



National Independent
Concessionaires Association, Inc.
“Together We Can!”

NICA Gathering Onsite Event Checklist

NICA Gatherings are social events held at or near Fairs that foster camaraderie, enhance brand visibility, boost association growth, and improve communication and outreach. Use this onsite event checklist to plan out the details of your gathering, both in the lead up and during your event, ensuring its success!

In the days and weeks before the Gathering:

- Coordinate with Host Fair and invite their CEO, as well as Key Fair Staff, to attend and share a few words.
- Request an item for raffle or auction (i.e. RV space or parking pass).
- Survey the meeting space to identify potential needs (i.e. skirted tables, pre-printed signs, chairs, PA system, extension cord, etc.).
- Charge credit card machines and/or other equipment that will be needed during the event.
- Be on the lookout for potential speakers who may be available on the day of your event.
- Spread onsite tasks among multiple volunteers to help prevent overwhelming the meeting coordinator.

Key Tasks:

- Distribute meeting invitation flyers, (pass out, post in office, ask fair to e-blast etc.)
- Acquire and set up refreshments (food & beverage)
- Acquire and set up PA system (if needed)
- Identify who will lead fundraising, sell tickets, and draw winners
- Identify who is responsible for handling money and depositing it into NICA's bank account
- Maintain a professional appearance onsite (skirted tables, no handwritten signs, etc.).
- Create a meeting outline and ensure copies are available for leadership and speakers. The speaking points can include association news, election results, membership growth initiatives, member benefits, upcoming NICA events and deadlines, and NICA Foundation news.
- Capture information for the post-event report:
 - Count the total number of guests
 - Identify the names, titles, and organization of VIPs, speakers, sponsors, and prize winners

Don't Forget: Take lots of photos during the event and send them to Jesse Willard, Communications Manager, at communications@nicainc.org and post on NICA Live!

Day of Event:

- Arrive at least 30 minutes before the event.
- Bring two-part ticket roll(s), container(s) for ticket stubs, NICA materials and giveaways, money bag, credit card machine, extension cord(s), paper weight (for windy weather), prizes, etc.
- Set NICA swag and other items (if any) out for members to take, give out door prize tickets as people arrive, and begin selling tickets for fundraising, 50/50 drawing, etc.
- Allow attendees time to have some refreshments and visit before beginning the program.
- Always introduce the Fair CEO as your first speaker.

Sample Outline:

Tumbleweed County Fair Gathering

9/1/25, 1 PM

Hospitality Tent

- Welcome all to the Tumbleweed County Fair NICA Gathering!
- Thank the Fair and/or business for providing the gathering location
- Recognize sponsors and those who provided food, beverages, and prizes
- Introduce Fair Staff (CEO/Fair Manager and/or Vendor Manager)
 - Ask CEO to introduce their staff and say a few words
- Recognize NICA Leadership and Council Members in Attendance
- Recognize Special Guests, Benefits Suppliers, VIPs, etc.
 - Invite them to say a few words
- Ask by show of hands, “Who is not a member of NICA?” Welcome them and encourage them to Join by handing them an application. Have leadership prepared to recruit them.
- Announce upcoming conventions and gatherings:
 - NICA Marketplace Nov 8-11, 2026, Tuscan Suites, Las Vegas NV
 - NICA Business Expo & Fare Foods Show, Tampa FL, February 2027
 - NICA will Host over 25 Gatherings this year (name a few upcoming)
- Describe NICA Opportunity Drawing Fundraiser & how to buy tickets
- Conduct NICA Drawings
 - Door prizes
 - Certificate for Membership or Marketplace Registration
 - Fair prize(s)
 - 50/50 Drawing, etc.
- Conclude Meeting and thank everyone for coming!

Post-Event Reporting:

- [Fill out a NICA Gathering Post-Event Checklist Form](#)
- [Fill out an NICA Gathering P&L Form](#)