



INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

March 2011

TO: IAFE Fair Members — Attention Competitive Exhibits Managers
FROM: Competitive Exhibits (Non-Commercial) Committee



The Competitive Exhibits Awards Program information is enclosed. **Please enter whatever your fair is doing to enrich competitive exhibits. This is an excellent opportunity to share your ideas! Remember that competitive exhibits do include livestock!**

The IAFE Competitive Exhibits committee has reviewed the Competitive Exhibits rules and has made changes for 2011. Follow the directions for submitting your entries to the contest very carefully. If you have any questions, please feel free to contact the IAFE office.

The winning entries will be presented to the delegates at an awards ceremony during the 121st Annual Convention in Las Vegas, November 28-December 1, 2011. In addition, 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 (Competitive Exhibits Awards, Agricultural Awards, and Communications 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.

LS/mm
Enclosures



24TH ANNUAL IAFE COMPETITIVE EXHIBITS AWARDS PROGRAM



The IAFE Competitive Exhibits Awards Program will consist of competition among fairs in nine categories. The participating fairs will be divided into five divisions according to attendance. Plaques, one for each category in each division, will be awarded to the winners during an awards ceremony before the IAFE Annual Convention delegates.

CATEGORIES WILL BE:

1. Competitive exhibit display method and/or prop
2. New or unique class of competitive exhibits
3. Use of fair's theme throughout competitive exhibits
4. Interactive competitive exhibit contest
5. Participatory fair contest
6. New or unique strategy to increase the number of competitive exhibitors or attract new competitive exhibitors
7. General competitive exhibit display photo
8. Competitive exhibit display photo series
9. General display photo or photo series

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

PURPOSE AND GOALS:

The purpose of this competition is to encourage fair members to share methods, ideas, props, new or unique classes, and fair themes which enhance or expand the competitive exhibits area. This will enable us to improve this aspect of our industry.

Our goals are to:

1. Make available to members the information from the contest entries through displays at the annual convention, articles in *Fairs & Expos*, or published manuals so we can learn and expand in this important area.
2. Provide a competitive forum for member fairs to share information concerning the competitive exhibits area.

DEFINITIONS:

Competitive Exhibits — Are those items fair exhibitors enter in competition at the fair and then are displayed or presented during the fair. Examples: vegetables, foods, textiles, arts, crafts, hobbies, agricultural products, livestock, etc.

Creative Display Methods — Are those items and ideas which fairs use in order to display the fair entries of individual exhibitors in a particular category, e.g. quilts, clothing, canning, etc.

Props — Materials or items used to create the final display of competitive entries. They may be fair or commercially produced. Does not include sampling booths, demonstration booths, etc.

Class — One contest with one set of placements by a single judging process.

PROCEDURES — WHAT, WHEN, AND HOW TO ENTER:

Entry Form — Fairs entering the contest must mail, in addition to the entry material, an entry form (copy enclosed). This form should be sent under separate cover, as well as a copy included with the entry.

Entry Deadline — Completed entry forms and all entry materials must be received at the IAFE office no later than **October 5, 2011**.

Judging — Entries will be judged by the Competitive Exhibits (Non-Commercial) committee and other qualified representatives. Judging will take place in Springfield, Missouri, prior to the annual convention. Plaques will be presented to the winners 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.

Special Instructions — It is requested that:

1. A separate entry be made for each category
2. A limit of only one entry per category by each fair
3. Fairs include the fair name, state or province, and category entered on the front of the notebooks.
4. Fairs should also submit entries 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 each category. 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 upon 2010 reported attendance):

Division 1 — Fairs with attendance in 2010 of up to 100,000

Division 2 — Fairs with attendance of 100,001 to 250,000

Division 3 — Fairs with attendance of 250,001 to 500,000

Division 4 — Fairs with attendance of 500,001 to 1 million

Division 5 — Fairs with attendance of over 1 million

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CATEGORIES AND RULES:

Category 1

Competitive Exhibit Display Method and/or Prop

Show a method and/or prop that is used to display any competitive exhibit.

Essay — No more than TWO DOUBLE-SPACED 8½" x 11" typewritten pages should describe the following aspects:

- a. Why this one method of display and/or prop was created or chosen?
- b. What class or division of entries is displayed?
- c. Overall dimensions — height, width, and depth?
- d. Cost of materials?
- e. How was the display created or built?

Photographs

- a. Photographs of preparation, designing or building of display, and views of finished exhibit in use at the fair.
- b. Show only one method and/or prop

Judging — Entries will be judged according to the following criteria:

- a. Originality/Innovation of display method and/or prop. (30%)
- b. Adaptability of display method and/or prop to different size fairs. (20%)
- c. Ease and cost of construction. (20%)
- d. Does this display method and/or prop showcase the fair exhibitor's entry in such a way as to encourage participation and recognition of the exhibitor's efforts? (30%)

100% possible

Please submit your entry in a 3-ring hardback notebook.

