

# 2024 IAFE Competitive Exhibits Contest

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NORTH AMERICAN MIDWAY  
ENTERTAINMENT

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## 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.

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## How to Enter

All entries must be submitted in digital format on [www.iafecontest.com](http://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, 2024 at midnight CST!

**PROCEDURES:** Visit [www.iafecontest.com](http://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. 2023 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 Anna Wilson [annaw@fairsandexpos.com](mailto:annaw@fairsandexpos.com) or 800.516.0313.

## Guidelines

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1. **Entries in all the categories are a result of the 2023 or 2024 fair season.**
2. No animal entries allowed – the competitive exhibit contests are solely dedicated to non-animal exhibits. All animal contests should be submitted in the agriculture contest. Only exception is Category 8 (Special Contest).
3. Each entry must be an original concept or program of the fair submitting the entry.
4. Each fair may submit only one entry per category, unless otherwise noted.
5. A specific program / event / theme / exhibit may only be submitted in one category.
6. Entries must be submitted using the appropriate category form and may not exceed space allocated on form.
7. All entries have a corresponding entry form except categories 6-8 (photographs). Simply upload your photo and caption.
8. Supplemental materials (photos, etc.) are allowed in several of the categories; additional pages may not exceed the number of pages listed under “Categories At a Glance”. Photos may be utilized as supplemental documentation; however, no captions allowed under photos except Category 6 and Category 7, where they are required.
9. Entries must be submitted in digital format for judging. Compress photos and files to meet the file size limitations. All photos are to be submitted in .jpeg or .jpg format.
10. Submissions may not have previously placed (1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup>) in any IAFE Contest.
11. 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.)

## Divisions

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(Based on 2023 reported Fair attendance)

Division 1: Fairs with an attendance of up to 100,000

Division 2: Fairs with an attendance of 100,001 - 250,000

Division 3: Fairs with an attendance of 250,001 - 500,000

Division 4: Fairs with an attendance of 500,001 - 1 million

Division 5: Fairs with an attendance 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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All categories will use the criteria specified under each category and will be scored by at least three judges using a 20-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 with 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 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.)

## Awards

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**Award presentation details available soon.**

**JUDGES' CHOICE AWARD:** Judges will select a "Judges' Choice Award" from any entry. 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 highest scored entry in each division will become the Division Champion.

**CATEGORY AWARDS:** First place winners will receive a plaque; 2<sup>nd</sup> and 3<sup>rd</sup> place winners receive certificates.

**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.)

## Definitions

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**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." An example has been included on the following page.

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

**Contests** - Special events/activities that are in addition to regular divisions (departments / sections / classes / lots) of competition held during the fair. May or may not be listed in prize listing.

**Disclaimer:** We understand that definitions may vary across all fairs, but for the purposes of this contest, please utilize the definitions provided above. Reference this example:

- Department 24 – Canned goods ◀ · considered “Department”
  - Section A – Jams ◀ · considered “Division”
    - Class 1 – Strawberry ◀ · considered a “Class”
    - Class 2 – Raspberry
  - Section B – Preserves
    - Class 1 – Mixed Berry
    - Class 2 – Peach
- Department 25 – Woodcarving ◀ · considered “Department”
  - Section A – Carvings ◀ · considered “Division”
    - Class 1 - Santa Figurine ◀ · considered a “Class”
    - Class 2 - Gnome carving
  - Section B Intarsia
    - Class 1 - Maximum of 12” piece
    - Class 2 - Over 12”

## Categories At-A-Glance

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Category Number	Category Name	Entry Form?	Max # of Pages of Supporting Documentation
1	Use of Fair Theme Throughout Multiple Divisions of Competitive Exhibits	YES	10
2	New Class of Competition	YES	3
3	New Division of Competition	YES	3
4	Display Method and/or Prop	YES	3
5	Strategy or Tactic to Engage Competitive Exhibits participants	YES	3
6	Competitive Exhibit Display – Photo Series	NO	0 - Caption Required
7	Creative Display – Single Photo or Photo Series	NO	0 - Caption Required
8	Special Contest	YES	3
9	Competitive Exhibits Event/Contest/Activity Occurring During the Year	YES	3
10	Any Other Competitive Exhibits	YES	3

# Competitive Exhibit Contest Categories

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## Category 1 – Use of Fair 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 10 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 utilized in competitive exhibits. Be sure the judges can tell how your theme was used within the multiple divisions.

### JUDGING CRITERIA:

- Originality of methods of utilizing the theme throughout the Competitive Exhibits area (10 points)
  - Scope and acceptance of program by the exhibitors (5 points)
  - Overall achievement / Judge's discretion (5 points)
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## Category 2 – New To Your Fair CLASS of Competition (Enter Contests Under Category 8)

DESCRIPTION: A new class of competition offered at your fair to exhibitors to increase the number of competitive exhibits.

Show how the fair added a new class aimed at attracting a new market of competitive exhibitors. Examples include Sampler Quilt Block Competition, Beer Bread Contest, Lego Art.

