



INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS

Sponsored by



2021 Annual Hall of Honor Communication Awards

Eligibility:

Only entries from Fair members in good standing with the IAFE are eligible for entering the awards program.

Purpose:

The purpose of this competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

Fair Divisions:

(Based upon 2021 reported attendance)

Division 1 — Fairs with attendance of up to 100,000

Division 2 — Fairs with attendance of 100,001 to 250,000

Division 3 — Fairs with attendance of 250,001 to 500,000

Division 4 — Fairs with attendance of 500,001 to 1 million

Division 5 — Fairs with attendance of over 1 million

Judging:

- In addition to the Adv/PR Committee, media and Ad agency representatives, the Website and Technology Committee, and other qualified individuals may judge these entries. This is left to the IAFE's discretion.
- Online judging only – October 5-12, 2021

- At the judges' discretion, entries may be moved to more suitable categories if the Fair has not already submitted a qualifying entry into the proposed category
- Disqualifications are left to the discretion of the judging panel
- Criteria: is the advertising – motivational; informative; indicative of creative excellence; appropriate to activities, audience and media used; utilizing a central theme; indicative of production excellence.
 - All entries will be judged on a 100-point scale.

Awards:

- (a) **Category Winners** – First, second and third place entries will be virtually announced by the IAFE, prior to the annual IAFE Convention. First-place entries will receive a plaque; second and third place entries will receive a certificate
- (b) **Judges' Creative Award** – Judges may select, from any entry submitted, a Judges' Creative Award. The item shows creativity, originality, innovation, and superiority to all other entries. The idea or concept should be one that may be replicated (in a larger or smaller format) by any fair, show, exhibition or exposition. Disqualified entries do not qualify for consideration of the Judges' Creative Award. Does not have to come from a first-place category entry.
- (d) **Best of Show Award** – The fair scoring the highest total in three separate categories (Best Marketing Campaign excluded) will be awarded the Best of Show award. This recipient will receive a special award at the Annual IAFE Convention.

*Judges' discretion will apply in special circumstances.

The Judges' Creative and Best of Show will be announced virtually, prior to the IAFE Convention.

Procedures (What, When, and How to Enter):

You MUST:

1. Verify entries in each category were a strategy utilized in or an event that took place during the 2020 or 2021 fair, exposition, or exhibition.
2. Submit all entries online at www.iafecontest.com
3. Enter a DIFFERENT concept, idea, method, etc. for each category.
4. Only submit ONE entry per category, unless otherwise noted.
5. Ensure your entries are submitted by the deadline: October 1, 2021.
6. Provide a translation script for all entries not in English.
7. Include fillable forms and/or captions when required

Do NOT:

1. Do NOT enter category winners (1st, 2nd or 3rd) from previous IAFE Hall of Honor Communications Awards

Category Listing (and how to submit):

Category #	Category Name	Fillable form?	Caption?
1	Video Promo	No	No
2	Radio	No	No
3	Single-Sided, Flat Promotional Ad	Yes	No
4	Double-Sided, Multi-Page, or Folded Promotional Ad	Yes	No
5	Promotional/Advertising Poster	No	Yes
6	Souvenirs and Commemorative Items	No	Yes
7	Miscellaneous Marketing	Yes	No
8	Promotional Advertising: Outdoor	No	No
9	Online advertisements	Yes	No
10	Social Media	Yes	No
11	At-Home Activities	Yes	No
12	Out-of-the-Box Marketing/Promotion	Yes	No
13	Best Marketing Campaign	Yes	

Online submission procedure:

1. Visit the website www.iafecontest.com
2. Log in and click "My Submissions"
3. Submit your entries – include any necessary form and/or supporting documentation
4. Click "Submit"

Captions: insert 30-word or less caption in the "caption" box while uploading the file, or upload an additional pdf with a caption, or include the caption in the document with original submission.

Categories and Rules:

Category 1 —Video Promo

A category for any 60-second video(s) promoting your fair, or an event on a fairgrounds

Examples: TV Commercials, social media videos, etc.

Rules:

- Submit via YouTube URL link
- Total running time limit for ALL spots submitted: Maximum of 60 seconds (can be one spot, or multiple, but not more than 60 seconds total for all spots submitted).
 - Example: If entering multiple spots:
 - One 30 second spot = 30 seconds total=ACCEPTABLE
 - Four 15 second spots = 60 seconds total=ACCEPTABLE
 - Two 30 second spots and one 15 second spot = 75 seconds total=NOT ACCEPTABLE (will be disqualified)

Category 2 - Radio

A category for audio advertisements playing on radio stations.

Rules:

- Format: MP3
- Size limit: 20mb
- Total running time limit for ALL spots submitted: Maximum of 60 seconds (can be one spot, or multiple, but not more than 60 seconds total for all spots submitted).
 - Example: If entering multiple spots
 - One 30 second spot = 30 seconds total = ACCEPTABLE
 - Four 15 second spots = 60 seconds total = ACCEPTABLE
 - Two 30 second spots and a 15 second spot = 75 seconds total = NOT ACCEPTABLE (will be disqualified)

Category 3 – Single-Sided, Flat Promotional Ad

Examples: newspaper ads, magazine ads, banners, etc.

