

March 2018

Sponsored by

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



NORTH AMERICAN MIDWAY
ENTERTAINMENT

31st Annual IAFE Competitive Exhibits Awards Program

The Competitive Exhibits Awards Program is a competition for EVERY size fair, very small to very large. This is an excellent opportunity to share ideas on how your fair has created display mechanisms and props for competitive exhibits (i.e. quilts, cakes, photography, canned goods, etc.), the special contests you have created to get more folks involved in competitive exhibits, and how you promote these activities at your fair.

New for 2018! All contests are solely dedicated to non-animal competitive exhibits. All animal contests should be submitted in the Agriculture Contest.

Purpose and Goals:

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

The goals are to:

1. Make available to members the information from the contest entries through displays at the annual convention, articles in Fairs & Expos, the IAFE's Online Library and/or published manuals so we can learn and expand in this important area.
2. Provide a line of communication for member fairs to share information concerning the competitive exhibits area.
3. Drive innovation in Competitive Exhibits by establishing a friendly competitive atmosphere between member Fairs.

Procedures (What, When, and How to Enter):

Entry Submission Process:

The submitted entry in each category must be a strategy utilized in or an event that took place during the 2017 or 2018 fair, exposition, or exhibition. Entries that were category **winners** (1st, 2nd **or** 3rd) for any previous IAFE Competitive Exhibits Awards Contest are ineligible.

All fairs participating in the competitive exhibits award program **must register** their entries at www.iafecontest.com prior to sending their entries to the IAFE office for judging. You will be required to create an account that is **NOT** associated with your www.fairsandexpos.com log-in. See the following for registration process.

1. Register Online

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

1. Email address (used to login or signup)
2. 2018 Fair Dates
3. 2017 Fair Attendance

Note: Fairs that participated in 2017 contests already have an account established with detailed login instructions. If you need assistance logging in, please contact Brittney McBride at brittneym@fairsandexpos.com or 800-516-0313.

- b. Register online for all categories in which each entry will be submitted. This must be done prior to shipping entries.

2. Mail/Ship Entries — Entries must be received by October 1, 2018

- a. Mail or ship (FedEx, UPS, etc.) to IAFE office for arrival no later than October 1, 2018.

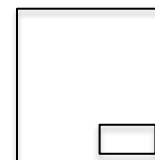
Address entries to:

IAFE
3043 East Cairo St.
Springfield, MO 65802

HOW TO PREPARE YOUR ENTRIES — Please Read Carefully:

1. A **different** concept, idea, method, etc. must be made for each category with the exception of 8A & 8B.
2. A fair may only submit one entry per category.
3. **Identifying label:** A plain white mailing label must be placed **ON THE FRONT** of the entry (notebook/binder/photo poster) **in the lower right corner** (see drawing) with fair name, state/province, division size, and category number.

- a. San Diego County Fair
- b. California
- c. Division 5
- d. Category 1: Competitive Exhibit New Display Method and/or Prop



4. NOTEBOOK/BINDER INSTRUCTIONS (Categories 1 through 7):

- (a) Binder type should be 3 ring (no larger than 1" ring size) **OR** a presentation style folder of the "3-hole" type.
- (b) The notebook and its contents must be simply presented. Do **not** present notebook entries as "scrapbooks". Do not add decorations and/or material (i.e. fabric, stick-ons, etc.) on cover of binder or on the pages within the binder.
- (c) Cover sheets identifying entry and fair (i.e. description, a fair photo, etc.) **ARE NOT PERMITTED AND WILL BE DISQUALIFIED**. This includes an insert into the front of the binder, a cover sheet preceding the form, etc.

- (d) Sheet protectors are only allowed for multi-page documents or oversize documents that are not suitable for placement in 3-ring binder with punches. All other uses of sheet protectors **ARE NOT PERMITTED AND WILL BE DISQUALIFIED**.
- (e) Do not insert table of contents page, divider pages, tabbed dividers, etc.
- (f) Fill out the required category form. Do **not** include an essay. Use only the space allocated.
- (g) Photo submittals should be made on blank white paper or fair's letterhead only — no additional décor (i.e. border around it, colored stock, etc.)
- (h) The maximum number of pages of supporting material (not including required form) allowed will be 10. Do not print pages front-to-back/double-sided. If supporting materials includes a multi-page and/or multi-fold publications (i.e. exhibitor guide, fair program), this piece can be inserted into a sheet protector/pocket protector and each item will count as **ONE** page of the maximum 10 supporting materials.
 - i. maximum 10 pages of supporting material (except for Category 3 where 15 pages of support materials is acceptable).
 - ii. Photos are important and strongly encouraged.
 - iii. Printed materials that show promotion of the display to exhibitors and the public.
Examples: handouts, brochures, advertising materials
 - iv. The supporting material is highly encouraged to include class or contest description from the fair's prize catalog (premium list, exhibitor guide, etc.) pertaining to ***the individual exhibit*** such as listing of division, class, section, lot, etc. Do not submit the entire prize listing, just the page(s) directly related to the exhibit displayed to more clearly identify the context of the entry being made. Other support material includes screen shots, website visits, analytics, etc.

