



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 innovative sponsorships. #iafe2021

International Fairs and Expositions Contest Results Announced

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

“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,” Brittney Harper, Member Services Coordinator, said.

The awards were presented during the 2021 Virtual Awards Show, presented both on Zoom and Facebook Live. The Innovation in Sponsorship contest received 89 entries, showcasing a vast array of sponsorship opportunities and recognition. Sponsorship awards are sponsored by Etix, headquartered in North Carolina.

The four 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.

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