

DATE: March 2011

TO: IAFE Fair Members

FROM: Max Willis, CFO and Director of Meetings and Publications

RE: 20th Annual IAFE Agricultural Awards Program
Sponsored by John Deere



JOHN DEERE

The Committee has reviewed the rules and regulations for this contest and **has made changes** for 2011. There will again be a “Sweepstakes Award” as well as five “Best of Division” awards. Please note the various categories and the deadline of **October 5, 2011**, for submitting entries. Because of the many entries, the volume of material, and changes in the contest, please follow the rules and regulations as stated. All entries that do not adhere to them may be disqualified. The Committee reserves the right to move an entry into another category if it is not appropriate for the category in which it has been entered.

Every fair attending the 2011 Convention will receive a USB flash drive which contains the first three winners in almost every category of all three contests (Agricultural Awards, Communications Awards, and Competitive Exhibits Awards) — all courtesy of the North Carolina State Fair — so that you can take the ideas home and share with your board, staff, and volunteers. The entries in a number of categories will also be posted in digital format in the IAFE On-Line Library.

Let’s continue to promote unique and quality agricultural educational programs for our exhibitors and the fair-going public.

Enclosures



20TH ANNUAL IAFE AGRICULTURAL AWARDS PROGRAM SPONSORED BY JOHN DEERE



The Agricultural Awards program will consist of competition among fairs in 13 categories. The participating fairs will be divided into five divisions according to attendance. Plaques will be awarded, one for each category in each division.

CATEGORIES

1. Overall program for competitive agricultural exhibitors
2. Special or specific event for agricultural exhibitors
3. Overall agricultural program for the non-agricultural fairgoing public
4. Special or specific agricultural educational event, exhibit, or program for the fairgoing public
5. Overall program for commercial agricultural exhibitors
6. Video of a special or unique event for exhibitors or the fairgoing public
7. What was newly established or developed at your fair to promote agriculture
8. Green and consumer protection programs
9. Non-fair agricultural event or program
10. Program designed to correct an issue or problem related to a competitive or non-competitive agriculture program
11. Printed material (not including exhibitor handbooks) developed and produced by the fair to promote/showcase agricultural program(s)
12. Agriculture photo
13. Fair and sponsor/partner joint exhibit program

All of the above are to have taken place during the 2010 or 2011 fair, exposition, or exhibition except for #9. Please do not include entries that were category winners for the 2010 Agricultural Awards Program.

BEST OF DIVISION AWARDS

The judges will select one entry per division from each of the category winners as the winner of the Best of Division Award. A special award will be presented to each of the five Best of Division Award winners.

JUDGES CHOICE AWARD

Judges may select from the division winners a Judges Choice Award. The item shows originality, creativity, innovation, and superiority to all other entries. The idea or concept should be one that may be replicated (in a larger or smaller format) by any fair or exposition.

SWEEPSTAKES AWARD

The judges will select as the Sweepstakes Award winner the fair scoring the highest total in three separate categories. A special award will be presented to the Sweepstakes Award winner.

PURPOSE

The purpose of this competition is to improve the agricultural educational programs of fairs, to help fairs determine ways they might be of service to their exhibitors, the fairgoing public, and agriculture businesses, and to provide recognition of those fairs doing an outstanding job.

PROCEDURES

Entry Form — Fairs entering the contest must mail, in addition to the entry material, an entry form (copy enclosed).
NOTE DEADLINE: October 5, 2011

Judging — Entries will be judged by a panel including the chair of the Agricultural Committee, representatives from agricultural organizations, and others the IAFE Chair may appoint. Judging will take place at the IAFE office in Springfield, Mo., prior to the annual convention. Plaques will be presented to the winners in an awards ceremony during the annual convention. Entries will be judged according to the criteria outlined. Entries not meeting minimal standards may not be placed at the discretion of the committee. Non-compliance with special instructions will be reflected in judges' final scores.

Special Instructions:

- (1) A **separate entry** must be made for each category.
- (2) A video may be part of the entry only when a video is requested.
- (3) There will be a limit of only one entry per category by each fair.
- (4) All photos submitted as a part of an entry must be no larger than 8" x 10".
- (5) One cover sheet for each section of an entry is acceptable when presented in a notebook format (i.e. coversheet for publicity, essay, photos, support material, etc.)
- (6) The size of the 3-ring notebook will be measured on the greatest inside diameter of the rings.
- (7) Essays should be double spaced and presented in a reasonable font size (10 pt. or greater).
- (8) Entries should also be submitted in digital format for USB flash drive distribution at Convention. The North Carolina State Fair will be making it possible for every fair attending the 2011 IAFE Convention to receive a USB flash drive which will contain the top three winning entries in most categories (except Categories 6 and 11). **You can help make this project possible by taking just a few extra minutes to copy digital files of all of your entries onto a single CD to accompany your entries. More information can be found on the IAFE web site, www.fairsandexpos.com.**

