

# 2020 Revised COVID-19 IAFE Competitive Exhibits

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Entertainment (NAME)



## Purpose

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The purpose and objectives of the Competitive Exhibits Contest 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 Competitive Exhibits Committee recognized the traditional IAFE contests were not relevant this year. Despite the circumstances many fairs continued to offer competitive exhibit opportunities. Thus, the revised 2020 IAFE Contests. The purpose remains the same:

- Strengthen competitive exhibits programs.
- Identify ways to be of service to exhibitors, and the fair-going public
- Recognize fairs which excel in competitive exhibit programing and promotion.

## How to Enter

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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 signup)
2. 2019 Fair Attendance

Fairs which participated in the 2019 contest program 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. 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. Supplemental materials (photos, etc.) are allowed 3 additional pages.
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 to meet the file size limitations.
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:

All categories will use the criteria specified under each category

Entries will be judged in October by a panel consisting of the Competitive Exhibits Committee, 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' 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; 2<sup>nd</sup> and 3<sup>rd</sup> place winners receive certificates.

## **CATEGORIES -**

### **Category 1 – Virtual Contest**

This category showcases a contest where part, or all, of the contest took place virtually. i.e. judging, showcasing winners, etc.

Judging Criteria:

- Uniqueness of the competitive exhibit contest. (4 points)
- Adaptability of this contest to different size fairs. (2 points)
- Scope and acceptance of the program, participation by the public and participants. (2 points)
- Overall achievement — Left to judges' discretion. (2 points)

### **Category 2 – Virtual Demonstration**

This category showcases a demonstration highlighting competitive exhibits held virtually. Live or recorded video shared via social media, e-blast or email communication.

Judging Criteria:

- Originality of demonstration to increase awareness of Competitive Exhibits. (5 points)
- Scope and acceptance of program by the participants. (2.5 points)
- Overall achievement — Left to judges' discretion. (2.5 points)

### **Category 3 – At Home Contest Kits**

Contest kits provided to participants to enter the fair now or at a later date. Kits developed to engage without a structured contest are also accepted in this division.

Judging Criteria:

- Uniqueness of the competitive exhibit contest. (3 points)
- Adaptability of this contest to different size fairs. (3 points)
- Scope and acceptance of the program, participation by the public and participants. (2 points)
- Overall achievement — Left to judges' discretion. (2 points)

### **Category 4 – Strategy or Tactic to engage CE 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)

### **Category 5 – Additional Competitive Exhibits measures taken**

This category is for anything competitive exhibits related that does not fit in a category above.

- 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)