



A Marketing-Faceted Approach to Web and Print Design

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FOR IMMEDIATE RELEASE

**FOR MORE INFORMATION:**

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## **Showfest Silent Auction Advertising is a Win-Win-Win**



**Apex-Cary, N.C.** – Lisa Gullette, owner of CreatiVisibility, won the silent auction bid for advertising in the Carolina Festivals Newspaper at the 2009 Carolina Showfest, a festival for event planners in the North and South Carolina.

Each year the North Carolina Association of Festivals and Events (NCAF&E) hosts an event of its own called Showfest. One of the many activities at Showfest is the Silent Auction Fundraiser for the Association. Sponsors and participants donate goods and services to be auctioned and the Association wins the benefits. During the 2009 event, at least one particular auction item provided a win-win-win situation.

EC Publishing, Inc. donated a sixth-page full color ad space in the Carolina Festivals Newspaper and by the close of the auction, NCAF&E added to their fund, CreatiVisibility won advertising space at a super rate, and the Newspaper not only ran the ad, but will also have a new customer with CreatiVisibility. Everybody gained from the auction. Look for CreatiVisibility's ad in several more news issues and online as a featured vendor at [www.festivalnews.info](http://www.festivalnews.info).

As a supporting member of the NCAF&E, CreatiVisibility provides services to fellow event planners with events that succeed with a professional, cohesive visual marketing presence. Such events include annual conferences, trade shows, expos, street festivals, grand openings, concerts, corporate family day, fundraiser walk/runs and similar events. Lisa Gullette is not merely a vendor. She has also served in event planning with board members/directors in events such as Apex PeakFest and Transportation Founders Fund, has added CreatiVisibility as an event sponsor, and as a vendor enjoys long-term relationships with clients.

Ms. Gullette has a wealth of experience in supporting executives planning the visible marketing of events. CreatiVisibility services a specialty niche for event planners; offering print and Web design, development, and procurement services which accommodate the special needs and budgets of event marketing. From

“save-the-date” postcards, advertising, online registration, to trade show displays, t-shirts or promotional items, CreatiVisibility works to create a consistent and comprehensive graphic theme. Event coordinators can choose as much or as little support as needed from CreatiVisibility. Some may chose only theme concept and logo design, but other planners prefer CreatiVisibility to produce everything print and internet related for them so they can focus on securing sponsors, vendors, venue, and the other services for their event.

The primary objective of the North Carolina Association of Festivals and Events is to serve as a year-round forum for coordinators and key volunteers of festivals and events by facilitating information sharing, training and networking. “I believe in what the Association is doing and participation in the silent auction is a fantastic way to offer support,” said Lisa Gullette, “Showfest is a great resource for all involved in creating a successful event. Everyone in attendance has something to gain.”

The North Carolina Association of Festivals and Events holds an annual Showfest convention in February which consists of an entertainment showcase, educational seminars, and election of officers. Their summer seminar series focuses on festival and event planning. In 2010, the Association joins South Carolina’s Association of Festivals & Events for a Carolina ShowFest event held in Charlotte.

EC Publishing, Inc, publishes event newspapers in North Carolina, South Carolina, Virginia and Tennessee. The newspapers are published in tabloid format quarterly and are complete guides to festivals, fairs, tours, pilgrimages, arts and crafts shows, rodeos and rendezvous, historical reenactments, pow-wows, auto, boat and RV shows, antique fairs and expositions in their respective state. Featuring an extensive four-month calendar and Centerfold Map locator guide, as well as features and articles on places and events to visit as well as things to do, Festival Newspapers are handy and popular resources for tourists, travelers, shoppers, artisans, craftsmen, vendors, entertainers and concessionaires.

#### **About CreatiVisibility:**

CreatiVisibility creates visibility for its clients by taking a creative, marketing-faceted approach to print and Web site design with the goals of building a lasting relationship between designer and client through attention to client needs, by problem solving in a creative, well-researched and cost effective manner, and by producing print and Web communications products that meet or exceed professional standards. CreatiVisibility is a small business in Wake County, North Carolina with virtual clients across county and state lines. For more information about CreatiVisibility, please visit [www.CreatiVisibility.com](http://www.CreatiVisibility.com).

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