



# INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

April 2010

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

**23RD ANNUAL  
IAFE COMPETITIVE EXHIBITS  
AWARDS PROGRAM**

The banner features the text centered on a background of draped, shimmering fabric with light rays emanating from behind the text.

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 2010.** 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 120th Annual Convention in Las Vegas, November 29-December 2, 2010. In addition, every fair attending the 2010 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



## 23RD 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
5. Competitive exhibit judging (including livestock) with fair guests in attendance
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 2009 or 2010 fair, exposition, or exhibition. Please do not include entries that were category winners for the 2009 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 1, 2010**.

**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 2010 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](http://www.fairsandexpos.com).

### FAIR DIVISIONS:

**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**

Actual "on the spot" contests are becoming popular at fairs. Show how a live, interactive contest was presented at your fair. Interactive Competitive Exhibit is described as something that the participant actually starts and completes AT the fair. Entry should highlight ONE class or contest only.

**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%)

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- 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 4."

#### Category 5

##### Competitive Exhibits Judging with Fair Guests in Attendance

Show how the judging takes place and how results are explained to the fairgoer. Entry should emphasize or focus on education of the fairgoer.

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

- a. Why was the procedure developed?
- b. What were the goals in developing the new procedure?
- c. Fairgoers' reaction.
- d. Exhibitors' reaction.
- e. Department(s) or class(es) utilizing the procedure?
- f. Handout materials included with the procedure.

##### Photographs

- a. Photographs of judging and the explaining of results to fair guests.
- b. Show only one class or contest.

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

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



# 2010 IAFE COMPETITIVE EXHIBITS AWARDS PROGRAM OFFICIAL ENTRY FORM

Entries must be received in Springfield, Mo., no later than **October 1, 2010**. 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: \_\_\_\_\_ Attendance: \_\_\_\_\_

**Category(ies) Entered (please check):**

- 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
- 5. Competitive exhibit judging (including livestock) with fair guests in attendance
- 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

The IAFE will possibly reproduce photographs and essays in a publication. In order for this service to be made possible, the IAFE must have permission from each of the participating fairs. Please be aware that if it is not noted to the contrary, your entry signifies your acceptance of this practice and that permission is given. Entries will not be returned.

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

Date Entries Mailed: \_\_\_\_\_ Phone: \_\_\_\_\_

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