

2021 IAFE Non-Fair Facility Usage Accolades

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Ungerboeck



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, 2021.

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 submitting entries on the site:

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

If you need assistance creating an account at www.iafecontest.com, please contact Brittney Harper brittneyh@fairsandexpos.com or 800.516.0313.

GUIDELINES:

1. Entries in all of the categories should showcase events or marketing activities that took place in within 12 months of the judging (Oct. 1 of current year).
2. Each entry must be original concept, program, marketing or activity of the member submitting the entry.
3. Each fair may submit only 1 entry per category (unless otherwise noted).

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4. Entries must be submitted in digital format (PDF files) 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. No Videos should be part of an entry.
5. Winning entries (1st, 2nd, 3rd place winners) in the 2020 Non Fair Facility Usage Awards Program are not eligible to resubmit the same material in the same category in 2021.

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:

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, 3, 4 and 5 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 judges, and/or the current Non-Fair Facility Usage Chair.

CATEGORY AWARDS:

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

Best of Division AWARDS: Judges will select one category winning entry per division as the winner of the Best of Division Award.

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

Categories and Guidelines

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 – Successful Non-Fair Event at your Facility produced or co-produced by Facility staff -- Recognition of a successful non-fair event taking place in the facility which is produced in conjunction with a partner. Event should have taken place in the 12 months prior to the awards judging (which is approximately Oct. 1 of the current year).

1B – Best 1st Year Event NOT produced by Facility Staff—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 for the first time ever.

1C – 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.

1D – 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 – Specific Item/Action/Campaign Used to Market Your Facility

Recognition of one specific aspect of your overall campaign. Those entering should submit a digital image and a brief description of outlining how the item, action or campaign was used to promote your facility. For categories 2F and 2G, we would expect a screenshot(s) to be included in your entry along with the description of the campaign.

2A – Newsprint (color or black and white)

2B – Single Brochure or Flyer

2C – Newsletter (digital or print)

2D – Printed Promotional Material Specific to Facility Rentals

2E – Off-Site Promotional Material (wedding planning book, billboards, park benches chamber flyers, rack cards etc.)

2F – Website (Facility Specific)

2G – Social Media (Facility Specific)

Category 3 – Overall Campaign Used to Market Your Facility

Recognition of successful marketing techniques to “sell” your facility to event promoters, event partners, campers, or renters of your facility. Entry to showcase any sales brochures/printed pieces; email marketing campaigns; public outreach; and special actions taken by the venue to promote or market your facility rental options.

Entry should include an essay describing the many facets of your Overall marketing campaign to market your facility to potential events/rentals. Please include samples, and or photos to help present your overall campaign to judges and results from your campaign.

Category 4 – 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.

4A – Facility Beautification Project

4B – Capital Improvement Plan and Execution – include site plans, funding and finished result.

4C – 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 5 – 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.