**Fair Format**

This example outlines an agenda for a fair that runs approximately four hours. It includes a series of staffed activity booths and scheduled events, raffle and prize drawing that would help draw people to booths and help get evaluations completed, and live Radio remote. Disc jockey or other designated individual would need to announce the scheduled events in a timely fashion.

Time Activity

9:30–1:30 Fair Open

9:30–10:00 Registration begins with morning refreshments

• Supply map of booth locations

• Offer bag of giveaways (pens, brochures, stickers, etc.)

• Provide schedule of events

• Administer evaluation form (with chance to win a raffle upon returning completed evaluation)

10:00 Announcement made about when each special event will begin

10:05 Kick off – local disc jockey, live remote broadcast

• Turning over the AFV engine

10:05–1:00 Live remote on stage (continues)

• Interview honorary Odyssey chairman and/or AFV expert

• Interview positive AFV user/owner

• Take Roving Fair Reporter phone reports as he participates in various activities

• Take callers' and fair goers' responses to disc jockey's AFV, fair, and auto questions

Scheduled Events

10:30 and 12:00 Technical Skills

• “Pseudo-Demo Timed Contest: How to Vent Down a Cylinder”

11:30 and 12:30 OEM Panel – Options

• Life cycle costs

• Fuel type

• Safety and repair

10:45 and 11:15 Tours of Dealer Facility (Great “sell” to get sponsors)

9:30–1:30 Ongoing Staffed Booths Open

• All booths will have appropriate AFV materials for hand out

NAFTC Table and Poster

• Include exhibit brochure and current NAFTC brochure

• Display National Odyssey Sponsorship Poster (Required)

• Ride-and-Drive

• 3 Food Booths

• 2 Beverage Booths

• MapQuest-Like Activity Booth (Find the AFV fill station nearest you)

• Local Infrastructure “Fueling Station Ring Toss”

• Agency Booth: Find out tax information and credits for AFVs

Emissions Challenge (Booth run by Car Care Council)

• Get your car gases analyzed for emissions

• Compare to the emissions of one of four AFVs

1:30 Special Closing event:

• Announce last chance to complete survey for a raffle ticket

1:35 Drawing (prize examples)

• One-year lease of an AFV

• One-year free gasoline

• Dollar amount off new purchase of alternative fuel vehicle

• Free lifetime oil changes

• Gas grill and BBQ tools

• Weekend getaway