Copy the essay in Word or PDF format and the photographs in JPG format to CD. Title folder "Category 1."

Category 2

New or Unique Class of Competitive Exhibits

Present a new or unique competitive exhibit class offered at your fair (one competition only).

Definitions

New — A class of competitive exhibits that has not been presented at the fair before.

Unique — A class of competitive exhibits that is unusual or unique to the fair's area.

Class — One contest with one set of placements by a single judging process.

Essay — No more than TWO DOUBLE-SPACED 8½" x 11" typewritten pages should describe the following aspects:

- a. Why was this new or unique class developed and what were the goals?
- b. What class or division of competitive exhibits is displayed?
- c. How was this new or unique competition promoted to fairgoers?
- d. How was this new or unique competition promoted to exhibitors?
- e. Number of entries.
- f. Fairgoers' reaction.
- g. Exhibitors' reaction.

Photographs

- a. Photographs of the display from different viewpoints.
- b. Photographs/Printed materials that show promotion of display to exhibitors and fair guests.

Judging — Entries will be judged according to the following criteria:

- a. Theme of class or division and the goal. (20%)
- b. Actual number of entries. (20%)
- c. Promotion for the display. (20%)
- d. Adaptability for implementation at other fairs. (20%)
- e. Overall achievement — Left to judges' discretion. (20%)

100% possible

Please submit your entry in a 3-ring hardback notebook.

Copy the essay in Word or PDF format and the photographs in JPG format to CD. Title folder "Category 2."

Category 3

Use of Fair's Theme Throughout Competitive Exhibits

Show how the fair incorporated the current year's fair theme throughout the divisions and classes of the competitive exhibits area.

Essay — No more than TWO DOUBLE-SPACED 8½" x 11" typewritten pages should describe the following aspects:

- a. Department(s) or class(es) utilizing the theme?
- b. How was the department(s) or class(es) utilizing the theme promoted to fairgoers?
- c. How was the department(s) or class(es) utilizing the theme promoted to exhibitors?
- d. Number of entries.
- e. Fairgoers' reaction.
- f. Exhibitors' reaction.

Photographs

- a. Photographs of the displays utilizing the theme from different view points.
- b. Photographs/Printed materials that show promotion of the display to exhibitors and fair guests.

Judging — Entries will be judged according to the following criteria:

- a. The follow through of the theme in the Competitive Exhibits area. (20%)
- b. Originality of the department(s) or class(es) utilizing the theme. (20%)
- c. Actual number of entries. (20%)
- d. Scope and acceptance of program by the public. (20%)
- e. Overall achievement — Left to judges' discretion. (20%)

100% possible

Please submit your entry in a 3-ring hardback notebook.

Copy the essay in Word or PDF format and the photographs in JPG format to CD. Title folder "Category 3."

Category 4

Interactive Competitive Exhibit Contest

Contest wherein exhibitors create or make some item "on the spot" at the fair, with participant starting and completing the entry at the fair. This contest entry should highlight one class or contest only. Examples of this type of contest might include: digital photo "shoot out," plein air painting, cake decorating, mystery bag cooking contest, soap carving, etc.

Essay — No more than TWO DOUBLE-SPACED 8½" x 11" typewritten pages in length describing the following aspects of the contest:

- a. Why was this contest chosen?
- b. How was this competition promoted to fair guests?
- c. How was this competition promoted to exhibitors?
- d. Reaction of participants and fair guests.
- e. If and how you included a sponsor.

Photographs

- a. Photographs of actual activity.
- b. Show only one class or contest.

Judging — Entries will be judged according to the following criteria:

- a. Uniqueness of the interactive competitive exhibit. (20%)
- b. Adaptability of this contest to different size fairs. (20%)
- c. Promotion of the activity. (20%)

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- d. Scope and acceptance of the program by fair guests and participants. (20%)
- e. Overall achievement — Left to judges' discretion. (20%)

100% possible

Please submit your entry in a 3-ring hardback notebook.

Copy the essay in Word or PDF format and the photographs
in JPG format to CD. Title folder "Category 4."

Category 5
Participatory Fair Contest

Contest wherein participants are invited to do something in a contest, with the winner picked by any number of means such as: audience applause, timed event, scoring event, etc. This contest might include: scavenger hunt, pie-eating contest, costume contest, etc.

Essay — No more than TWO DOUBLE-SPACED 8½" x 11" typewritten pages in length describing the following aspects of the contest:

- a. Why was this contest chosen?
- b. How was this competition promoted to fair guests?
- c. How was this competition promoted to exhibitors?
- d. Reaction of participants and fair guests.
- e. If and how you included a sponsor.

Photographs

- a. Photographs of actual activity.
- b. Show only one class or contest.

