

2020 Revised COVID-19 IAFE Non-Fair Facility Usage Accolades

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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, 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. Entries must be submitted using an essay format following the guidelines of:
 - Double-spaced

- Size 12 font
 - Times New Roman
 - 2-page essay limit + 3 pages supporting material limit
5. A specific program/event/theme/exhibit may only be submitted in one category.
 6. Entries must be submitted using the appropriate category form and may not exceed space allocated on form.
 7. 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.
 8. 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:

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 or brief description (depending on category) of marketing activities or project, plan or partnership — 30%
2. Goal Achievement — 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:

Category Awards:

First place winners will receive a plaque; 2nd and 3rd place winners receive certificates. Category winners will be asked to submit a video explaining their entry (2-minute limit) that will become property of the IAFE and may be used as IAFE deems necessary (convention, online, etc.)

Judges Choice Award: Judges will select one category winning entry as the winner of the Judges Choice Award.

CATEGORIES -

Category 1 – Successful Non-Fair Event(s)

Entries 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.

1A – Unique event created to utilize the facility during the pandemic --

Recognition of a successful non-fair event taking place in the facility which is produced in conjunction with a partner that was held during the pandemic. Event should have taken place in the 12 months prior to the awards judging (which is approximately Oct. 1 of the current year). Describe measures taken to keep attendees safe.

1B – Rental Event Post Pandemic —Recognition of a successful non-fair event taking place in the facility which is NOT produced in conjunction with a partner.

The event entered must have been held in your Facility after the pandemic. Please include information on actions taken by the facility to make the event safe for your customer.

Category 2 – Facility Improvement

Entries should include an essay describing the Project or Plan. Please include images to help with the understanding of the Improvement to your Facility.

2A – Facility Beautification Project

2B – Creative Funding for Facility Project(s) – creative ways to raise funds for facility improvements both capital and/or deferred maintenance. (Fundraising events, a seat at the fair program, in-kind sponsor deals, etc.)

Category 3 – Facility Partnerships – unique partnerships with other business(es) that sponsor the facility or grounds year-round.

Entries should include an essay describing the Partnership. Please include images to help with the understanding the value and uniqueness of the Partnership.