FAIR DIVISIONS

(Based on **2010** reported attendance)

1. Fairs with an attendance of up to 100,000
2. Fairs with an attendance of 100,001 – 250,000
3. Fairs with an attendance of 250,001 – 500,000
4. Fairs with an attendance of 500,001 – 1 million
5. Fairs with an attendance over 1 million



2011 AGRICULTURAL AWARDS SPONSORED BY JOHN DEERE

Rules and Regulations



CATEGORY 1

Overall program for competitive agricultural exhibitors — This is an overview of your whole agricultural program for the agricultural exhibitors.

Judging to be based on the following:

- (1) Actual number of entries in the total show. Includes all livestock, horticulture, and agricultural classes — 20%.
- (2) Explanation to the agricultural exhibitors of the event including exhibitor handbooks, entry form, and information — 20%.
- (3) How was the program promoted (press releases, brochures, etc.) — 20%.
- (4) Overall quality and balance of the program — 20%.
- (5) Overall achievement will be left to the judges' discretion — 20%.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy documents submitted in Word or PDF format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Do not copy exhibitor handbook to CD. Title folder "Category 1."

CATEGORY 2

Special or specific event for agricultural exhibitors — providing a particular service or purpose for the agricultural industry (highlighting a breed or commodity, dairy finals, etc.). This entry may be a portion of Category 1.

Judging to be based on 2-5 of Category 1, plus an essay explanation of the event, not to exceed three double-spaced 8½" by 11" typewritten pages in length (including graphics, charts, headers, and other elements to enhance the text). Additional pictures and materials may be used to explain the event.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 2."

CATEGORY 3

Overall agricultural program for the non-agricultural fairgoing public — This is an overview of your whole agricultural program relating the story of agriculture to the non-agricultural fairgoing public.

Judging to be based on the following:

- (1) Theme, or actual goal, of the overall agricultural program — 20%.
- (2) Ability or "how" to relate the ag program to the public (including use of visual aids) — 20%.
- (3) Coverage by media of the agricultural program of the fair — 20%.

- (4) Essay explanation of the program, not to exceed three double-spaced 8½" by 11" typewritten pages in length (including graphics, charts, headers, and other elements to enhance the text). Additional pictures and materials may be used to explain the program; however, no videos or CDs — printed material only — 20%.
- (5) Overall achievement will be left to the judges' discretion — 20%.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 3."

CATEGORY 4

Special or specific agricultural educational event, exhibit, or program for the fairgoing public — presented for the purpose of giving the fairgoing public a better understanding of the agricultural industry. This category includes any innovative exhibit designed to present agriculture in an entertaining and educational format, such as: children's programs, floriculture/horticulture, farm or garden programs, commodities or value-added products, and competitive or non-competitive exhibits. Fairgoers are to have free access to this program or exhibit. This entry may be a portion of Category 3.

Judging to be based on 2-5 of Category 3.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 4."

CATEGORY 5

Overall program for commercial agricultural exhibitors — This category is to illustrate how fairs have been able to keep commercial agricultural exhibitors, such as retention of farm equipment, supplies (such as chemicals), tools, special production methods, irrigation, etc.

Judging to be based on the following:

- (1) Methods used — Co-op advertising, marketing tools, luncheons, special discounts, or attractions within the area exhibited. Steps and procedures used to recruit and retain commercial agricultural exhibitors.
- (2) Entry to be an essay explanation of the procedure not to exceed three double-spaced 8½" by 11" typewritten pages in length (including graphics, charts, headers, and other elements to enhance the text). Additional pictures and materials may be used to explain the event.

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Rules and Regulations

Continued

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 5."

CATEGORY 6

Video of a special or unique event for exhibitors or the fair-going public — Judging to be based on general appeal, information, and creativity.

Submit one narrated DVD NOT TO EXCEED FIVE MINUTES IN LENGTH. This is expected to be a non-professional type of video of an agricultural special event for the exhibitor or the fair-going public.

CATEGORY 7

What was newly established or developed at your fair to promote agriculture — Describe an innovative event, promotion, display, competition, etc., at your 2010 or 2011 fair, which was designed to increase the awareness and knowledge of agriculture.

Please submit an essay explanation of the event/program, no more than three double-spaced 8½" by 11" typewritten pages (including graphics, charts, headers, and other elements to enhance the text) describing the following aspects. If applicable, please include photos and/or promotional information.

- (1) Why was this event, promotion, program, display, etc. developed and what were the goals?
- (2) How was this promoted to fairgoers and/or exhibitors?
- (3) Fairgoer reaction.
- (4) Exhibitor reaction, if applicable.
- (5) Number of entries, if applicable.

Judging to be based on the following:

- (1) Originality and goal of the event, promotion, program, display, etc. — 25%.
- (2) The promotion of the event, promotion, program, display, etc. — 25%.
- (3) The scope and acceptance of the event, promotion, program, display, etc. — 25%.
- (4) Overall achievement will be left to the judges' discretion — 25%.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 7."

CATEGORY 8

Green or consumer protection programs — This award will evaluate and recognize an event, promotion, display, or competition (1) that increased the fairgoing public's awareness about agriculture's impact on the environment or (2) that was designed to increase the fairgoing public's awareness of consumer protection

issues associated with livestock.

You may enter one or both of the sub-categories. Submit one entry for each sub-category entered:

8 (A) Green Program — Describe an innovative event, promotion, display, or competition that was held at your fair which was designed to increase the fairgoing public's awareness about agriculture's impact on the environment.

Please submit an essay explanation of the event, promotion, display, or competition, no more than three double-spaced 8½" by 11" typewritten pages (including graphics, charts, headers, and other elements to enhance the text) describing the following aspects. If applicable, please include photos and/or other materials to explain the event or program.

- (1) Why was this event, promotion, program, display, etc. developed and what were the goals?
- (2) How was this promoted to fairgoers and/or exhibitors?
- (3) Fairgoer reaction.
- (4) Exhibitor reaction, if applicable.
- (5) Number of entries, if applicable.

8 (B) Consumer Protection Program — Describe an innovative event, promotion, display, or competition that was held at your fair which was designed to increase the fairgoing public's awareness of consumer protection issues associated with livestock. Areas could include, but are not limited to, proper handling of food around livestock, animal management to minimize disease and/or stress in livestock, safe exhibition of livestock for the public, or general food safety.

Please submit an essay explanation of the event, promotion, display, or competition, no more than three double-spaced 8½" by 11" typewritten pages (including graphics, charts, headers, and other elements to enhance the text) describing the following aspects. If applicable, please include photos and/or other materials to explain the event or program.

- (1) Why was this event, promotion, program, display, etc. developed and what were the goals?
- (2) How was this promoted to fairgoers and/or exhibitors?
- (3) Fairgoer reaction.
- (4) Exhibitor reaction, if applicable.
- (5) Number of entries, if applicable.

Judging to be based on the following:

- (1) Originality and goal of the event, promotion, program, display, etc. — 25%.
- (2) The promotion of the event, promotion, program, display, etc. — 25%.
- (3) The scope and acceptance of the event, promotion, program, display, etc. — 25%.
- (4) Overall achievement will be left to the judges' discretion — 25%.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 8A or 8B."

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Rules and Regulations

Continued

CATEGORY 9

Non-fair agricultural event or program — This category is to illustrate educational programs, events, agricultural shows, etc., that are produced or co-produced by the fair. Any event that culminates at the annual fair is not appropriate for this category. **Provide date of program, event, or show.**

Judging to be based on the following, plus an essay explanation of the event or program (including the date of the program), not to exceed three double-spaced 8½" by 11" typewritten pages in length (including graphics, charts, headers, and other elements to enhance the text). If applicable, please include photos and/or other materials to explain the event or program.

- (1) The theme, or actual goal, of the event or program — 20%.
- (2) The scope and acceptance of the event or program — 20%.
- (3) Coverage by media of the event or program — 20%.
- (4) Overall achievement will be left to the judges discretion — 20%.
- (5) The participation or involvement of the fair — 20%.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 9."

CATEGORY 10

Program designed to correct an issue or problem related to a competitive or non-competitive agriculture program — Please submit an essay, not to exceed three double-spaced 8½" by 11" typewritten pages in length (including graphics, charts, headers, and other elements to enhance the text), presenting the issue, steps in correcting it, and the process used in getting to the solution (i.e. hand-washing stations, displaying an entry, exhibitor issues, etc.). If applicable, please include photos and/or promotional information.

Judging to be based on the following:

- (1) Mission — What is the problem or objective? What is the goal of the project/exhibit/activity/program/event the fair is trying to accomplish? — 20%.
- (2) Solution — What steps did the fair take to solve the problem to accomplish the goal? Who was involved? Budget? Working partnerships? — 30%.
- (3) Outcome — What were the benefits? Include both tangible benefits, such as monetary, employment, and publicity, and intangible benefits, such as improved relations, new partnerships, and improved staff morale — 50%.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 10."

