

2024 IAFE Non-Fair Facility Usage Contest

Sponsored by



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 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.

All IAFE Member Fairs are invited to enter the IAFE Non-Fair Facility Usage Program, sponsored by EventPro.

The IAFE reserves the right to publish entries in printed publications, on the website, social media, and/or videos. All entries will become the property of the IAFE and will not be returned.

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 instructions.

DEADLINE: All entries must be uploaded by Tuesday, October 1, 2024 by midnight CST!

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. **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 at annaw@fairsandexpos.com or 800.516.0313.

Guidelines

1. Entries in all of the categories should showcase events, results or marketing activities that took place/completed within 12 months of the judging (Sept. 30 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).
4. Entries must be submitted in digital format (PDF files) for judging. No entry should exceed 5 total pages and have no more than 4 images on a page. All photos must in .jpeg or .jpg format if not submitted in a PDF. No videos should be part of an entry except category 2A.
5. Winning entries (1st, 2nd, 3rd place winners) in any previous Non-Fair Facility Usage Awards Program are not eligible to resubmit the same material in the same category in 2024.
6. 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

(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 so she can adjust your division so your entries are correctly entered.

Judging

Entries will be judged in October by a panel consisting of the Non-Fair Facility Usage Committee and others deemed qualified by the IAFE. 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.)

Judging Criteria — Entries will be judged on the following criteria:

Category 1:

- **Event Success and Overall achievement (25 points)**
- **Promotion of Event (25 points)**
- **Goal Achievement, Attendee Reaction (25 points)**
- **Originality and Uniqueness (25 points)**

Category 2,3, and 4:

- **Originality (40 points)**
- **Essay or brief description (depending on category of marketing activities or project, plan or partnership (30 points)**
- **Goal Achievement (30 points)**

All categories will use the criteria specified under each category and will be scored by at least three judges using a 100-point scale. Rankings will be determined by score, and all ties will be broken by the judges and/or committee chair.

Awards

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

DIVISION WINNERS: The highest scoring entry in each division will become the Division Champion.

CATEGORY AWARDS: First place winners will receive a plaque; 2nd and 3rd place winners receive certificates available to download on the IAFE Contest Website.

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.)

Non-Fair Facility Usage Contest Categories

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 or without 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 – Non-Fair Event Designed to Educate – Recognition of a successful non-fair event designed to provide education such as, Conferences, Field Trips, Workforce Training, K-9 Training etc. The entered event can be produced by the fair or a promoter.

1D – Non-Fair Event Designed to Support a Non-Profit – Recognition of an event that supports a local non-profit, such as a banquet, fun run etc. The entered event can be produced by the fair or a promoter.

Category 2 – Marketing Your Facility: Specific Item/Action/Campaign used to promote the facility

Recognition of one specific aspect of your overall campaign. Those entering should submit a digital image and a brief description outlining how the item, action or campaign was used to promote your facility. A working link must be provided for category 2A. For categories 2C, 2D and 2E, we would expect a screenshot(s) to be included in your entry along with the description of the campaign.

2A – Video Used to Promote Your Facility

2B – Printed Promotional Material Specific to Non-Fair Facility Usage or Rentals

2C – Website (Facility Specific)

2D – Social Media (Facility Specific)

2E – Other: Unique Marketing Tactic

Category 3 – 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.

3A – Facility Beautification Project

3B – Capital Improvement Plan and Execution – include site plans, funding, and finished result.

Category 4 – 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 understanding the value and uniqueness of the Partnership.
