

**2019 IAFE AGRICULTURAL AWARDS PROGRAM**

**CATEGORY 8 ENTRY FORM**

**Agriculture Communications: How is your Fair using media (print or electronic) to promote agriculture program/event(s) to exhibitors?**

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

**FAIR NAME:** \_\_\_\_\_

**STATE/PROVINCE:** \_\_\_\_\_

**DIVISIONS:** Based on 2018 reported Fair attendance (check one)

- 1. Fair attendance of up to 100,000
- 2. Fair attendance of 100,001 - 250,000
- 3. Fair attendance of 250,001 - 500,000
- 4. Fair attendance of 500,001 - 1 million
- 5. Fair attendance over 1 million

a. Description of media plan used to promote program(s).

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b. What were the efficiencies or benefits of this media?

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**Category 8, 2019 IAFE Agricultural Awards Contest**

c. How does this media usage fit within the overall methods of communication at your Fair?

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d. List any financial or other resources invested, including any partners or sponsors.

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e. How do you measure the success of this media program?

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**SUPPLEMENTAL MATERIALS INSTRUCTIONS:**

\*No more than 3 pages of supporting material/photos.

\* No maximum on number of photos, but they must be inserted into the three-page maximum. All photos must have a caption. No additional attachments permitted.

\*Maximum file size for two pages of supplemental material is 8MB – compress photos and other materials in order to stay within the limits.