

# 2018 Annual Hall of Honor Communication Awards



**Due: October 1, 2018**

## Rules

The Hall of Honor Communications Awards consists of competition in 20 categories among fairs, which are divided into five divisions according to attendance. Plaques, for each division, will be awarded to the first place winners during the awards ceremony during the IAFE Annual Convention.

## Purpose

The purpose of this competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

## Eligibility

Only entries from fairs, shows, exhibitions, and expositions who are a member in good standing with the IAFE are eligible for entering the awards program.

## Entry Submission Process

All categories will require online pre-registration at [www.iafecontest.com](http://www.iafecontest.com), prior to sending entries. The contest account is different than your [www.fairsandexpos.com](http://www.fairsandexpos.com) log-in account and you will be required to create an account at the IAFE contest entry site. See below for registration process.

- Create an account at [www.iafecontest.com](http://www.iafecontest.com). Note: Because of the new contest website, all previous account holders will be required to reset their password. Follow the on-screen prompts to do this.
- Register online and upload digital copies for all categories you wish to enter. This must be done prior to shipping entries.

The following categories will be submitted entirely online through [www.iafecontest.com](http://www.iafecontest.com):

Category 1 (Television), Category 2 (Radio), Category 7 (Electronic Newsletter), Category 18 (Website), and Category 19 (Mobile App).

The remaining categories must be physically sent/mailed/delivered to the IAFE Office.

- Mailed Entries: **Entries must be received in Springfield, Missouri, no later than the contest deadline, Monday, October 1, 2018.** Please submit your shipped entries directly to the IAFE office. Mail to: IAFE, 3043 E. Cairo St., Springfield, MO 65802.

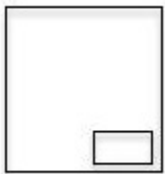
## General Rules

- Only one entry per category unless otherwise noted.
- All entries should have been used to market a Fair, Exposition or Show that took place in 2017 or 2018.
- Entries that were category winners (1st, 2nd or 3rd) for the 2017 Hall of Honor Communications Awards are not permitted.
- Non-English - A translation script for all entries not in English must be provided.
- To replace the written explanations on the back of boards and typed synopsis from previous years, new fillable forms must be downloaded, completed and submitted for categories 6,7, 8, 11, 14, 16, 17, 20.

## Mounting Procedures

- Board Size: 14" x 22" (vertical or horizontal)
- Board Color/ Weight: Black medium weight poster board
- No border
- No trim
- Do not use foam board. Point deduction or disqualification could occur. Do not laminate materials before mounting. Pieces should be submitted as printed/distributed.
- An oversized entry must be folded to fit on the board in a manner that allows viewing of the entire entry.
- The use of paper or plastic sleeve or a pocket made of black poster board, securely mounted on the board, to hold the removable, folded entry is recommended.
- Sheet Protectors: Do not place written submission, in notebooks, in sheet protectors. Point deduction or disqualification could occur.
- Entrants must not add fair logos, identifying marks, any type of explanation of the entered piece, or any other extraneous information on the face of the board unless otherwise noted in the rules.
- Only item(s) to be judged should be mounted. (At the discretion of the committee, improperly mounted entries may be disqualified.)
- Identifying Label: A plain, white mailing label must be placed **ON THE FRONT** (See example below) of the entry (notebook/binder/photo/poster) **in the lower right corner with the fair name, state/province, division size, and category number.**
  - Label information example:
    - San Diego County Fair
    - California
    - Division 5
    - Category 3 - Newspaper Ad - Black & White

## Mounting Example



**Submitting entries in digital format for USB flash drive:** The North Carolina State Fair has made it possible for every fair attending the 2018 IAFE Convention to receive a USB flash drive which contains the top three winning entries in most categories. Please submit all items in a digital form in your submission on the contest website. Then, the IAFE will pull the winning entries digital files to be included on the contest USB.

## Judging

- In addition to the Advertising, Promotions, and Public Relations Committee, media and Ad agency representatives, the Web & Technology Committee, and other qualified individuals may judge these entries. This is left to the IAFE's discretion.
- Judging takes place, except for Categories 1, 2, 7, 18 & 19, in Springfield, MO., prior to the Annual Convention.
- At the judges' discretion, an entry may be transferred to the appropriate category if a fair has entered it into an incorrect category and the new category has not been judged. This will be done only when doing so will prevent disqualification of the entry.
- Entries not meeting minimal standards may not be placed at discretion of the committee.
- Entries will be judged according to the following criteria, except for Categories 18, & 19.
  - Is the Advertising
    - Motivational
    - Informative
    - Indicative of creative excellence
    - Appropriate to activities, audience and media used
    - Utilizing a central theme
    - Indicative of production excellence
- Categories 1, 2, 7, 18 and 19 will be judged online.
- At the discretion of the judges, entries that do not follow the general rules, outline/synopsis procedures and/or mounting procedures outlined above will be subject to a point deduction or disqualification.

