

IAFE COMPETITIVE EXHIBITS AWARDS PROGRAM
CATEGORY 10 FORM (2021) NON-TRADITIONAL FAIR

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation).

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: _____ (see rules, based upon attendance)

TITLE OF ENTRY: _____

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)

a. Describe your entry.

b. Who was your target market and why?

c. Describe the goal of creating this project.

d. How was this promoted?

e. Explain the process from creation to execution.

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

g. What was the response?

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

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