

IAFE COMPETITIVE EXHIBITS AWARDS PROGRAM
CATEGORY 4 FORM (2020)

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation) and place into your presentation binder for this category entry as the first pages. If you cannot do this in the “fillable PDF” format, please print and TYPE your responses.

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: _____ (see rules, based upon attendance)

STRATEGY OR TACTIC: _____

Category 1 – Strategy or Tactic to Engage Competitive Exhibits Participants

A new method or tactic to interact with the fair’s CE audience.

Judging Criteria:

- Innovation of the method/strategy. (4 points)
- Adaptability of the method/strategy to different size fairs. (3 points)
- Did the method/strategy meet goals set? (2 points)
- Scope and acceptance of the program by fair audience and exhibitors. (1 point)

a. Describe the strategy or tactic.

b. Who was your target market and why?

c. Describe the goal of creating this project.

d. How was this strategy/tactic promoted?

e. Explain the process to create this strategy/tactic.

f. What was the cost? Was there any revenue associated with it?

g. What was the response to this?

h. What are your takeaways? What worked well and what would you change if you did it again?

g. If necessary, use the space below to explain any other important details not covered above: