



INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS

DATE: August 2011

TO: State and Provincial Associations of Fairs

FROM: Emily Pitcock, Tennessee Association of Fairs
Federation of 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 Federation of Fairs is pleased to announce the categories for State and Provincial Association newsletters, membership directories and web sites.

The Federation believes this is a beneficial program that not only provides an educational view of the existing newsletter programs, membership directories and web sites but also provides recognition to those associations doing an outstanding job.

It is only with the increasing support of the Federation membership that this contest may continue. Please make a special effort to participate with your fellow members.

The committee would like for you to send copies of your newsletter for the entire year. Numbers may vary as some newsletters are printed more often than others. Also, please note the rules for the web site category. Please follow the category rules as stated and note the entry deadline.

The panel of judges will consist of member media and ad agency representatives in addition to the Advertising, Promotions, and Public Relations Committee members.

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

Enclosures: Rules and Regulations
Entry Form

35th Annual IAFE Hall of Honor Communications Awards

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Rules and Regulations

CATEGORY 1 – STATE & PROVINCIAL ASSOCIATION “NEWSLETTERS”

PURPOSE

The purpose of this category is to improve the newsletter programs of state and provincial associations through the sharing of ideas, and to provide recognition of those associations doing an outstanding job.

ENTRY METHOD

Send a set of copies of your newsletter covering a full year to the IAFE office. Please include a synopsis with the following information:

- How many copies of the newsletter are printed?
- To whom is the newsletter sent? Associate members, secretary, president, manager, director, etc.?
- What is the schedule of printing? How often is the newsletter sent, and when? (spring, fall, post-convention, convention registration, etc.)
- How is the newsletter produced? Generated from a word processor and copied, printer set and printed, other?

JUDGING CRITERIA

Entries will be judged upon the following criteria with points earned in each category:

- A. Content of Information – Events covered, announcements or information easy to understand, convention program, variety of releases, officer messages, member fair information or reports, associate member information. (0-50 points)
- B. Presentation/Appearance – Easy to read and follow, attractive layout, professional appearance. If any advertising, must be good mix with straight copy. (0-25 points)
- C. Variety of Contributors – Guest writers, president and secretary messages, reporters. (0-10 points)
- D. Pictures/Graphics – Variety of pictures and/or graphics used, quality printing, pictures identified. (0-10 points)
- E. Timeliness of Release – Schedule of mailings actuated, timely reporting of follow-up events, sufficient lead-time for announcements or introduction of news events, etc. (0-5 points)

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CATEGORY 2 – STATE & PROVINCIAL ASSOCIATION “MEMBERSHIP DIRECTORY”

PURPOSE

The purpose of this category is to improve the membership directories of state and provincial associations through the sharing of ideas, and to provide recognition of those associations doing an outstanding job.

ENTRY METHOD

Send a copy of your membership directory listing the agricultural fairs in your state or province to the IAFE office.

JUDGING CRITERIA

Entries will be judged upon the following criteria with points earned in each category:

- Informative (0-20 points)
- Indicative of creative excellence (0-20 points)
- Appropriate to activities, audience, and media used (0-20 points)
- Utilizing a central theme (0-20 points)
- Indicative of production excellence (0-20 points)

CATEGORY 3 – STATE & PROVINCIAL ASSOCIATION “WEB SITES”

PURPOSE

The purpose of this category is to improve the web sites of state and provincial associations through the sharing of ideas, and to provide recognition of those associations doing an outstanding job.

ENTRY METHOD

Please include the web address of the site you wished to be judged on the official entry form. (Sites must be active the entire calendar year to be judged.) *This year, sites will again be judged LIVE.*

JUDGING CRITERIA

Entries will be judged upon the following criteria with points earned in each category:

- Navigability (0-10 points)
- Overall Appearance/Impression (0-10 points)
- Use of graphics and other effects. Consider how these may affect load time. (0-10 points)
- Organization of information. (0-10 points)
- Web site adheres to a consistent theme. (0-10 points)
- Web site shows creativity. (0-10 points)
- Web site shows production excellence. (0-10 points)

Entry Procedures

1. **DEADLINE – OCTOBER 5, 2011.** The winning entries will be announced in Las Vegas at the 121st Annual Convention. A plaque will be presented to the winner during the IAFE Annual Convention.
2. **ENTRY FORM** – Send one completed original entry form with the entry material(s) and one copy of completed entry form under separate cover (may be faxed or emailed). **Note Deadline.**

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Official Entry Form

Entries must be received in Springfield, Missouri, no later than **October 5, 2011**. Use address for entry materials sent other than by mail:

IAFE Education Department
3043 East Cairo Street
Springfield, MO 65802

Please print or type:

State or Provincial Association: _____

Address: _____

City: _____

State/Province: _____ Zip Code: _____

Name: _____ Phone: (____) _____

Number of Members: _____

Category(ies) Entered:

- 1. State & Provincial Association "Newsletters"
- 2. State & Provincial Association "Membership Directory"
- 3. State & Provincial Association "Web Site"
Please provide the web site address for judging:

Submitted by: _____ Title: _____

Date Entry Mailed: _____

Entry sent by: Parcel Post UPS Express
 Other – Specify _____