CATEGORY 11

Printed material (not including exhibitor handbooks) developed and produced by a fair to promote agriculture program(s) — Please submit one of the following: booklet, magazine, pamphlet, newsletter, single advertisement, or other printed material (not including exhibitor handbooks) mounted on a single, black, medium weight 14" by 22" poster board.

Please provide a one-page narrative on the back of the mounting board, not to exceed one double-spaced 8½" by 11" typewritten page in length, explaining how the material was used to promote agriculture program(s).

Judging to be based on general appeal, information, and creativity.

CATEGORY 12

Agriculture photo — All photo(s) must be mounted on a **single**, black, medium weight 14" by 22" poster board (captions optional). Please label entries with your fair name, state or province, and division on the front lower right hand corner of the board. **Also, submit the photo(s) in digital format if available.** The intent of these rules does not require professional mounting. All photos must be at least 4" x 6" and no more than 8" x 10". Winning entries may be shown during the awards breakfast.

Copy the photograph in JPG format to a CD. Title folder "Category 12."

12 (A) Fair Agriculture Photo — Submit one photo depicting an agriculture scene from the fair. (Examples: child with an animal, horticulture exhibit, operation of antique farm machinery, FFA or 4-H exhibitors . . .)

12 (B) Agriculture Series — Submit a minimum of three (3) photos and a maximum of five (5) photos depicting a series of agriculture scenes at the fair on a **single** board. These photos should be a sequence of photos which tell a story. (Example: *photo 1* — fitting an animal to show, *photo 2* — showing of animal, *photo 3* — exhibitor with animal and prize)

Judging to be based on general appeal, originality, and creativity. Quality and composition of photo(s) may be considered.

CATEGORY 13

Fair and sponsor/partner joint exhibit program — This category will recognize the combined resources of fair management/staff and a fair agricultural partner/sponsor in showcasing/promoting agriculture. The resulting program may be an exhibit, display, promotion, special event, or competition presented during the fair.

Judging to be based on 2-5 of Category 3, plus an essay explanation of the partnership, not to exceed three double-spaced 8½" by 11" typewritten pages in length (including graphics, charts, headers, and other elements to enhance the text) — valued at 25%. Additional pictures and materials may be used to explain the program.

Please submit your entry in one 3-ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged. (Note: Size of notebook will be determined based on the measurement of the greatest inside dimension of the rings.)

Copy essay submitted in Word or PDF format and any photographs in JPG format to CD. If backup materials are available in PDF format (or can be scanned into PDF format) they can be included. Title folder "Category 13."



2011 IAFE AGRICULTURAL AWARDS PROGRAM

SPONSORED BY JOHN DEERE

Official Entry Form



Entries must be received in Springfield, Mo., no later than **October 5, 2011**. Please submit a copy of your completed entry form with your shipped entries and a second copy of your entry form directly to the IAFE office (this helps to track a shipment in the event it gets delayed or lost):

IAFE
3043 East Cairo
Springfield, MO 65802
Fax: (417) 862-0156

Please type or print clearly.

Fair: _____

Fair Manager: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Dates and Year of Fair: _____ 2010 Attendance: _____

Category(ies) Entered *(only one entry form for all categories entered)*

- 1. Overall program for competitive agricultural exhibitors
- 2. Special or specific event for agricultural exhibitors
- 3. Overall agricultural program for the non-agricultural fairgoing public
- 4. Special or specific agricultural educational event, exhibit, or program for the fairgoing public
- 5. Overall program for commercial agricultural exhibitors
- 6. Video of a special or unique event for exhibitors or the fairgoing public
- 7. What was newly established or developed at your fair to promote agriculture
- 8a. Green program
- 8b. Consumer protection program
- 9. Non-fair agricultural event or program
- 10. Program designed to correct an issue or problem related to a competitive or non-competitive agriculture program
- 11. Printed material (not including exhibitor handbooks) developed and produced by a fair to promote agriculture program(s)
- 12a. Agriculture photo — Fair Agriculture Photo
- 12b. Agriculture photo — Agriculture Series
- 13. Fair and sponsor/partner joint exhibit program

IAFE reserves the right to publish entries in printed publications, on the web site, CD's or cassettes, and/or videos. All entries become the property of the IAFE and will not be returned.

Submitted By: _____ Title: _____

Phone: _____

Date entries mailed: _____ Via: Parcel Post _____ UPS _____ Express _____