



FOR IMMEDIATE RELEASE
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International Association of Fairs and Expositions
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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 Non Fair Facility Usage contest during the International Association of Fairs and Expositions 2021 Virtual Awards Show.

“The IAFE Non-Fair Facility Usage showcases Fairground usage throughout the year to generate community engagement and increase revenue. The IAFE is excited to recognize our members who exceed in non-fair events, promotions, and initiatives throughout the year,” Brittney Harper, Members Services Coordinator, said.

The awards were presented during the 2021 Virtual Awards Show, presented both on Zoom and Facebook Live. The Non-Fair Facility Usage contest received 104 entries, showcasing a vast array of promotional tactics used at fairs across the world. Communication awards are sponsored by Ungerboeck Software International.

The 16 categories within the non-fair facility usage 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.

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