5. **ELECTRONIC PHOTO SUBMISSION INSTRUCTIONS (Categories 8 and 9)**

- (a) Entries must be submitted in digital format for judging.
- (b) Digital entries must not be larger than 8 MB per file. If file sizes are too large, try compressing photos and files to meet the size limitations.
- (c) **Captions: Mandatory and limited to 30 words for each photo.**
- (d) *If your entry/entries are selected as a winner, the IAFE office will contact your Fair about submitting hard-copy versions of the entry/entries for display at the annual convention.*

Fair Divisions:

(Based upon 2017 reported attendance)

- Division 1 — Fairs with attendance 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

Definitions:

- **Competitive Exhibits** — those items fair exhibitors enter in non-animal competition (judged/placed) at the fair and then are displayed or presented during the fair. Examples: vegetables, foods, textiles, arts, crafts, hobbies, agricultural products, etc.
- **Creative Display Methods** — 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. A “display” implies static permanence for some significant part or the entirety of the fair.
- **Props** — materials or items used to create the final display and stage the competitive exhibits. They may be fair or commercially produced. Does not include sampling booths, demonstration booths, etc.
- **Class** — one contest or competition, identified by a single class number, with one set of placements by a single judging process. There are different terms used for “class” (i.e. lots). *
- **Division** — for the purposes of the Competitive Exhibits Awards Program, a “Division” means a major grouping of classes/lots (each class/lot has separate placement of entries by a single judging process) — which all relate to a general subject or process area of the “Division.” There are many different terms that cover the concept of “Division.” For some fairs it might be “Department” or “Section.” *
 - **Examples:** *Photography* is a division with classes for still life, scenic, animals, children, etc.
Home Arts is a division with classes for knitted items, crochet items, sewn items, etc.
- **Contests** — special events/activities that are in addition to regular divisions (departments/sections/classes/lots) of competition. May or may not be listed in prize listing. *
- **New Class or Division** — single class or division of competitive exhibits that has not been offered at the fair prior to 2018 (or 2017 if not submitted previously).

Judging:

Entries will be judged by members of the Competitive Exhibits (Non-Commercial) Committee and other qualified representatives. Judging of Categories 1-7 will take place in Springfield, Mo. on October 16 – 18, 2018; judging of Categories 8-9 will take place online.

Entries will be judged according to the criteria outlined. Entries failing to meet the instructions for preparation (above) will result in either a point reduction or disqualification. The judges reserve the right to determine awards and placings for all entries, including those that do not meet minimal standards. Lack of competition within a category for all places does not guarantee a placing or awards. The judges will break all point ties to determine final placing.

Awards:

- (a) **Category Winners** – The First Place winner in each category will receive a plaque at the General Session (pick up **after** the Tuesday morning General Session). Second and Third Place winners will be recognized by a listing in the official program, included on the Contests USB drive, and receive a certificate.
- (b) **Division Winner** – The judges will select a “Division Winner” (Divisions 1 through 5) from among the first place winner entries in each category for that division.
- a. The division winner will be selected based on the following criteria:
- i. Concept to Completion – concept development, promotion, actual event, and results* (40%)
 - ii. Creativity and innovation of overall concept* (35%)
 - iii. Adaptability to other Fairs* (25%)
- (c) **Judges Choice Award** – Judges will select a “Judges’ Choice Award” from all winners in categories 1-9. 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.
- (d) **Supreme Champion** – The judges will select a “Supreme Champion” from among the Division Winners.

*Judges’ discretion will apply in special circumstances.

The Division Winners and Supreme Champion will be announced and awards presented at the Tuesday morning General Session at the 2018 Convention.

Categories and Rules:

Category 1 — Competitive Exhibits New Display Method and/or Prop

Show a single new method or prop that is used to display non-animal competitive exhibits.

