



INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS

March 2019

Sponsored by

TO: IAFE Fair Members
ATTN: Competitive Exhibits Managers
FROM: Competitive Exhibits (Non-Commercial) Committee



NORTH AMERICAN MIDWAY
ENTERTAINMENT

31st Annual IAFE Competitive Exhibits Awards Program

The Competitive Exhibits Awards Program is a competition for EVERY size fair, very small to very large. This is an excellent opportunity to share ideas on how your fair has created display mechanisms and props for competitive exhibits (i.e. quilts, cakes, photography, canned goods, etc.), the special contests you have created to get more folks involved in competitive exhibits, and how you promote these activities at your fair.

Purpose and Goals:

The purpose of this competition is to encourage fair members to share methods, ideas, props, new classes, and fair themes that enhance or expand the competitive exhibits area. This will enable us to improve this aspect of our industry.

The goals are to:

1. Make available to members the information from the contest entries through displays at the annual convention, articles in Fairs & Expos, the IAFE's Online Library and/or published manuals so we can learn and expand in this important area.
2. Provide a line of communication for member fairs to share information concerning the competitive exhibits area.
3. Drive innovation in Competitive Exhibits by establishing a friendly competitive atmosphere between member Fairs.

Procedures (What, When, and How to Enter):

Entry Submission Process:

HOW TO PREPARE YOUR ENTRIES — *Please Read Carefully:*

You MUST:

1. Verify entries in each category were a strategy utilized in or an event that took place during the 2018 or 2019 fair, exposition, or exhibition.

2. Register entries online at www.iafecontest.com prior to mailing your entries to the IAFE office.
3. Enter a DIFFERENT concept, idea, method, etc. for each category with the exception of 8A and 8B.
4. Only submit ONE entry per category
5. Ensure your entries are RECEIVED (mail & electronic) by the IAFE on or before October 1, 2019.

Do NOT:

1. Enter category winners (1st, 2nd, or 3rd) from any of the previous contests (you may enter the same category that you previously won, but you must enter different concept/contest/event or a different aspect of a winning contest)
2. Enter animal entries. All contests are solely dedicated to non-animal competitive exhibits. All animal contests should be submitted in the Agriculture Contest.
3. Present notebook entries as “scrapbooks”.
4. Add any decorations and/or material (i.e. fabric, stick-ons, etc.) on cover of Binder on the pages within the Binder (border around photos, colored paper, etc.)
5. Include cover sheets identifying entry and fair (i.e. description, a fair photo, etc.)
6. Include an insert into the outside cover of the Binder
7. Use sheet protectors for anything *besides* multi-page documents (i.e. Fair brochure, daily sheets, pre-printed fair material) or oversized documents that will not fit in 3-ring Binder with punches
8. Insert table of contests page
9. Use divider pages or tabbed dividers, etc.
10. Include an essay. (Please only use the required forms provided on www.iafecontest.com)
11. Print pages double-sided
12. Submit the entire prize listing, just the page(s) directly related to the exhibit displayed to more clearly identify the context of the entry being made.

Category listing:

Category 1: Competitive Exhibits New Display Method and/or Prop

Category 2A: New Single Class of Competitive Exhibits

Category 2B: New Division of Competitive Exhibits

Category 3: Use of Theme Throughout Multiple Division of Competitive Exhibits

Category 4A: Create It on the Spot Contest

Category 4B: Participatory Contest

Category 4C: Special Contest

Category 5A: New Contest to Attract New Competitive Exhibitors

Category 5B: New Method to Attract New Competitive Exhibitors

Category 6: Off Season/Non-Fair Contest

Category 7: Fair Activity to Increase Awareness of Competitive Exhibits

Category 8A: Competitive Exhibit Display – Single Photo

Category 8B: Competitive Exhibits Display – Photo Series

Category 9A: General Display at your Fair – Single Photo

Category 9B: General Display at your Fair– Photo Series

How to Submit:

1. Register Online

- a. Visit the website *www.iafecontest.com*
- b. Log in and click “My Submissions”
- c. From here, you may enter all your submissions and attach the appropriate file to the corresponding entries.
- d. Click “Submit”

2. Mail/Ship Entries — Entries must be **received** by October 1, 2019

- a. Mail or ship (FedEx, UPS, etc.) to IAFE office for arrival no later than October 1, 2019.

