

2018 IAFE Agriculture Awards

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DATE: January 2018
TO: IAFE Fair Members
FROM: Agriculture Committee



Purpose

The purpose of this competition is for fairs to:

- Strengthen agricultural education and awareness programs.
- Identify ways to be of service to exhibitors, the fair-going public and agriculture industry.
- Recognize fairs which excel in agriculture programming and promotion.

How to Enter

All entries must be submitted in digital format on www.iafecontest.com. Please read the following rules and the category submittal forms carefully for entry format and file size limits.

DEADLINE:

All entries must be uploaded by October 1, 2018.

PROCEDURES:

Visit www.iafecontest.com for detailed instructions and to view an instructional video on how to submit your entries. Be sure to have the following 2 pieces of information before visiting the site:

1. E-mail Address (use to login or signup)
2. 2017 Fair Attendance

Fairs which participated in the 2017 Agriculture Awards program already have an account established with detailed login instructions. If you need assistance please contact Brittney McBride brittneym@fairsandexpos.com or 800.516.0313.

GUIDELINES:

1. Entries in all of the categories are to have taken place during the 2017 or 2018 fair, exposition, show or exhibition.
2. Each entry must be original concept or program of the fair submitting the entry.
3. Each fair may submit only 1 entry per category (unless otherwise noted). A specific program/event/theme/exhibit may only be submitted in one category.
4. Entries (except for Categories 9 and 10) must be submitted using the appropriate category form and may not exceed space allocated on form.

5. Entries must be submitted in digital format for judging. Digital entries (except category 9) must be no larger than 8MB per category file. Compress photos and files in order to meet the file size limitations. Video is acceptable only for Category 9.
6. Entries which were category winners (1st, 2nd or 3rd place) in the 2017 Agricultural Awards Program are not eligible.

DIVISIONS: (Based on 2017 reported Fair 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

JUDGING:

All categories (except as noted) will use the following criteria for judging:

1. Theme or Goal — 20%
2. Promotion of Agriculture — 20%
3. Goal Achievement, Fairgoer Reaction — 20%
4. Originality — 20%
5. Overall Achievement — 20%

Entries will be judged in October by a panel including the chair of the Agriculture Committee, representatives from agricultural organizations and others the IAFE Chair may appoint. Entries will be judged online using the criteria outlined and an evaluation scoring form. Entries in noncompliance with specific instructions and/or entries not meeting minimal standards will be reflected in judges' final scores and placing or may be disqualified. The judges reserve the right to move entries to more appropriate categories if deemed necessary.

AWARDS:

The Best of Division, Judges' Choice and Sweepstakes Awards winners will be recognized at the 2018 IAFE Annual Convention and Trade Show, Nov. 25-28, 2018 in San Antonio, TX.

BEST OF DIVISION AWARDS:

Judges will select one category winning entry per division as the winner of the Best of Division Award.

JUDGES' CHOICE AWARD:

Judges will select a "Judges' Choice Award" from winners in categories 1-9 & 11-13 only. Entries in Category 10: Agriculture Individual Photo, are not eligible for the Judges Choice Award. The winning entry should be exceptionally original, creative and innovative. An ideal winner would be a program or concept which may be easily replicated (larger or smaller format) by any fair or exposition.

SWEEPSTAKES AWARD:

The prestigious Agricultural Sweepstakes Award will be presented to the fair which accumulates the highest points based on rankings on 5 individual categories using the following point scale:

1st = 15 points 2nd = 10 points 3rd = 5 points

CATEGORY AWARDS:

First place winners will receive a plaque; 2nd and 3rd place winners receive certificates all available for pick-up by recipient at the 2018 IAFE Annual Convention. These category winners will be contacted immediately after results are official (late October/early November). Category award winners are required to submit a hard copy folder (3-prong and 2-pockets) with all of the information which had been included for digital judging to the IAFE Office no later than November 15th. These award winning entries will be displayed at the 2018 IAFE Annual Convention and Trade Show.

The North Carolina State Fair will provide a complimentary USB flash drive with most winning entries to fairs attending the 2018 IAFE Convention. In addition, many of the award-winning entries will be posted to the IAFE’s online library.