## Judges' Creative Award

Judges may select, from any entry submitted, a Judges' Creative Award. The item shows creativity, originality, innovation, and superiority to all other entries. The idea or concept should be one that may be replicated (in a larger or smaller format) by any fair, show, exhibition or exposition. Disqualified entries do not qualify for consideration of the Judges' Creative Award.

## Best of Show Award

The judges will select as Best of Show the fair scoring the highest total in three separate categories (Best Marketing Campaign excluded). A special award will be presented to the Best of Show winner at the Annual IAFE Convention.

## Fair Divisions

(Based on your previous year's reported attendance)

- Division 1 — Fairs with attendance of up to 100,000
- Division 2 — Fairs with attendance of 100,001 - 250,000
- Division 3 — Fairs with attendance of 250,001 - 500,000
- Division 4 — Fairs with attendance of 500,001 - 1 million
- Division 5 — Fairs with attendance of over 1 million

## Miscellaneous

The IAFE reserves the right to publish entries in printed publications, on the website, CDs and/or videos. All submissions will become the property of the IAFE and will not be returned following the contest.

## 1. Television

A category for your commercial advertisements appearing on television.

### Submission Rules

- Total Running Time Limit For ALL Spots Submitted: Maximum of 60 seconds (can be one spot, or multiple, but not more than 60 seconds total for all spots submitted).
- Example: If entering multiple spots
  - One 30 second spot = 30 seconds total=ACCEPTABLE
  - Four 15 second spots = 60 seconds total=ACCEPTABLE
  - Two 30 second spots and one 15 second spot = 75 seconds total=NOT ACCEPTABLE (will be disqualified)
- Only entries submitted through the online format will be accepted for judging. **DO NOT SEND OR SUBMIT ENTRIES TO THE IAFE OFFICE.**

**Submission method:** upload MP4 file(s) to your account at [www.iafecontest.com](http://www.iafecontest.com).

- A written English translation must be submitted (as a .pdf upload) if another language is used on the entry.

## 2. Radio

A category for audio advertisements playing on radio stations.

### Submission Rules

- Total running time limit for ALL spots submitted: Maximum of 60 seconds (can be one spot, or multiple, but not more than 60 seconds total for all spots submitted).
- Example: If entering multiple spots
  - One 30 second spot = 30 seconds total = ACCEPTABLE
  - Four 15 second spots = 60 seconds total = ACCEPTABLE
  - Two 30 second spots and a 15 second spot = 75 seconds total = NOT ACCEPTABLE (will be disqualified)
- Only entries submitted through the online format will be accepted for judging. **DO NOT SEND OR SUBMIT ENTRIES TO THE IAFE OFFICE**

**Submission method:** upload MP3 file(s) to your account at [www.iafecontest.com](http://www.iafecontest.com).

- A written English translation must be submitted (as a .pdf upload) if another language is used on the entry.

## 3. Newspaper Ad: Black & White

A category for your advertisement appearing in the newspaper (must be a black and white ad).

### Submission Rules

- Entry **MUST** include the following:
  - Ad Limit: 1 (black & white as well as gray screen ads allowed).
  - Board Limit: 1
  - Mounted \*see mounting procedures for more information
  - Actual ad/tearsheet clipped from paper (just the ad itself).
  - Actual publication name and date clipped from paper **MUST** be mounted on front of board with ad.
- Acceptable Ad Formats:
  - One sided newsprint ads
  - Two sided newsprint ads
  - Spadeas

- Double trucks
- Spreads
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Surrounding editorial or other unrelated advertising
  - Ads printed in newspaper supplements
  - Scrapbooks featuring press releases
  - Editorial of any kind, including paid editorial content
  - Premium booklets/lists or ads included in a premium booklet/list
  - Inserts

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 4. Newspaper Ad: Color

A category for your advertisement appearing in the newspaper (must be a color ad).

### Submission Rules

- Entry MUST include the following:
  - Ad Limit: 1 (any single or full color ad).
  - Board Limit: 1
  - Mounted \*see mounting procedures for more information
  - Actual ad/tear sheet clipped from paper (just the ad itself).
  - Actual publication name and date clipped from paper MUST be mounted on front of board with ad.
- Acceptable Formats:
  - One sided newsprint ads
  - Two sided newsprint ads
  - Spadeas
  - Double trucks
  - Spreads
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Surrounding editorial or other unrelated advertising
  - Ads printed in newspaper supplements
  - Scrapbooks featuring press releases
  - Editorial of any kind, including paid editorial content
  - Premium booklets/lists or ads included in a premium booklet/list
  - Inserts

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 5. Magazine Ad

A category for your advertisement appearing in a magazine.

### Submission Rules

- Entry **MUST** include the following:
  - Ad Limit: 1
  - Board Limit: 1
  - Mounted \*see mounting procedures for more information
  - Actual ad/tearsheet clipped from magazine (just the ad itself).
  - Actual publication name and date clipped from magazine **MUST** be mounted on front of board with ad. Does not need to be the entire cover, just the name of the Ad.
- Acceptable Formats:
  - One sided magazine ads
  - