

2021 IAFE

Competitive Exhibits

Sponsored by North
American Midway
Entertainment (NAME)



NORTH AMERICAN MIDWAY
ENTERTAINMENT

Purpose

The purpose of this competition is to encourage fair members to share methods, ideas, props, new classes, and fair themes that enhance or expand the competitive exhibits area. This will enable us to improve this aspect of our industry.

The goals are to:

1. Make available to members the information from the contest entries through displays at the annual convention, articles in Fairs & Expos, the IAFE's Online Library and/or published manuals so we can learn and expand in this important area.
2. Provide a line of communication for member fairs to share information concerning the competitive exhibits area.
3. Drive innovation in Competitive Exhibits by establishing a friendly competitive atmosphere between member Fairs.

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, 2021.

PROCEDURES:

Visit www.iafecontest.com for detailed instructions. Be sure to have the following 2 pieces of information before visiting the site:

1. E-mail Address (use to login or signup)
2. 2021 Fair Attendance

Fairs which participated in a previous contest 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 2021 fair season**
2. Each entry must be original concept or program of the fair submitting the entry.
3. Each fair may submit only one entry per category, unless otherwise noted.
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.
 - All entries have a corresponding entry form, except category 5: Photo. Simply upload your photo and caption.
6. Supplemental materials (photos, etc.) are allowed 3 additional pages.
7. Entries must be submitted in digital format for judging. Compress photos and files to meet the file size limitations.
8. Submissions may not have previously placed (1st, 2nd or 3rd) in any IAFE Contest.
9. No animal entries allowed – these contests are solely dedicated to non-animal competitive exhibits. All animal contests should be submitted in the agriculture contest.

Divisions

(Based on 2021 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 and will be scored by at least three judges using a 10-point scale. Rankings will be determined by score, and all ties will be broken by the judges and/or committee chair.

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.

Awards

All awards and placings will be announced virtually prior to the annual IAFE Convention.

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.

DIVISION WINNERS:

The judges will select a "Division Winner" (Divisions 1 through 5) from among the first place winner entries in each category for that division.

The division winner will be selected based on the following criteria:

- i. Concept to Completion – concept development, promotion, actual event, and results* (40%)
- ii. Creativity and innovation of overall concept* (35%)
- iii. Adaptability to other Fairs* (25%)

CATEGORY AWARDS:

First place winners will receive a plaque; 2nd and 3rd place winners receive certificates.

Definitions

Competitive Exhibits — items that fair exhibitors enter in non-animal competition (judged/placed) at the fair and then are displayed or presented during the fair. Examples: vegetables, foods, textiles, arts, crafts, hobbies, agricultural products, etc.

Creative Display Methods — items and ideas which fairs use in order to display the fair entries of individual exhibitors in a particular category, e.g. quilts, clothing, canning, etc. A "display" implies static permanence for some significant part or the entirety of the fair.

Props — materials or items used to create the final display and stage for the competitive exhibits. They may be fair or commercially produced. Does not include sampling booths, demonstration booths, etc.

Class — one contest or competition, identified by a single class number, with one set of placements by a single judging process. There are different terms used for "class" (i.e. lots).

Division — for the purposes of the Competitive Exhibits Awards Program, a "Division" means a major grouping of classes/lots (each class/lot has separate placement of entries by a single judging process) — which all relate to a general subject or process area of the "Division." There are many different terms that cover the concept of "Division." For some fairs it might be "Department" or "Section."

- Examples: Photography is a division with classes for still life, scenic, animals, children, etc. Home Arts is a division with classes for knitted items, crochet items,

sewn items, etc.

Contests — special events/activities that are in addition to regular divisions (departments/sections/classes/lots) of competition. May or may not be listed in prize listing.

New Class or Division — single class or division of competitive exhibits that has not been offered at the fair prior to 2020 (or 2019 if not submitted previously).

Categories At-A-Glance

Fair Type	#	Category Name	Form?
Traditional	1	Use of Theme Throughout Multiple Divisions of Competitive Exhibits	YES
Traditional	2	New Contest or Competition	YES
Traditional	3	Display Method and/or Prop	YES
Traditional	4	Strategy or Tactic to Engage Competitive Exhibits participants	YES
Traditional	5	Competitive Exhibit Display – Single Photo	NO
Traditional	6	Additional Competitive Exhibits Measures Taken	YES
Non-Traditional	7	Virtual Contests	YES
Non-Traditional	8	At-Home Contest Kits	YES
Non-Traditional	9	Strategy or Tactic to Engage Competitive Exhibits Participants	YES
Non-Traditional	10	Additional Competitive Exhibits Measures Taken	YES

CATEGORIES FOR TRADITIONAL, IN-PERSON FAIRS –

Category 1 – Use of Theme Throughout Multiple Divisions of Competitive Exhibits

Description: Show how the fair incorporated a single theme **THROUGHOUT** multiple divisions (departments, sections) and classes of competitive exhibits. Fairs can submit up to 15 pages of support materials for this category.

If your fair utilizes a theme for multiple years, this entry cannot be one which has previously won or placed in this IAFE contest. This is NOT how the theme was carried out in other areas such as marketing, grounds décor, entertainment, etc. This category ONLY focuses on how a theme was carried out in competitive exhibits. Be sure the judges can tell how your theme was used within the multiple divisions.

Examples: Minnesota Reads, Thyme for Fun, How Sweet It Is

Judging Criteria:

- Originality of methods of utilizing the theme throughout the Competitive Exhibits area. (5 points)
- Scope and acceptance of program by the exhibitors. (2.5 points)
- Overall achievement — Left to judges' discretion. (2.5 points)

Category 2 – New Contest or Competition

Description: A new contest or competition to increase the number of competitive exhibitors to your fair.

Show how the Fair added a new contest aimed at attracting a new market of competitive exhibitors. This is not intended to be a marketing or public relations contest to attract new fairgoers, rather to attract new competitive exhibitors

Examples: Sampler Quilt Block Competition, Bacon Bake-Off, Jigsaw Puzzle Championship

Judging Criteria:

- Innovation of the contest/strategy. (2 points)
- Adaptability of the contest/strategy to different size fairs. (2 points)
- Did the contest/strategy meet goals set? (2 points)
- Overall achievement — Left to judges' discretion. (2 points)
- Scope and acceptance of the program by fair guests and exhibitors. (2 points)

Category 3 – Display Method and/or Prop

Description: Show a single new method or prop that is used to display competitive exhibits.

Examples: Quilt rack display, jelly displays, etc.

Judging Criteria:

- Originality/Innovation of display method and/or prop. (3 points)

- Does this new display method and/or prop showcase the fair exhibitor's entry in such a way as to encourage participation and recognition of the exhibitor's efforts? (3 points)
- Adaptability of new display method and/or prop to different size fairs. (2 points)
- Ease and cost of construction. (2 points)

Category 4 – 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)

Category 5 – Competitive Exhibit Display – Single Photo

Description: Photo of an informative and interesting display of non-animal competitive entries from your fair.

A single photo depicting an informative, interesting, or unique, non-animal competitive exhibit from your fair. Captions: Mandatory and limited to 30 words for each photo.

Judging Criteria: 15-point scale based on:

- Adaptability (4 points)
- General appeal (4 points)
- Originality/Creativity (3 points)
- Quality of Photo (2 points)
- Caption (2 points)

Category 6 – 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)

CATEGORIES FOR NON-TRADITIONAL/VIRTUAL FAIRS –

Category 7 – Virtual Contests

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 8 – 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 9 – 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)

Category 10 – Additional Competitive Exhibits Measures Taken

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

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)