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

1. Originality/Innovation of display method and/or prop. (30%)
2. Does this new 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%)
3. Adaptability of new display method and/or prop to different size fairs. (20%)
4. Ease and cost of construction. (20%)
 - **Form:** Download Category 1 form at www.iafecontest.com
 - The form asks these questions:
 1. What new method and/or prop was used during the Fair?
 2. Why was one method of display and/or prop created or chosen?
 3. What class or division of entries was the display method and/or prop used?
 4. Overall dimensions – height, width, and depth?
 5. Cost of materials and labor to create prop?
 6. Explain the steps to create the display (build, assemble, etc.).
 7. If necessary, use the space below to explain any other important details not covered above.
 - **Submission Format:** Binder (How to Prepare Your Entries #4, (a) through (h) – see Procedures)

Category 2 — New Class or Division of Competitive Exhibits

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

- a. Concept of class/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%)

Category 2A — New Single Class of Non-Animal Competitive Exhibits

Present a new non-animal competitive exhibit class offered at your fair (one competition only). If the new single class is offered in many divisions (i.e. youth, adult, seniors, etc.) only select one class from one division to enter for this category.

- **FORM:** Download Category 2a form at www.iafecontest.com
 - The form asks these questions:
 1. Class Name/Title.
 2. Class Number from prize listing.
 3. Include a copy of the new class listing and description from the prize listing.
 4. Brief description of class.
 5. Why was this one new class developed and what were the goals?
 6. How was this new class promoted to exhibitors to encourage participation?
 7. How was this new class promoted to fairgoers?
 8. How many entries were received in this one class?
 9. What changes or improvements would you make for the future?

10. If necessary, use the space below to explain any other important details not covered above.

- **Submittal Format:** Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 2B — New Division of Non-Animal Competitive Exhibits

Present a new non-animal competitive exhibit division offered at your fair (one single division). See below.

- **FORM:** Download Category 2b form at www.iafecontest.com
 - The form asks these questions:
 1. Division Name/Title.
 2. Division Number or Letter from prize listing.
 3. Include a copy of the new division listing and description from the prize listing.
 4. Brief description of Division.
 5. Why was this one new division developed and what were the goals?
 6. How was this new division promoted to exhibitors to encourage participation?
 7. How was this new division promoted to fairgoers?
 8. How many entries and exhibitors in this one division?
 9. What changes or improvements would you make for the future?
 10. If necessary, use the space below to explain any other important details not covered above.
- **Submittal Format:** Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 3 — Use of Theme Throughout Multiple Divisions of Competitive Exhibits

Show how the fair incorporated a single theme **THROUGHOUT** multiple divisions (departments, sections) and classes of the non-animal competitive exhibits. Fairs can submit up to 15 pages of support materials for this category.

If your fair utilizes a theme for multiple years, this entry cannot be one which has previously won or placed in this IAFE contest. This is NOT how the theme was carried out in other areas such as marketing, grounds décor, entertainment, etc. This category ONLY focuses on how a theme was carried out in non-animal competitive exhibits.

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

1. Originality of methods of utilizing the theme throughout the Competitive Exhibits area. (50%)
2. Scope and acceptance of program by the exhibitors. (25%)
3. Overall achievement — Left to judges' discretion. (25%)
 - **FORM:** Download Category 3 form at www.iafecontest.com
 - The form asks these questions:
 1. List the various divisions (departments/sections) and number of entries in each utilizing this theme.
 2. List a few of the classes or contests that featured the theme.
 3. How was the incorporation of the theme promoted to exhibitors to encourage participation?
 4. How was the incorporation of the theme in all divisions promoted to fairgoers?
 5. What changes or improvements would you make for the future?

6. If necessary, use the space below to explain any other important details not covered above.
 - **Submittal Format:** Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 4 — Contests

Contests are defined as non-animal special events/activities that are held in addition to regular divisions (departments/sections/classes/lots) of competition. Please read each category description to see which best fits your contest entry. Do not submit the same contest in multiple categories — each must be a different contest.

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

- a. Uniqueness of the competitive exhibit contest. (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 the public and participants. (20%)
- e. Overall achievement — Left to judges' discretion. (20%)

Category 4A — Create It on the Spot Contest

In this non-animal event, the exhibitors create or make an item from start to finish “on the spot” **AT** the fair **AND** are judged in traditional manner (by one judge or a panel of judges) with single placements (1st, 2nd, 3rd, etc.). Examples of this type of contest might include: digital photo “shoot out,” cake decorating, mystery bag cooking contest, soap carving, etc.

