



INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS

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## 2024 Annual Hall of Honor Communication Awards

### ***Eligibility and Purpose:***

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Only entries from Fair members in good standing with the IAFE are eligible to participate in the awards program. 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:***

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#### ***(Based upon 2023 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

If your fair changed divisions from 2023 contest, please let Anna Wilson know immediately at [annaw@fairsandexpos.com](mailto:annaw@fairsandexpos.com) so she can adjust your division so your entries are correctly entered.

### ***Judging:***

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- In addition to the Marketing Committee, media and ad agency representatives, and other qualified individuals may judge these entries. This is left to the IAFE's discretion.
- Online judging only – October 3-10, 2024
- 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 and production excellence; appropriate to activities, audience and media used; utilizing a central theme, scalability.
  - All entries will be judged on a 100-point scale.

### **Awards:**

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- (a) **Category Winners** –First-place entries will receive a plaque; second and third place entries will be able to download 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. Can not be a best marketing campaign.
- (c) **Convention** –All qualified entries are welcome to bring their entry to the IAFE Convention in Phoenix in December. If you would like to ship your entry, if you cannot attend convention, it must be at the IAFE office prior to November 1. (Disqualified entries not eligible.)

\*Judges' discretion will apply in special circumstances.

**Announcement of how awards will be presented will be available later this year.**

### **Category Listing (and how to submit):**

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Category #	Category Name	Fillable form?	Caption?
1A	Television Commercials	No	No
1B	Digital Advertising Videos	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 (2 entries)	No	Yes
7	Miscellaneous Marketing (2 entries)	Yes	No
8	Promotional Advertising: Outdoor	No	No
9	Online advertisements	Yes	No
10	Social Media	Yes	No

11	<b>Best Marketing Campaign</b>	Yes	N/A
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### ***Online submission procedure:***

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1. Visit the website [www.iafecontest.com](http://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”

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

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#### **You MUST:**

1. Verify entries in each category were a strategy utilized in or an event that took place during the 2023 or 2024 fair, exposition, or exhibition.
2. Submit all entries online at [www.iafecontest.com](http://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, 2024.
6. Provide a translation script for all entries not in English.
7. Include fillable forms and/or captions when required
8. All photos must be submitted in a .jpeg or .jpg format.
9. The IAFE monitors the contest awards and tries to identify incomplete entries; however, the responsibility lies with the submitting organization to ensure their entry is complete. After the contest deadline, the IAFE, and/or committee member will not contact an organization to make revisions or additions to an entry. The judges may move an entry from one category to another within the same contest. Entries will not be moved from one contest to another (i.e. Agriculture contest to Competitive Exhibits contest.)

#### **Do NOT:**

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

## ***Categories and Rules:***

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### **Category 1A —Television Commercial**

A category for :15 to :60 television commercials promoting your fair, or an event on your fairgrounds.

#### **Rules:**

- Submit via YouTube URL link(s) – set video to “public”
- 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 1B — Digital Advertising Video (social media, pre-roll, etc.)**

A category for any :15 to :60 video(s) promoting your fair, or an event on a fairgrounds. Examples: social media videos, pre-roll, TikTok videos, Facebook Live, etc. Can NOT be a television commercial.

#### **Rules:**

- Submit via YouTube URL link(s) - set video to “public”
- Submit Fillable form
- 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 advertisement(s) 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 Piece**

Examples: newspaper ad, magazine ad, banner, window clings, etc.

#### **Rules:**

- Must include:
  - Fillable form
  - Digital Proof in PDF or JPG format (The purpose of this is to be judged.)
  - Actual photo in PDF or JPG format (showing editorial and/or actual item in location). (The purpose of submitting this is to show the piece was actually displayed.)

#### **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 Piece**

Examples: brochure, daily guide, booklet, event day sheets, brochure rack ad, table tents, etc.

#### **Rules:**

- Must include:
  - Fillable Form
  - Digital Proof in PDF or JPG format. (The purpose of this is to be judged.)
  - Actual photo(s) in PDF or JPG format (showing actual item). (The purpose of submitting this is to show the piece was actually displayed.)

#### **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 poster, entertainment line-up poster, promotional poster, call to action poster, etc.

#### **Rules:**

- Must include:
  - PDF file of poster. The purpose of this is to be judged.

- Actual photo in PDF or JPG format (showing actual item). (The purpose of submitting this is to show the piece was actually displayed.)
- Fillable form

**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-shirt, cup, socks, commemorative poster, etc.

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

**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 ACTUAL photos showcasing the same item (use multiple angles, if necessary). No proofs needed.

## **Category 7 –Miscellaneous Marketing**

Unique ideas only!

May be from before or during Fair. Each organization may submit **TWO ENTRIES** into this category. Enter them as two completely different entries on the IAFE Contest website, *not within the same submission*. Both entries are eligible for placing.

**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 wrap, outdoor banner, etc.

**Rules:**

- Must include:
  - Artwork copy (proof) (The purpose of this is to be judged.)
  - Photo of billboard/signage on location (no photoshopped/mock-ups allowed) (The purpose of submitting this is to show the piece was actually displayed.)

- 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 advertisement**

Examples: web banner, app advertisement, social media ad, etc.

#### **Rules:**

- Must include:
  - Fillable form
  - Digital Proof in PDF or JPG format. (The purpose of this is to be judged.)
  - Actual screenshot in PDF or JPG format (showing surrounding editorial and/or actual item in location). (The purpose of submitting this is to show the ad was actually displayed.) No photoshopped/mock-ups allowed.

### **Category 10 – Social Media**

Must be a “Targeted Campaign” (i.e. Ticket Tuesday, Concert Announcements, etc.). May be over multiple platforms. No minimum or maximum number of posts required but must fit within the page limit.

#### **Rules:**

- Must include:
  - Screenshots and any supporting documentation
    - Limit: 4 pages
  - Fillable form

#### **Entries CANNOT include the following:**

- Social media videos – those should be entered in category 1B
- Items that fit the qualifications of another category

### **Category 11 – Best Marketing Campaign**

View layout sample here:

<https://iafe.s3.amazonaws.com/contest/2022/Best+Marketing+Campaign%2C+sample+format.pdf>

**Judges: university professors, marketing agencies, marketing professionals, etc.**

#### **Rules:**

- Item limit: 15 pages with a different marketing TYPE on each page (i.e., digital ads, fliers, video, radio, outdoor, etc.).
  - 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
- Must include:
  - An entry fee of \$90.00 (go to [www.fairsandexpos.com](http://www.fairsandexpos.com), under your member portal, then under store, you will be able to pay online- any

questions, please contact Anna at [annaw@fairsandexpos.com](mailto:annaw@fairsandexpos.com) or 417-605-3582 or send a check to the IAFE Office) Payment must be received prior to judging.

- Fillable form
- How to submit:
  - Combine all documents into one, 15-page, PDF file.
  - Fillable form (may be uploaded separate, or in combination with the supporting materials. Does not count towards your 15-page limit.)
- 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.
- Winning display: Winners in the Best Marketing Campaign category may be provided a table at the 2024 IAFE Annual Convention to display marketing collateral and materials.

### **ENTRY DEADLINE: OCTOBER 1, 2024**

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