eyes Alliance.
Fireworks appear in all their regular
splendor without the glasses.

Proudly presented by:



**Media Partners
Will Dramatically
Reduce The Cost
Of Promoting
Your Act Or Show**



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The Right Entertainment Solutions At Your Property Can Create A Lasting Impression



Questions & Answers Session To Follow The Presentations

ron@quassy.com