Address entries to: IAFE

Attn: Brittney Harper

3043 East Cairo St.

Springfield, MO 65802

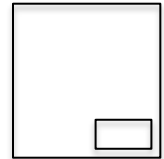
3. **Identifying label:** A plain white mailing label must be placed **ON THE FRONT** of the entry (notebook/binder) **in the lower right corner** (see drawing) with fair name, state/province, division size, and category number.

- a. **San Diego County Fair**

- b. **California**

- c. **Division 5**

- d. **Category 1: Competitive Exhibit New Display Method and/or Prop**



4. **Binder (categories 1-7):** Binder or folder with materials securely fastened inside.

a. Supporting Material

1. Maximum 10 pages of supporting material (except for Category 3 where 15 pages of support materials is acceptable). The required form does NOT count in the “supporting material” page count.
 - a. If supporting materials includes a multi-page and/or multi-fold publications (i.e. exhibitor guide, fair program), this piece can be inserted into a sheet protector/pocket protector and each item will count as **ONE** page of the maximum allowed supporting materials.
2. Photos are important and strongly encouraged. **NO CAPTIONS ALLOWED**
3. Printed materials that show promotion of the display/strategy/contest to exhibitors and the public. Examples: handouts, brochures, advertising materials
4. The supporting material is highly encouraged to include class or contest description from the fair’s prize catalog (premium list, exhibitor guide, etc.) pertaining to **the individual exhibit** such as listing of division, class, section, lot, etc.
5. Other support material includes screen shots, website visits, analytics, etc.

5. ELECTRONIC PHOTO SUBMISSION INSTRUCTIONS (Categories 8a, 8b, 9a, 9b) *Must be submitted by October 1, 2019

- (a) Entries must be submitted in digital format on *www.iafecontest.com* for judging.
- (b) Digital entries must not be larger than 8 MB per file. If file sizes are too large, try compressing photos and files to meet the size limitations.
- (c) **Captions: Mandatory and limited to 30 words for each photo.**
- (d) If your entry/entries are selected as a winner, the IAFE office will contact your Fair about submitting hard-copy versions of the entry/entries for display at the annual convention.

Fair Divisions:

(Based upon 2018 reported attendance)

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

Definitions:

- **Competitive Exhibits** — those items fair exhibitors enter in non-animal competition (judged/placed) at the fair and then are displayed or presented during the fair. Examples: vegetables, foods, textiles, arts, crafts, hobbies, agricultural products, etc.
- **Creative Display Methods** — those items and ideas which fairs use in order to display the fair entries of individual exhibitors in a particular category, e.g. quilts, clothing, canning, etc. A “display” implies static permanence for some significant part or the entirety of the fair.
- **Props** — materials or items used to create the final display and stage the competitive exhibits. They may be fair or commercially produced. Does not include sampling booths, demonstration booths, etc.
- **Class** — one contest or competition, identified by a single class number, with one set of placements by a single judging process. There are different terms used for “class” (i.e. lots). See *example below* *
- **Division** — for the purposes of the Competitive Exhibits Awards Program, a “Division” means a major grouping of classes/lots (each class/lot has separate placement of entries by a single judging process) — which all relate to a general subject or process area of the “Division.” There are many different terms that cover the concept of “Division.” For some fairs it might be “Department” or “Section.”
 - **Examples:** *Photography* is a division with classes for still life, scenic, animals, children, etc.
Home Arts is a division with classes for knitted items, crochet items, sewn items, etc.
- **Contests** — special events/activities that are in addition to regular divisions (departments/sections/classes/lots) of competition. May or may not be listed in prize listing.
- **New Class or Division** — single class or division of competitive exhibits that has **not** been offered at the fair prior to 2019 (or 2018 if not submitted previously).

*EXAMPLE of department and class definition

- Department 24 – Canned goods ← considered “Department”
 - Section A – Jams
 - Class 1 – Strawberry ← considered “single class”
 - Class 2 – Raspberry
 - Section B – Preserves
 - Class 1 – Mixed Berry
 - Class 2 – Peach
- Department 25 – Woodcarving ← considered “Department”
 - Section A – Carvings
 - Class 1 - Santa Figurine ← considered “single class”
 - Class 2 - Gnome carving
 - Section B Intarsia
 - Class 1 - Maximum of 12” piece
 - Class 2 - Over 12”

Judging:

Entries will be judged by members of the Competitive Exhibits (Non-Commercial) Committee and other qualified representatives. Judging of Categories 1-7 will take place in Springfield, Mo. on October 15 – 16, 2019; judging of Categories 8a, 8b, 9a, 9b will take place online.

