

2020 Revised COVID-19 IAFE Agricultural Awards

Sponsored by ShowWorks



Purpose

The purpose and objectives of the Ag Awards is gathering information and sharing with fellow member Fairs. Because of the COVID-19 Pandemic many fairs were unable to operate or did so in a very different “fashion”. The IAFE Agriculture Committee recognized the traditional IAFE contests were not relevant this year. Despite the circumstances many fairs continued to offer agricultural education and programming. Thus, the revised 2020 IAFE Agriculture Contests. The purpose remains the same:

- Strengthen agricultural education and awareness programs.
- Identify ways to be of service to exhibitors, the fair-going public and agriculture industry.
- Recognize fairs which excel in agriculture programming and promotion.

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, 2020.

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. 2019 Fair Attendance

Fairs which participated in the 2019 Agriculture Awards program already have an account established with detailed login instructions. If you need assistance please contact Brittney Harper brittneyh@fairsandexpos.com or 800.516.0313.

GUIDELINES:

1. **Entries in all the categories are a result of the 2020 fair season**
2. Each entry must be original concept or program of the fair submitting the entry.
3. Each fair may submit two entries per category. Both entries are eligible

- for placing.
4. A specific program/event/theme/exhibit may only be submitted in one category.
 5. Entries must be submitted using the appropriate category form and may not exceed space allocated on form.
 6. 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. Video is acceptable only for Category 4.
 7. Winning entries will be required to send a video (2 minutes or less) explaining their entry. These videos will become property of the IAFE to use as necessary (i.e. at convention, online, etc).

DIVISIONS: (Based on 2019 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:

All categories will use the following criteria while ranking entries judging:

1. Theme or Goal
2. Promotion of Agriculture
3. Goal Achievement, Participant Reaction
4. Originality
5. Overall Achievement

Entries will be judged in October by a panel consisting of the Agriculture Committee, representatives from agricultural organizations and others the IAFE Chair may appoint. 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 Agriculture Committee Chair.

AWARDS:

JUDGES' CHOICE AWARD:

Judges will select a "Judges' Choice Award" from winners in each category. 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.

CATEGORY AWARDS:

First place winners will receive a plaque; 2nd and 3rd place winners receive certificates.

CATEGORIES -

Category one: Correcting a COVID-19 related issue or challenge

Entrants will identify a significant challenge, caused by COVID-19, in the agriculture program at the fair and steps taken to address it, sharing results, partnerships, and resources used.

Download fillable form on the contest website.

- Social distancing at livestock shows

Category two: Partnership with outside groups/businesses

Entrant will describe the activity; identify the responsibilities of each partner, and how the partnership benefits each.

- Farmers markets
- Partnerships with schools

Category three: Innovative ways technology was used within agriculture

Entrant will describe the technology used, identifying program/event, the efficiencies and benefits received, resources invested, and challenges encountered.

Download fillable form on the contest website.

- Virtual livestock shows
- Social media campaigns

Category four: Agriculture education during COVID-19 – VIDEO

Entry submitted will be a short (2 minutes or less) video that captures a special or unique agriculture program, event, exhibit, or competition conducted. Judging will be based on general appeal, information and creativity, not based upon video filming and editing skills. Captions are optional.

How to submit: Submit an MP4 video file on the contest website. (8MG or less)

Category five: Any other agriculture program, exhibit, or outreach

This category is intended for agriculture programs or exhibits which may not fit other award categories, but whose content should be shared with other fairs. Judging will emphasize uniqueness, fairgoer or exhibitor appeal, effectiveness and creativity.

Download fillable form on the contest website.