- **FORM:** Download Category 4a form at www.iafecontest.com
 - The form asks these questions:
 1. Contest title.
 2. Contest description.
 3. What were the goals of this contest?
 4. Number of entries.
 5. How were the entries in this contest judged/placed?
 6. How was the contest promoted to exhibitors to encourage participation?
 7. How was the contest promoted to the public?
 8. Did you have a sponsor for the contest?
 9. Budget (expenses and revenue, if applicable).
 10. What changes or improvements would you make for the future?
 11. If necessary, use the space below to explain any other important details not covered above.
- **Submittal Format:** Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 4B — Participatory Contest

This is a non-animal contest where participants complete the entire contest at the fair and typically invites members of the public to get involved right there. The winner(s) of the contest may be selected by a variety of means, but might typically be by audience applause, timed event, scoring, etc. Examples of this type of contest include scavenger hunt, pie-eating contest, watermelon seed-spitting contest, etc.

- **FORM:** Download Category 4b form at www.iafecontest.com
 - The form asks these questions:

1. Contest title.
2. Contest description.
3. What were the goals of this contest?
4. Number of entries.
5. How were the entries in this contest judged/placed?
6. How was the contest promoted to exhibitors to encourage participation?
7. How was the contest promoted to the public?
8. Did you have a sponsor for the contest?
9. Budget (expenses and revenue, if applicable).
10. What changes or improvements would you make for the future?
11. If necessary, use the space below to explain any other important details not covered above.

Submittal Format: Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 4C — Special Contest

A non-animal contest at the fair that does not fit description for Category 4a or 4b, with judging during the fair. Not required to be listed in prize listing.

- **FORM:** Download Category 4c form at www.iafecontest.com
 - The form asks these questions:
 1. Contest title.
 2. Contest description.
 3. What were the goals of this contest?
 4. Number of entries.
 5. How were the entries in this contest judged/placed?
 6. How was the contest promoted to exhibitors to encourage participation?
 7. How was the contest promoted to the public?
 8. What made this contest special?
 9. Did you have a sponsor for the contest?
 10. Budget (expenses and revenue, as applicable).
 11. What changes or improvements would you make for the future?
 12. If necessary, use the space below to explain any other important details not covered below.

Submittal Format: Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 5 — New Contest/Method to Attract New Competitive Exhibitors

A new non-animal contest or new method to increase the number of competitive exhibitors to your fair.

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

- a. Innovation of the contest/strategy. (20%)
- b. Adaptability of the contest/strategy to different size fairs. (20%)
- c. Did the contest/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%)

Category 5A – New Contest to Attract New Competitive Exhibitors

Show how the Fair added a new non-animal contest aimed at attracting a new market of competitive exhibitors.

- **FORM:** Download Category 5a form at www.iafecontest.com
 - The form asks these questions:
 1. Contest title.
 2. Class number from prize listing.
 3. Brief description.
 4. Why did the fair choose to develop this particular contest and what were the goals?
 5. Total number of entries.
 6. Number of entrants that were new exhibitors.
 7. What were the actual results?
 8. What is your final evaluation of the new contest?
 9. If necessary, use the space below to explain any other important details not covered above.

Submittal Format: Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 5B – New Method to Attract New Competitive Exhibitors

New method or tactic utilized by the fair to increase the number of non-animal competitive exhibitors. Examples include technology-based (social media, website redesign, etc.) or exhibitor-focused (decreasing entry fees, change of communications, change of operations, etc.) method or tactics.

- **FORM:** Download Category 5b form at www.iafecontest.com
 - The form asks these questions:
 1. Identify the method used to attract new competitive exhibitors.
 2. Why did the fair choose to develop this particular method and what were the goals?
 3. List the various divisions (departments/sections) and/or classes for which the method was utilized.
 4. Total number of entries.
 5. Number of entrants that were new exhibitors.
 6. What were the actual results?
 7. What is your final evaluation of the new method?
 8. If necessary, use the space below to explain any other important details not covered above.

Submittal Format: Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 6 — Off Season Non-Animal Contest

This category showcases a non-fair, non-animal contest or activity that is produced or co-produced by your fair. For example, a BBQ contest, fun run held during the Fair's off season. Please note no portion can be held or displayed during your Fair!