Entries will be judged according to the criteria outlined using a 10-point scale (10 points being the highest amount). Entries failing to meet the instructions for preparation (above) will result in either a point reduction or disqualification. The judges reserve the right to determine awards and placings for all entries, including those that do not meet minimal standards. Lack of competition within a category for all places does not guarantee a placing or awards. The judges will break all point ties to determine final placing.

Awards:

- (a) **Category Winners** – The First Place winner in each category will receive a plaque at the General Session (pick up **after** the Tuesday morning General Session). Second and Third Place winners will be recognized by a listing in the official program, included on the Contests USB drive, and receive a certificate.
- (b) **Division Winner** – The judges will select a “Division Winner” (Divisions 1 through 5) from among the first place winner entries in each category for that division.
 - a. The division winner will be selected based on the following criteria:
 - i. Concept to Completion – concept development, promotion, actual event, and results* (40%)
 - ii. Creativity and innovation of overall concept* (35%)
 - iii. Adaptability to other Fairs* (25%)
- (c) **Judges Choice Award** – Judges will select a “Judges’ Choice Award” from all winners in categories 1-9. The winning entry should be exceptionally original, creative and innovative. An ideal winner would be a program or concept which may be easily replicated (larger or smaller format) by any fair or exposition.
- (d) **Supreme Champion** – The judges will select a “Supreme Champion” from among the Division Winners.

*Judges’ discretion will apply in special circumstances.

The Division Winners and Supreme Champion will be announced and awards presented at the Tuesday morning General Session at the 2019 Convention.

Categories and Rules:

Category 1 — Competitive Exhibits New Display Method and/or Prop

Description: Show a single new method or prop that is used to display competitive exhibits.

Examples: Quilt rack display, jelly displays, etc.

Judging Criteria:

1. Originality/Innovation of display method and/or prop. (3 points)
2. Does this new display method and/or prop showcase the fair exhibitor's entry in such a way as to encourage participation and recognition of the exhibitor's efforts? (3 points)
3. Adaptability of new display method and/or prop to different size fairs. (2 points)
4. Ease and cost of construction. (2 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 2A — New Single Class of Competitive Exhibits

Description: Present a new competitive exhibit class offered at your fair (one competition only). If the new single class is offered in many divisions (i.e. youth, adult, seniors, etc.) only select one class from one division to enter for this category.

Examples: Beer Bread, Strawberry Freezer Jam for Juniors, Plate of 3 Jalapeno Peppers

Judging Criteria:

- a. New and innovative concept of class and the goal. (3 points)
- b. Actual number of entries. (2 points)
- c. Promotion for the display. (2 points)
- d. Adaptability for implementation at other fairs. (2 points)
- e. Overall achievement — Left to judges' discretion. (1 point)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation (include premium book)

Category 2B — New Division of Competitive Exhibits

Description: Present a new competitive exhibit division offered at your fair (one single division).

Examples: Intarsia Woodcarving, King Arthur Flour Chocolate Chip Cookie Derby, Dad's Favorite Dessert Cooking Contest, Fairy Gardens

Judging Criteria:

- a. New and innovative concept of classes/division and the goal. (3 points)
- b. Actual number of entries. (2 points)
- c. Promotion for the display. (2 points)
- d. Adaptability for implementation at other fairs. (2 points)
- e. Overall achievement — Left to judges' discretion. (1 point)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category

2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation (include premium book)

Category 3 — Use of Theme Throughout Multiple Divisions of Competitive Exhibits

Description: Show how the fair incorporated a single theme **THROUGHOUT** multiple divisions (departments, sections) and classes of competitive exhibits. Fairs can submit up to 15 pages of support materials for this category.

If your fair utilizes a theme for multiple years, this entry cannot be one which has previously won or placed in this IAFE contest. This is NOT how the theme was carried out in other areas such as marketing, grounds décor, entertainment, etc. This category ONLY focuses on how a theme was carried out in competitive exhibits. **Be sure the judges can tell how your theme was used within the multiple divisions.**

Examples: Minnesota Reads, Thyme for Fun, How Sweet It Is

Judging Criteria:

1. Originality of methods of utilizing the theme throughout the Competitive Exhibits area. (5 points)
2. Scope and acceptance of program by the exhibitors. (2.5 points)
3. Overall achievement — Left to judges' discretion. (2.5 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 15 single-sided pages of supporting documentation

Category 4A — Create It on the Spot Contest

Description: Contests are defined as special events/activities that are held in addition to regular divisions (departments/sections/classes/lots) of competition.