Categories

CATEGORY 1: Agricultural exhibitor events, awards, participation incentives or retention programs

Entrants will describe a specific event/program/promotion which promotes agricultural exhibitor participation incentives, or retention.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category1Form_Fillable.pdf

CATEGORY 2: Technique/procedure/policy developed by Fair Management to correct an issue or challenge related to an agricultural program

Entrants will identify a significant challenge in the agriculture program at the fair and steps taken to address it, sharing results, partnerships, and resources used.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category2Form_Fillable.pdf

CATEGORY 3: Newly established or evolving program/exhibit at your fair which promotes agriculture to the fair-going public

Entrants will describe an innovative exhibit, event, program, theme, or competition designed to communicate an agricultural message(s) in an entertaining and educational format to the fair guests.

Special note: Fairs may enter up to 2 entries in this category and both entries are eligible for placing.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category3Form_Fillable.pdf

CATEGORY 4: Program/event/exhibit designed to educate consumers/fair-going public of a current agriculture or Fair industry challenge

Entrants will describe program, explain relevance, and detail partnerships involved, resources used, and the success of the program.

Examples: Messages on specific animal health issues, animal wellness, human/animal biosecurity, GMO's, family farms, changeovers (i.e. keeping animals in the barns for fairgoers to see them, educate on why animals go home and not stay the entire fair, safety methods used to keep animals and people safe during load in or load out) or other event or activity presented to allow people to see agriculture or animals besides the animals in competitions.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category4Form_Fillable.pdf

CATEGORY 5: Non-fair related agriculture event/program which is produced or co-produced by your fair

Examples: Educational programs, events, or agricultural shows.

Entrants will describe the program/event including process for development, resulting participation or attendance, partnerships and resources utilized and how the event/program ultimately benefits the annual fair.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category5Form_Fillable.pdf

CATEGORY 6: Unique partnership for an exhibit/promotion/special event/competition showcased during the fair

Entrant will describe the activity; identify the responsibilities of each partner, and how the partnership benefits each.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category6Form_Fillable.pdf

CATEGORY 7: Innovative way(s) technology is used to benefit agriculture program(s) at your fair

Entrant will describe the technology use, identifying program/event, the efficiencies and benefits received, resources invested and challenges encountered.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category7Form_Fillable.pdf

CATEGORY 8: Agriculture Communications

Entrant will describe how the fair is using media (print or electronic) to promote agriculture program(s) to exhibitors, the media plan (and its efficiencies or benefits), how it fit with the fair’s overall communication plan, resources utilized and how success was measured.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category8Form_Fillable.pdf

CATEGORY 9: Agriculture programs video

Entry submitted will be a short (2 minutes or less) video that captures a special or unique agriculture program, event, exhibit, or competition. The video is expected to be non-professional with narration or captions. Judging will be based on general appeal, information and creativity.

How to submit: Submit an MP4 video file on the contest website.

CATEGORY 10(A through E): Agriculture individual photo

Submitted photo(s) should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. Photo(s) must be submitted digitally and cannot exceed 1MB file size. Fairs may enter one photo in each subcategory.

CATEGORY 10A – Livestock

CATEGORY 10B – Horticulture/Crops

CATEGORY 10C - Equine

CATEGORY 10D - Rodeo

CATEGORY 10E – Ag Education (4-H/FFA)

How to submit: Submit a JPG image file on the contest website.

CATEGORY 11: Agriculture program area beautification

Entrant will describe improvements made to an agriculture program area (building/facility) including the purpose and scope, resources utilized, and feedback from those impacted. Examples: Unique show ring decorations, flowerscapes, landscaping, storage, signage, etc.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category11Form_Fillable.pdf

CATEGORY 12: Any other agriculture program/exhibit

This category is intended for agriculture programs or exhibits which may not fit other award categories, but whose content should be shared with other fairs. Judging will emphasize uniqueness, fairgoer or exhibitor appeal, effectiveness and creativity.

Download Category form:

https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category12Form_Fillable.pdf

CATEGORY 13: New or Unique Animal Competition (Class or Division)

Present a new or unique animal class or division offered at your fair.

Download Category form:

<https://s3.amazonaws.com/iafe/contest/2018/Agriculture/Category13Form.pdf>