



FOR IMMEDIATE RELEASE
December 1, 2020

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 marketing campaign. #iafe2020

Hashtags: #iafe2020 #FairStrong #IAFEVirtualVision

International Fairs and Expositions Contest Results Announced

Springfield, MO – The (fair name) received an Award of Excellence in the Hall of Honor Communications contest through the International Association of Fairs and Expositions (IAFE).

“Each entry into the annual IAFE contest is evaluated based on criteria set forth by industry committee members. Being recognized as a contest winner is an accomplishment many fairs strive to achieve throughout the year. With the unusual year came many challenges to our industry, but the contest program was still able to showcase the best programs across the world” Brittney Harper, Member Services Coordinator, said.

The awards were presented during the virtual IAFE event, Virtual Vision, on December 1, 2020. The Hall of Honor Communications contest received 156 entries, showcasing a vast array of promotional tactics used at fairs across the world. Communication awards are sponsored by K&K Insurance, headquartered in Indiana.

The 5 categories within the communication 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.

###