In this event, the exhibitors create or make an item from *start to finish* "on the spot" **AT** the fair **AND** are judged in traditional manner (by one judge or a panel of judges) with single placements (1st, 2nd, 3rd, etc.). All supplies must be provided by the Fair. Pre-registration is allowed, but not required.

Examples: Cake decorating, mystery bag cooking contest, soap carving, etc.

Judging Criteria:

- a. Uniqueness of the competitive exhibit contest. (2 points)
- b. Adaptability of this contest to different size fairs. (2 points)
- c. Promotion of the activity. (2 points)
- d. Scope and acceptance of the program, participation by the public and participants. (2 points)
- e. Overall achievement — Left to judges' discretion. (2 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 4B — Participatory Contest

Description: Contests are defined as special events/activities that are held in addition to regular divisions (departments/sections/classes/lots) of competition.

This is a contest where participants complete the entire contest at the fair and typically invites members of the public to get involved right there. The winner(s) of the contest may be selected by a variety of means, but might typically be by audience applause, timed event, scoring, etc.

Examples: Pie-eating contest, watermelon seed-spitting contest, etc.

Judging Criteria:

- a. Uniqueness of the competitive exhibit contest. (2 points)
- b. Adaptability of this contest to different size fairs. (2 points)
- c. Promotion of the activity. (2 points)
- d. Scope and acceptance of the program, participation by the public and participants. (2 points)
- e. Overall achievement — Left to judges' discretion. (2 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 4C — Special Contest

Description: Contests are defined as special events/activities that are held in addition to regular divisions (departments/sections/classes/lots) of competition.

A contest at the fair that does not fit description for Category 4a or 4b, with judging during the fair. Not required to be listed in prize listing. This included contests where some parts of the contest are created at home and then judged at the Fair (could be live judging).

Examples: Pie contest (pie made at home, brought to the Fair for judging), digital photo “shoot out” (participants provide own camera, but contest is held at the fair), BBQ contest (brings sauce from home but cooks meat at the Fair).

Judging Criteria:

- a. Uniqueness of the competitive exhibit contest. (2 points)
- b. Adaptability of this contest to different size fairs. (2 points)
- c. Promotion of the activity. (2 points)
- d. Scope and acceptance of the program by the public and participants. (2 points)
- e. Overall achievement — Left to judges' discretion. (2 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 5A – New Contest to Attract New Competitive Exhibitors

Description: A new contest to increase the number of competitive exhibitors to your fair.

Show how the Fair added a new contest aimed at attracting a new market of competitive exhibitors. This is not intended to be a marketing or public relations contest to attract new fairgoers, rather to attract new **competitive exhibitors**

Examples: Sampler Quilt Block Competition, Bacon Bake-Off, Jigsaw Puzzle Championship

Judging Criteria:

- a. Innovation of the contest/strategy. (2 points)
- b. Adaptability of the contest/strategy to different size fairs. (2 points)
- c. Did the contest/strategy meet goals set? (2 points)
- d. Overall achievement — Left to judges' discretion. (2 points)
- e. Scope and acceptance of the program by fair guests and exhibitors. (2 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 5B – New Contest or Method to Attract New Competitive Exhibitors

Description: A new contest or new method to increase the number of competitive exhibitors to your fair. New method or tactic utilized by the fair to increase the number of competitive exhibitors.

Examples: Technology-based (social media, website redesign, etc.) or exhibitor-focused (decreasing entry fees, change of communications, change of operations, etc.) method or tactics. Not intended to be a marketing or public relations contest to attract new fairgoers, rather to attract new **competitive exhibitors**.

Judging Criteria:

- a. Innovation of the contest/strategy. (2 points)
- b. Adaptability of the contest/strategy to different size fairs. (2 points)
- c. Did the contest/strategy meet goals set? (2 points)
- d. Overall achievement — Left to judges' discretion. (2 points)
- e. Scope and acceptance of the program by fair guests and exhibitors. (2 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 6 — Off-Season Contest or Activity

Description: This category showcases a non-fair contest or activity that is produced or co-produced by your fair. Please note, no portion can be held or displayed during your Fair!

Examples: BBQ Contest, fun run held during the Fair's off-season

Judging Criteria:

- a. Concept of class/division and the goal. (2 points)
- b. Actual number of entries. (2 points)
- c. Promotion for the display. (2 points)
- d. Adaptability for implementation at other fairs. (2 points)
- e. Overall achievement — Left to judges' discretion. (2 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 7 — Fair Activity to Increase Awareness of Competitive Exhibits

Description: Activity at the fair which draws attention to the competitive exhibits programming. This is a non-judged activity and is not listed in the prize listing.

