



INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS

DATE: January 2018

TO: State and Provincial Associations of Fairs

FROM: Lisa Hinton, Florida Federation of Fairs Association
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: If you WILL be attending the State & Provincial Summit in Springfield, please prepare your entries, according to category rules and bring with you to the Summit. If you are NOT attending, please prepare your entries and mail to the IAFE office for arrival no later than April 1, 2018.

The panel of judges will consist of State & Provincial Association Executives and Secretaries, who attend the 2018 State & Provincial Association Summit in Springfield, MO.

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 Brittney McBride at the IAFE Office at 800-516-0313.

Enclosures: Rules and Regulations

41st Annual IAFE Hall of Honor Communications Awards

Sponsored by K&K Insurance

Rules and Regulations

ENTRY PROCEDURES

1. **Attending the State & Provincial Summit?** – if you will be attending the State & Provincial Summit in Springfield, Missouri please bring your entries you wish to have judged with you. All entries must be prepared according to category rules.
2. **Not Attending the State & Provincial Summit?** Mail/Ship Entries
 - a. Prepare entries according to category rules.
 - b. Mail or ship (FedEx, UPS, etc.) to IAFE office (3043 E. Cairo St. Springfield, MO 65802) for arrival no later than **April 1, 2018**

CATEGORY 1 – “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.

Submit directory and summary in a two-pocket folder, with Association name noted on the front. The outlined summary cannot be not more than one double-spaced 8 ½” x 11” typed page, which addresses the following:

- Is the purpose to share information with your current membership only?
- As a promotional tool for tourism centers; to promote future membership?
- Associate directory only?
- Fair member directory only or other?

JUDGING CRITERIA

Entries will be judged, and then ranked. The judges will reference the following criteria when ranking:

- A. Informative.
- B. Indicative of creative excellence.
- C. Appropriate to activities, audience, and media used.
- D. Utilizing a central theme.
- E. Indicative of production of excellence.

CATEGORY 2 – “WEBSITES”

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.

JUDGING CRITERIA

All participating associations will be permitted up to five (5) minutes to demonstrate the functionality of their website to the attendees at the State & Provincial Executive Summit to be held in Springfield, MO. If you will not attend the Summit, you will be asked to demonstrate the functionality of your website 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. Navigability.
- B. Overall appearance/Impression.
- C. Use of graphics and other effects. Consider how these may affect load time.
- D. Organization of information.
- E. Web site adheres to a consistent theme.
- F. Web site shows creativity.
- G. Web site shows production excellence.

CATEGORY 3 – “CONVENTION PROGRAM”

PURPOSE

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

Place a most recent copy of your convention program in a two-pocket folder, with Association name noted on front. Due to how conventions fall in relation to the deadline, your most recent convention may be from the prior or current year.

JUDGING CRITERIA

Entries will be judged, and then ranked. The judges will reference the following criteria when ranking:

- A. Appearance of Convention Program Book – Easy to read and follow, attractive layout, professional appearance, size of booklet, attendees to carry throughout your convention, includes hotel layout.
- B. Convention Program Content – Educational Programming, general convention reminders, trade show, entertainment showcases, queen programs, other programs.
- C. Convention Program Member Benefits – Fair member recognition, associate member recognition, sponsor recognition.

CATEGORY 4 – “UNIQUE PROGRAM”

PURPOSE

The purpose of this category is to showcase one unique program (that does not seem to fit into any other category) 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.) and place in a two-pocket folder with Association name noted on front.

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 Springfield, MO. 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 5 – “SOCIAL MEDIA”

PURPOSE

The purpose of this category is to improve the way state and provincial associations use social media and to provide recognition of those associations doing an outstanding job.

Prepare an outlined synopsis, not more than one 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 social media effort and place in a two-pocket folder with Association name noted on the front. Entries must illustrate how each social media component was integrated to meet the campaign’s goals. Entry must be three-hole punched to fit in the two-pocket folder.

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 Springfield, MO. 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.

Pre - Entry Deadline (if not attending Summit)
April 1, 2018