



FOR IMMEDIATE RELEASE
Dec. 4, 2019

International Association of Fairs and Expositions
Rebekah Lee, Director of Communications
rebekahl@fairsandexpos.com
800.516.0313

Twitter: The (fair name) received international recognition after competing with their innovative sponsorships. #iafe2019

International Fairs and Expositions Contest Results Announced

San Antonio, TX – The (fair name) received an Award of Excellence in the Innovation in Sponsorship contest at the 129th annual International Association of Fairs and Expositions (IAFE) convention.

“The Innovation in Sponsorship contest provides Fairs with a unique way to collaborate and share ideas with regards to community involvement. The awards are a great showcase of industry leaders through sponsorship and collaboration,” Lori Hart, Director of Education and Member Services, said.

The awards were presented during the final general session on December 4, 2019. The Innovation in Sponsorship contest received 95 entries, showcasing a vast array of sponsorship opportunities and recognition. Sponsorship awards are sponsored by Etix, headquartered in North Carolina.

The three categories within the sponsorship awards are divided into five divisions by fair attendance. After submission, entries are judged based upon predetermined criteria set forth by IAFE committees. Judges include industry professionals both within, and outside of, the IAFE membership.

The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields. For more information, visit www.fairsandexpos.com, follow the IAFE on [Facebook](#), [Twitter](#), [Instagram](#) and Snapchat, or call 800.516.0313.

###