### JUDGING CRITERIA:

- Innovation of the new class (5 points)
  - Adaptability of the class to different size fairs (4 points)
  - Did the new class meet goals set? (4 points)
  - Scope and acceptance of the class by fair exhibitors and guests (4 points)
  - Overall achievement / Judge's discretion (3 points)
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## Category 3 – New To Your Fair DIVISION of Competition (Enter Contests Under Category 8)

DESCRIPTION: A new division of competition offered to exhibitors to increase the number of competitive exhibits at your fair. A division has multiple classes within its scope.

Show how the fair added a new division aimed at attracting a new market of competitive exhibitors.

### JUDGING CRITERIA:

- Innovation of the new division (5 points)
  - Adaptability of the division to different size fairs (4 points)
  - Did the new division meet goals set? (4 points)
  - Scope and acceptance of the division by fair exhibitors and guests (4 points)
  - Overall achievement / Judge's discretion (3 points)
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#### **Category 4 – Display Method and/or Prop**

DESCRIPTION: Show a single new method or prop that is used to display competitive exhibits, i.e. quilt rack, jelly display, etc.

JUDGING CRITERIA:

- Originality/Innovation of display method and/or prop (7 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? (5 points)
  - Adaptability of new display method and/or prop to different size fairs (4 points)
  - Ease and cost of construction (4 points)
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#### **Category 5 - Strategy or Tactic to Engage Overall Competitive Exhibits participants**

DESCRIPTION: A new method or tactic to interact with the fair's overall competitive exhibit audience.

JUDGING CRITERIA:

- Innovation of the method/strategy (8 points)
  - Adaptability of the method/strategy to different size fairs (6 points)
  - Did the method/strategy meet goals set? (4 points)
  - Scope and acceptance of the program by fair audience and exhibitors (2 points)
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#### **Category 6 - Competitive Exhibits (Photo Series)**

DESCRIPTION: A photo series that shows an informative, interesting, or unique scene from your fair's non-animal competitive exhibit classes. No less than 3 photos; no more than 5 photos. Captions are required (limit of 30 words per photo).

JUDGING CRITERIA:

- Originality & Creativity (10 points)
- General appeal (6 points)
- Caption (4 points)

Quality and composition of the photo may be considered. Main judging focus should be the content or activity depicted in the photo series.

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## **Category 7 – Creative Display (Single Photo or Photo Series)**

DESCRIPTION: Up to 5 photos depicting an informative, interesting, unique, non-commercial, and non- animal exhibit from your fair. Display must have been created by the fair or a community partner and not entered into the fair for judging of any type. Photo(s) must be of a single display; not a group of displays. To clarify, this is not a photo of competitive exhibit entries that have been judged and placed on display; nor is it a photo of a prop utilized to display competitive exhibits. Caption is required (limit of 30 words).

Examples include educational display, historical display, community display, fair beautification display, etc.

### JUDGING CRITERIA:

- Originality & Creativity (10 points)
  - General appeal (6 points)
  - Caption (4 points)
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## **Category 8 - Special Contest**

DESCRIPTION: Contests are defined as special events / activities that are held in addition to regular divisions (departments / sections / classes / lots) of competition during the fair. Contest does not need to be listed in the prize listing. Fairs may submit two entries for this category.

### Types of Special Contests –

1. Create It On The Spot. Exhibitors create or make an item from start to finish “on the spot” AT the fair AND are judged in a traditional manner (by one judge or a panel of judges) with single placements (1st, 2nd, 3rd, etc.). All supplies must be provided by the Fair. Pre-registration is allowed, but not required.
2. Participatory. Participants complete the entire contest at the fair and typically invite members of the public to participate. The winner(s) of the contest may be selected by a variety of means, but might typically be by audience applause, timed event, scoring, etc. Pie-eating contest, watermelon seed-spitting contest, etc.
3. Unique Non-Traditional Animal Contests. Entire non-traditional animal contest that takes place during the fair and does not fit into the Agriculture contest. Examples: fashion shows, races, etc.
4. Other Than Listed. Contest where judging occurs during the fair. Contest could include an event where some parts of the contest may be created at home and then judged at the fair (could be live judging).

### JUDGING CRITERIA:

- Uniqueness of the competitive exhibit contest (6 points)
  - Adaptability of this contest to different size fairs (4 points)
  - Promotion of the activity (4 points)
  - Scope and acceptance of the program, participation by the public and participants (3 points)
  - Overall achievement / Judge’s discretion (3 points)
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## **Category 9 – Competitive Exhibits Event/Contest/Activity Occurring During the Year**

DESCRIPTION: This category is for a competitive exhibits event/contest/activity that is NOT held during the fair, but must promote the fair. Results, pictures, etc. may be displayed during the fair (but not required).

### JUDGING CRITERIA:

- Innovation of the method / strategy (8 points)
- Adaptability of the method / strategy to different size fairs (6 points)
- Did the method/strategy meet goals set? (4 points)
- Scope and acceptance of the program by fair audience and exhibitors (2 points)

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### **Category 10 – Any Other Competitive Exhibits**

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

#### JUDGING CRITERIA:

- Innovation of the method / strategy (8 points)
- Adaptability of the method / strategy to different size fairs (6 points)
- Did the method/strategy meet goals set? (4 points)
- Scope and acceptance of the program by fair audience and exhibitors (2 points)