



FOR IMMEDIATE RELEASE  
November 18, 2021

**International Association of Fairs and Expositions**  
**Rebekah Lee, Director of Communications**  
[rebekahl@fairsandexpos.com](mailto:rebekahl@fairsandexpos.com)  
**800.516.0313**

**Twitter:** The     (fair name)     received international recognition after competing with their marketing campaign. #iafe2021

### **International Fairs and Expositions Contest Results Announced**

Springfield, MO – The     (fair name)     received an Award of Excellence in the Hall of Honor Communications contest during the International Association of Fairs and Expositions 2021 Virtual Awards Show.

“The Hall of Honor Communications contest recognizes the top fairs in our industry exceeding in promotional and advertising efforts. Categories range from radio commercials to newspaper and everything in between. Submissions were judged based on originality, creativity, consistency and overall achievement,” Brittney Harper, Member Services Coordinator, said.

The awards were presented during the 2021 Virtual Awards Show, presented both on Zoom and Facebook Live. The Hall of Honor Communications contest received 530 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 13 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](http://www.fairsandexpos.com), follow the IAFE on [Facebook](#), [Twitter](#), [Instagram](#) and Snapchat, or call 800.516.0313.

###