Examples: Quilt guild demonstration, flower craft project, wood turning demonstration with a competitive exhibit focus.

Judging Criteria:

1. Originality of methods to increase awareness of Competitive Exhibits. (5 points)
2. Scope and acceptance of program by the exhibitors. (2.5 points)
3. Overall achievement — Left to judges' discretion. (2.5 points)

How to Submit: Binder AND online at www.iafecontest.com

1. Label on the front, bottom right corner, with fair name, state, division, and category
2. First two pages fillable form
3. Up to 10 single-sided pages of supporting documentation

Category 8A — Competitive Exhibit Display – Single Photo

Description: Photo of an informative and interesting display of non-animal competitive entries from your fair.

A single photo depicting an informative, interesting, or unique, non-animal competitive exhibit from your fair. Captions: *Mandatory and limited to 30 words for each photo.*

Judging Criteria: 10-point scale based on:

1. Diversity (2 points)
2. General appeal (2 points)
3. Originality (3 points)
4. Creativity (3 points)

Quality and composition of the photo *may* be considered, main judging focus should be the content or activity depicted in the photo

How to Submit: Online at www.iafecontest.com

Category 8B — Competitive Exhibit Display – Photo Series

Description: Photos of an informative and interesting display of non-animal competitive entries from your fair.

A photo series that shows an informative, interesting, or unique scene from your fair's non-animal competitive exhibit classes. No less than 3 photos, no more than 5 photos. *Captions: Mandatory and limited to 30 words for each photo.*

Judging Criteria: 10-point scale based on:

1. Diversity (2 points)
2. General appeal (2 points)
3. Originality (3 points),
4. Creativity (3 points).

Quality and composition of the photo *may* be considered, main judging focus should be the content or activity depicted in the photo

How to Submit: Online at www.iafecontest.com

Category 9A — General Display at your Fair – Single Photo

Description: Photo of a non-competitive and non-commercial display which was created by the fair **or** a community partner. Examples: educational display, historical display, community display, decorative display, etc., with a local emphasis. Single photo should be of a single display or exhibit. Note: These are **NOT** photos of competitive exhibits (entries which have been judged/placed) on display.

A single photo depicting an informative, interesting, or unique non-competitive, non-animal and non-commercial display from your fair. *Captions: **Mandatory and limited to 30 words for each photo.***

Judging Criteria: 10-point scale based on:

1. Diversity (2 points)
2. General appeal (2 points)
3. Originality (3 points)
4. Creativity (3 points)

Quality and composition of the photo *may* be considered, main judging focus should be the content or activity depicted in the photo

How to Submit: Online at www.iafecontest.com

Category 9B — General Display at your Fair – Photo Series

Description: Photos of a non-competitive and non-commercial display which was created by the fair **or** a community partner. Examples: educational display, historical display, community display, decorative display, etc., with a local emphasis. Photo series should be of a single display or exhibit. Note: These are **NOT** photos of competitive exhibits (entries which have been judged/placed) on display.

A photo series depicting an informative, interesting, or unique non-competitive, non-animal and non-commercial display from your fair. No less than 3 photos, no more than 5 photos. *Captions: **Mandatory and limited to 30 words for each photo.***

Judging Criteria: 10-point scale based on:

1. Diversity (2 points)
2. General appeal (2 points)
3. Originality (3 points)
4. Creativity (3 points)

Quality and composition of the photo *may* be considered, main judging focus should be the content or activity depicted in the photo

How to Submit: Online at www.iafecontest.com

Display of Awards:

Entries in this contest will be on display at the 129th Annual IAFE Convention in San Antonio, Texas, December 1-4, 2019. The winning entries will be recognized at an awards ceremony. In addition, every fair attending the 2019 Convention will receive a USB flash drive that contains the top three placing entries in almost every category of all four Awards Programs (Competitive Exhibits Awards, Agricultural Awards, Sponsorship Awards, and Communications Awards) — all courtesy of the North Carolina State Fair — so that you can take the ideas home and share with your board, staff, and volunteers. A group of selected entries will also be posted in digital format in the IAFE Online Library in early 2020.

ENTRY DEADLINE: OCTOBER 1, 2019

Questions? Feel free to contact the IAFE office at 800-516-0313.