



INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS

DATE: March 27, 2024

TO: State and Provincial Associations of Fairs

FROM: Steve Patterson, IFMG, CFE, Indiana Association of Fairs  
Director, Representing the State and Provincial Associations of Fairs

RE: IAFE Hall of Honor Communications Awards Contest  
Sponsored by K&K Insurance

WOW, it is time, once again, to prepare your entries for the annual IAFE Hall of Honor Communications Awards Contest. The IAFE is pleased to announce the categories for State and Provincial Association Communications Awards Contest.

We believe this is a beneficial program that not only provides an educational view of the existing programs, but also provides recognition to those associations doing an outstanding job.

It is only with the increasing support of the State & Provincial Fair Associations that this contest may continue. Please make a special effort to participate with your fellow members. Please follow the category rules as stated and note the entry deadline.

**NOTE: Entries need to be submitted by May 1. Please submit in PDF format. During the Summit in Orlando, attendees will have 5 minutes to describe their entry.**

The panel of judges will consist of State & Provincial Association Executives and Secretaries, who attend the 2024 State & Provincial Association Summit in Orlando, FL.

The IAFE is pleased to announce that K&K Insurance will again be the sponsor of the Communications Awards Contest.

If you have any questions, please call Anna Wilson at the IAFE Office at 800-516-0313.

Enclosures: Rules and Regulations

# **42<sup>nd</sup> Annual IAFE Hall of Honor Communications Awards**

## **Sponsored by K&K Insurance**

### **Rules and Regulations**

#### ***ENTRY PROCEDURES***

1. All entries must be prepared according to category rules.
2. There will be a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place in each category.
3. Category 1 & 2, an association can enter more than one unique program, but will only be allowed one placing per category. Additional entries are encouraged for the sharing of ideas.
4. Email Entries to Anna at AnnaW@fairsandexpos.com
  - a. Prepare entries according to category rules.
  - b. By **May 1, 2024**

#### **CATEGORY 1 – “UNIQUE CONVENTION PROGRAM”**

##### ***PURPOSE***

The purpose of this category is to showcase one unique program from your Convention and to provide recognition of those associations doing an outstanding job. This unique program is likely something that took place once in a lifetime or is something new that you tried to improve your convention. Examples would include: celebration of an milestone or a program added to address a need or challenge.

Prepare an outlined synopsis, not more than two (2) double-spaced 8 ½” x 11” typewritten page, of the unique program you offer your state or provincial association as well as any supplemental material (i.e. marketing pieces, pictures of the event, etc.). All information should be combined into one pdf document and sent to Anna at annaw@fairsandexpos.com

##### ***JUDGING CRITERIA***

All participating associations will be permitted up to five (5) minutes to present their program to the attendees at the State & Provincial Executive Summit to be held in Orlando, FL. If you will not attend the Summit, you will be asked to present via webinar. The IAFE Staff will provide you with instructions on how to present using webinar technology. Entries will be judged, and then ranked. The judges will reference the following criteria when ranking:

- A. What is the theme and actual goal of the program?
- B. What issues were considered prior to the development of the program?
- C. What type of media is the program? How was the program produced – in-house or an outside marketing company?
- D. How did your members benefit from this program?

#### **CATEGORY 2 – “UNIQUE PROGRAM - Outside of Convention”**

##### ***PURPOSE***

The purpose of this category is to showcase one unique program that you did for your state or provincial association and to provide recognition of those associations doing an outstanding job. This unique program is likely something that took place once in a lifetime vs. something you already do as part of your member benefits. Examples would include: educational material for the schools, applying

for grants that allowed additional funding for your fairs; creating a video for your fairs to use as a promotional tool, etc.

Prepare an outlined synopsis, not more than one double-spaced 8 ½” x 11” typewritten page, of the unique program you offer your state or provincial association as well as any supplemental material (i.e. marketing pieces, pictures, etc.). All information should be combined into one pdf document and sent to Anna at [annaw@fairsandexpos.com](mailto:annaw@fairsandexpos.com)

### ***JUDGING CRITERIA***

All participating associations will be permitted up to five (5) minutes to present their program to the attendees at the State & Provincial Executive Summit to be held in Orlando, FL. If you will not attend the Summit, you will be asked to present via webinar. The IAFE Staff will provide you with instructions on how to present using webinar technology. Entries will be judged, and then ranked. The judges will reference the following criteria when ranking:

- E. What is the theme and actual goal of the program
- F. What issues were considered prior to the development of the program
- G. What type of media is the program? How was the program produced – in-house or an outside marketing company?
- H. How did your members benefit from this program?

### **CATEGORY 3 – “BEST MARKETING CAMPAIGN”**

#### ***PURPOSE***

The purpose of this category is to improve the way state and provincial associations market their association and its events and to provide recognition of those associations doing an outstanding job.

Prepare an outlined synopsis, not more than three (3) double single-spaced 8 ½” x 11” typewritten page, (minimum 12-point font) detailing the goals, strategy, execution process, target audience, and results of the marketing effort. In addition associations are encouraged to include photos and scanned copies of their marketing pieces. Entries must illustrate how each media component was integrated to meet the campaign’s goals.

### ***JUDGING CRITERIA***

All participating associations will be permitted up to five (5) minutes to present their program to the State & Provincial Executive Summit to be held in Orlando, FL. If you will not attend the Summit, you will be asked to present via webinar. The IAFE Staff will provide you with instructions on how to present using webinar technology. Entries will be judged upon the following criteria with points earned in each category:

- A. Informative.
- B. Indicative of creative excellence.
- C. Appropriate to activities, audience, and media used.
- D. Continuity of theme & results.

<b>Entry Deadline <u>May 1, 2024</u></b>
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