Rules:

- Must include:
 - Fillable form
 - Copy of Promotional Ad (may be a scanned tear sheet, or a digital artwork proof)

Entries CANNOT include the following:

- Folds, multi-pages, double-sided ads (see category 4)
- Surrounding editorial or other unrelated advertising

- Inserts (see category 7)

Category 4 – Double-Sided, Multi-Page, or Folded Promotional Ad

Examples: brochures, daily guides, booklets, etc.

Rules:

- Must include:
 - Fillable Form
 - Copy of Promotional Ad (may be a scanned tear sheet, or a digital artwork proof)

Entries CANNOT include the following:

- Surrounding editorial or other unrelated advertising
- Editorial of any kind, including paid editorial content
- Premium booklets/lists or ads included in a premium booklet/list
- Inserts (see category 7)

Category 5 – Promotional/Advertising Poster

Examples: annual campaign/theme posters, entertainment line-up posters, promotional posters, call to action posters, etc.

Rules:

- Must include:
 - PDF file of poster (may be proof or just artwork)
 - Caption to include dimensions of the printed poster.

Entries CANNOT include the following:

- Commemorative art posters (should be Category 6)
- Banners (Should be Category 3, 7, or 8)

Category 6 – Souvenirs and Commemorative Items

Examples: t-shirts, cups, socks, commemorative posters, etc.

This category is to showcase your BEST souvenir ideas. Up to two souvenirs total can be entered, in separate entries.

Rules:

- May submit up to two entries for this category, both submissions are eligible for placing.
- One item per entry!!
 - If two items are submitted together, the entry will be disqualified.
- Must include:
 - 30-word or less caption
 - 1-4 photos showcasing the same item (use multiple angles if necessary, not required)

Category 7 – Miscellaneous Marketing

Examples: table tents, window clings, gas pump signage, brochure rack ads, magazine inserts, etc.

May be from before or during Fair

Rules:

- Must include:
 - Fillable Form
 - Photo of Display/Piece in location
 - May include 1-3 photos, with captions, if necessary

Category 8 – Promotional Advertising: Outdoor

Examples: billboard (including digital), bus shelter, yard sign, car wraps, outdoor banners, etc.

Rules:

- Must include:
 - Artwork copy (proof)
 - Photo of billboard/signage on location
 - Limit of three photos (one photo is acceptable, but if two photos are needed for a three-dimensional item like a bus shelter or bus wrap, that is also acceptable)

Category 9 – Online advertisements

Examples: web banners, app advertisements, social media ads, etc.

Rules:

- Must include:
 - Fillable form
 - Screenshot of your advertisement being used
 - Proof/Artwork copy of advertisement, if necessary for legibility

Category 10 – Social Media

Acceptable platforms: Facebook, Twitter, Pinterest, Instagram, TikTok, YouTube, Snapchat, LinkedIn

Rules:

- Must include:
 - Screenshots and supporting documentation is encouraged
 - Limit: 4 pages of documentation (no restrictions on how many screenshots, or other supporting details, as long as it fits within four pages)
 - Fillable form

Entries CANNOT include the following:

- Broadcast commercials that ran in theaters or other non-traditional venues
- Social media videos – those should be entered in category 1

- Items that fit the qualifications of another category

Category 11 – At-Home Activities

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

Rules:

- Must include:
 - Fillable Form
 - Copy of At-Home Activity
 - Only one activity may be submitted for this category.

Category 12 – Out-of-the-Box Marketing/Promotion

Unique ideas only! Ideas may include: unique ways to be budget friendly, use of technology, etc.

Rules:

- Must include:
 - Fillable form
 - Actual marketing/promo (depending on the entry, this may be a PDF proof, a photo of the item in it's place, etc.)
 - Screenshots and supporting documentation is encouraged
 - Limit: 4 pages of documentation, in addition to the fillable form (no restrictions on how many screenshots, or other supporting details, as long as it fits within four pages)

Category 13 – Best Marketing Campaign

Rules:

- Item limit: 12 items (an overall theme should be visible within 12 items)
 - You may repeat what you submitted in the other categories or submit completely different items.
 - You are not restricted on only submitting items that fall into one of the above categories.
 - Respective category forms do NOT need to be included
 - 60 seconds of video or radio count as one item, just like in categories one and two
- Must include:
 - An entry fee of \$90.00 (call the IAFE office to submit credit card, or mail a check to the IAFE Office) Payment must be received prior to judging.
 - Fillable form
- How to submit:
 - If possible, combine all documents into one large PDF file. If you're unable to do that, feel free to upload each PDF file separately.
 - Feel free to include descriptions, photos, etc. when necessary, but please keep the descriptions and supporting documentation to a minimum.

- Fillable form
- Ideas of potential items to include– this is not an all-encompassing list:
 - Ad Specialties/merchandise/souvenirs
 - Badges/Credentials
 - Media Guides/Press Kits
 - Overall social media/mobile campaign
 - Outdoor advertising
 - Print advertising
 - Promotional event
 - Radio spot(s)
 - Television spot(s)
 - Tickets
 - Website/social media screen shots
- Judging Criteria: In addition to previously mentioned criteria, this category will also be judged on continuity of theme and results. A scoring weight will be placed on the synopsis; accounting for 25% of the total score.

ENTRY DEADLINE: OCTOBER 1, 2021

Questions? Feel free to contact the IAFE office at 800-516-0313.