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

- a. Concept of class/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%)
 - o **FORM:** Download Category 6 form at www.iafecontest.com
 - o The form asks these questions:
 1. Contest or activity title.
 2. Contest description.
 3. What are your Fair dates? When was this contest held?
 4. What were the goals of this contest or activity?
 5. Number of entries.
 6. How were the entries in the contest or activity judged/placed?
 7. How was the contest promoted to exhibitors to encourage participation?
 8. How was the contest promoted to the public?
 9. Did you have a sponsor for the contest?
 10. Budget (expenses and revenue, if applicable).
 11. What changes or improvements would you make for the future?
 12. If necessary, use the space below to explain any other important details not covered above.

Submission Format: Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 7 — Fair Activity to Increase Awareness of Competitive Exhibits

Non-animal activity at the fair which draws attention to the non-animal competitive exhibits programming. This is a non-judged activity and is not listed in the prize listing. For example, a quilt guild demonstration, flower craft project, wood turning demonstration with a competitive exhibit focus.

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

1. Originality of methods to increase awareness of Competitive Exhibits. (50%)
2. Scope and acceptance of program by the exhibitors. (25%)
3. Overall achievement — Left to judges' discretion. (25%)
 - o **FORM:** Download Category 7 form at www.iafecontest.com
 - o The form asks these questions:
 1. Activity title.
 2. Activity description.
 3. What were the goals of this activity?
 4. Number of participants (estimated).
 5. How was the activity promoted to exhibitors to encourage participation?
 6. How was the contest or activity promoted to the public?
 7. Did you have a sponsor for the activity?
 8. Budget (expenses and revenue, as applicable).
 9. What changes or improvements would you make for the future?
 10. If necessary, use the space below to explain any other important details not covered below.

Submission Format: Binder (*How to Prepare Your Entries #4 (a) through (h) – see Procedures*)

Category 8 — Competitive Exhibit Display Photos

Shows an informative and interesting display of non-animal competitive entries from your fair. **Captions: Mandatory and limited to 30 words for each photo.**

Judging Criteria — 10-point scale based on diversity, general appeal, originality, and creativity. Quality and composition of the photo may be considered.

Category 8A – Single Photo of a Competitive Exhibit Display

A single photo depicting an informative, interesting, or unique, non-animal competitive exhibit from your fair. **Captions: Mandatory and limited to 30 words for each photo.**

- **Submittal Format:** Electronic Photo Submission (*How to Prepare Your Entries #5 (a) through (d) – see Procedures*)

Category 8B – Competitive Exhibit Display Photo Series

A photo series that shows an informative, interesting, or unique scene from your fair's non-animal competitive exhibit classes. No less than 3 photos, no more than 5 photos. **Captions: Mandatory and limited to 30 words for each photo.**

- **Submittal Format:** Electronic Photo Submission (*How to Prepare Your Entries #5 (a) through (d) – see Procedures*)

Category 9 — General Display Photos

Photo (s) of a non-competitive, non-animal and non-commercial display which was created by the fair **or** a community partner. Examples: educational display, historical display, community display, decorative display, etc., with a local emphasis. Single photo or photo series should be of a single display or exhibit. Note: These are **NOT** photos of competitive exhibits (entries which have been judged/placed) on display. **Captions: Mandatory and limited to 30 words for each photo.**

Judging Criteria — 10-point scale based on diversity, general appeal, originality, and creativity. Quality and composition of the photo may be considered.

Category 9A — Single Photo of a General Display (Non-Animal)

A single photo depicting an informative, interesting, or unique non-competitive, non-animal and non-commercial display from your fair. **Captions: Mandatory and limited to 30 words for each photo.**

- **Submittal Format:** Electronic Photo Submission (*How to Prepare Your Entries #5 (a) through (d) – see Procedures*)

Category 9B — General Display Photo Series (Non-Animal)

A photo series depicting an informative, interesting, or unique non-competitive, non-animal and non-commercial display from your fair. No less than 3 photos, no more than 5 photos.

Captions: Mandatory and limited to 30 words for each photo.

- **Submittal Format:** Electronic Photo Submission (*How to Prepare Your Entries #5 (a) through (d) – see Procedures*)

Display of Awards:

Entries in this contest will be on display at the 128th Annual IAFE Convention in San Antonio, Texas, November 25-28, 2018. The winning entries will be recognized at an awards ceremony. In addition, every fair attending the 2018 Convention and every fair entering the contest will receive a USB flash drive that contains the top three placing entries in almost every category of all four Awards Programs (Competitive Exhibits Awards, Agricultural Awards, Sponsorship 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 Online Library in early 2019.

ENTRY DEADLINE: OCTOBER 1, 2018

Questions? Feel free to contact the IAFE office at 800-516-0313.