

# 2020 Revised COVID-19 IAFE Hall of Honor Communications Awards

Sponsored by K&K Insurance



## Purpose

---

The purpose and objectives of the Hall of Honor Communications 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 Advertising and Public Relations committee recognized the traditional IAFE contests were not relevant this year. Despite the circumstances many fairs continued to promote their fairs. Thus, the revised 2020 IAFE Hall of Honor Communications Awards. The purpose remains the same:

- Recognize fairs that excel in advertising and public relations
- Identify best practices during a pandemic
- Enhance the standards of advertising and public relations

## How to Enter

---

All entries must be submitted in digital format on [www.iafecontest.com](http://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](http://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 sign up)
2. 2019 Fair Attendance

Fairs which participated in the 2019 IAFE Contest(s) already have an account established with detailed login instructions. If you need assistance please contact Brittney Harper [brittneyh@fairsandexpos.com](mailto: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. Entries must be submitted using the appropriate category form and may not exceed space allocated on form.
5. 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. Videos are only permitted in Category One.
6. 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:

- Uniqueness (4 points)
- Adaptability to different size fairs. (2 points)
- Scope and acceptance. (2 points)
- Overall achievement — Left to judges' discretion. (2 points)

Entries will be judged in October by a panel consisting of the Adv/PR Committee, representatives from outside related 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 Committee Chair.

## AWARDS:

### JUDGES' CREATIVE AWARD:

Judges will select a "Judges' Creative 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; 2<sup>nd</sup> and 3<sup>rd</sup> place winners receive certificates.

**CATEGORIES -**

**Category 1 – Video**

This can include at-home activities, videos used to promote your fair, etc.

Format: MP4

Size limit: 20mb

**Category 2 – At-Home Activities: non-video**

Print outs, social media games (bingo, fill-in-the-blank, etc.)

**Category 3 – Single photo of Fairgrounds being used to serve the community**

Must include a caption of 30 words or less.

**Category 4 – Budget-friendly tactics**

What creative methods did you take to save money as compared to previous years?

**Category 5 – Communications to fairgoers about status of the 2020 Fair**

This category is vague to allow you to submit a wide range of materials you used to communicate your message. Entries can be a “series”.

Examples include: series of press releases, social media campaign, etc.