

2019 IAFE Non Fair Facility Usage

Accolades *Sponsored by*
Ungerboeck



Purpose

The purpose of this competition is to:

- Strengthen IAFE member fairs by sharing ideas on how to increase usage and revenue outside of the annual fair.
- Identify successful events that IAFE member fairs could host and to identify how to effectively market your facility.
- Recognize fairs which excel in using and marketing their facility for events and programs outside of the annual fair.

How to Enter

All entries must be submitted in digital format on www.iafecontest.com. Please read the following rules and the category submittal forms carefully for entry format and file size limits.

DEADLINE: All entries must be uploaded by October 1, 2019.

PROCEDURES:

Visit www.iafecontest.com for detailed instructions and to view an instructional video on how to submit your entries. Be sure to have the following 2 pieces of information before visiting the site:

1. E-mail Address (use to login or signup)
2. 2018 Fair Attendance

If you need assistance creating an account at www.iafecontest.com, please contact Brittney Harper brittneyh@fairsandexpos.com or 800.516.0313.

GUIDELINES:

1. Entries in all of the categories should showcase events or marketing activities that took place in 2018 or 2019 year.
2. Each entry must be original concept, program, or marketing activity of the member submitting the entry.
3. Each fair may submit only 1 entry per category (unless otherwise noted).

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4. Entries must be submitted in digital format for judging. Digital entries must be no larger than 8MB per category file. Compress photos and files in order to meet the file size limitations. No Videos should be part of an entry.

DIVISIONS: (Based on 2018 reported Fair attendance)

1. Fairs with an attendance of up to 100,000
2. Fairs with an attendance of 100,001 - 250,000
3. Fairs with an attendance of 250,001 - 500,000
4. Fairs with an attendance of 500,001 - 1 million
5. Fairs with an attendance over 1 million

JUDGING:

Category 1 will use the following criteria for judging:

1. Event Success and Overall achievement — 25%
2. Promotion of Event — 25%
3. Goal Achievement, Attendee Reaction — 25%
4. Originality and Uniqueness — 25%

Category 2 and 3 will use the following criteria for judging

1. Essay description of marketing activities — 30%
2. Goal Achievement, Attendee response to marketing — 30%
3. Originality — 40%

Note: Entries will be judged in October by a panel including the chair of the Non Fair Facility Usage committee, and volunteers from the committee. Entries will be judged online using the criteria outlined and an evaluation scoring form. Entries in noncompliance with specific instructions and/or entries not meeting minimal standards will be reflected in judges' final scores and placing or may be disqualified. The judges reserve the right to move entries to more appropriate categories if deemed necessary. All ties will be broken by the current Non Fair Facility Usage Chair.

AWARDS: The Category winners in each fair division will be recognized at the 2019 IAFE Annual Convention and Trade Show, Dec. 1-4, 2019, in San Antonio, TX.

Category 1 – Successful Non-Fair Event

Recognition of a successful non-fair event taking place in the facility which is produced in conjunction with a partner. Event should have taken place in the 12 months prior to the awards judging (which is approximately Oct. 1 of the current year).

Entry should include an essay providing the event description; marketing activities used to promote the event; information on the reaction of attendees to the event; and pictures from the event to help provide a visual to judges of the contest.

Category 2 – Specific Action/Campaign Used to Market Your Facility

Recognition of one specific aspect of your overall campaign. Those entering should submit one single strategy/marketing effort that they feel was a great success in marketing your venue to your community/region/or state. (CVB outreach; Printed piece etc.)

Entry should include an essay describing a SPECIFIC Action for Campaign used to market your venue; sample or images that help clarify your action/campaign and the attendee/public reaction to your action/campaign (results).

Category 3 – Overall Campaign Used to Market Your Facility

Recognition of successful marketing techniques to “sell” your facility to event promoters, event partners, campers, or renters of your facility. Entry to showcase any sales brochures/printed pieces; email marketing campaigns; public outreach; and special actions taken by the venue to promote or market your facility rental options.

Entry should include an essay describing the many facets of your Overall marketing campaign to market your facility to potential events/rentals. Please include samples, and or photos to help present your overall campaign to judges and results from your campaign.