Judging — Entries will be judged according to the following criteria:

- a. Uniqueness of the interactive competitive exhibit. (20%)
- b. Adaptability of this contest to different size fairs. (20%)
- c. Promotion of the activity. (20%)
- d. Scope and acceptance of the program by fair guests and participants. (20%)
- e. Overall achievement — Left to judges' discretion. (20%)

100% possible

Please submit your entry in a 3-ring hardback notebook.

Copy the essay in Word or PDF format and the photographs
in JPG format to CD. Title folder "Category 5."

Category 6
New or Unique Strategy to Increase Number of Competitive Exhibitors or Attract New Competitive Exhibitors

Strategy to increase the number of competitive exhibitors or attract a new group of competitive exhibitors — present the strategy or plan used to increase competitive exhibitor participation or draw new competitive exhibitors to your fair.

Essay — No more than TWO DOUBLE-SPACED 8½" x 11" typewritten pages should describe the following aspects of the strategy:

- a. Why was the strategy developed?
- b. What were the goals for the new strategy?
- c. Provide the results and evaluation of the strategy.
- d. What are the department(s) or class(es) utilizing the strategy?

Backup Materials — Please provide materials showing the implementation and utilization of the new strategy and showing the results of the strategy. These materials can be any items which are evidence of implementation or outcome of the strategy or plan — i.e. handouts, advertising materials, photos, website visits, etc. . .

Judging — Entries will be judged according to the following criteria:

- a. Innovation of the strategy. (20%)
- b. Adaptability of the marketing strategy to different size fairs. (20%)
- c. Did the strategy meet goals set? (20%)
- d. Overall achievement — Left to judges' discretion. (20%)
- e. Scope and acceptance of the program by fair guests and exhibitors. (20%)

100% possible

Please submit your entry in a 3-ring hardback notebook.

Copy the essay 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. Title folder "Category 6."

Category 7
General Competitive Exhibit Display Photo

Show an informative, interesting, or unique display from your fair.

Submit one photo depicting an *informative, interesting, or unique* competitive exhibit display from your fair. Photo cannot be less than 4" by 6" or more than 8" by 10". Photo must be mounted on a single black medium weight 14" by 22" poster board (captions optional). Please label photos with fair name, state or province, division, and category on the front lower right-hand corner of the mounting board. The intent of these rules does not require professional mounting. Also, submit the photo in digital format, if possible.

Judging to be based on diversity, general appeal, originality, and creativity. Quality and composition of the photo may be considered.

Copy all photographs in JPG format to CD.
Title folder "Category 7."

Category 8
Competitive Exhibit Display Photo Series

Show an informative, interesting, or unique display scene from your fair.

Submit a minimum of three and a maximum of 5 photos depicting a series of competitive exhibit scenes from your fair on a **single** board. These photos should be a sequence of photos that tell a story (i.e. a floral design competition with sequential photos depicting the starting materials, a floral designer working on the display, completed displays, and competition winner with judge).

Photos cannot be less than 4" by 6" or more than 8" by 10". Photos must be mounted on a single black medium weight 14" by 22" poster board (captions optional). Please label photos with fair name, state or province, division, and category on the front lower right-hand corner of the mounting board. Also, submit the photos in digital format, if possible.

Judging to be based on diversity, general appeal, originality, and creativity. Quality and composition of the photos may be considered.

Copy all photographs in JPG format to CD.
Title folder "Category 8."

Category 9
General Display Photo or Photo Series

Non-competitive/non-commercial display created by the fair or a community partner. Examples: educational display, historical display, community display, decorative display, etc., with a local emphasis. Photo series should be of a **single** display or exhibit.

May be one photo or a photo series (minimum of three and a maximum of five photos on one board).

Photos cannot be less than 4" by 6" or more than 8" by 10". Photos must be mounted on a single black medium weight 14" by 22" poster board (captions optional). Please label photos with fair name, state or province, division, and category on the front lower right-hand corner of the mounting board. Also, submit the photos in digital format, if possible.

Judging to be based on diversity, general appeal, originality, and creativity. Quality and composition of the photos may be considered.

Copy all photographs in JPG format to CD.
Title folder "Category 9."



IAFE COMPETITIVE EXHIBITS AWARDS PROGRAM 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 Print Clearly or Type

Name of 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. Competitive exhibit display method and/or prop
- 2. New or unique class of competitive exhibits
- 3. Use of fair's theme throughout competitive exhibits
- 4. Interactive competitive exhibit contest
- 5. Participatory fair contest
- 6. New or unique strategy to increase the number of competitive exhibitors or attract new competitive exhibitors
- 7. General competitive exhibit display photo
- 8. Competitive exhibit display photo series
- 9. General display photo or photo series

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: _____

Date Entries Mailed: _____ Phone: _____

Entries Sent Via: Parcel Post (Mail) UPS Federal Express
 Other — Specify: _____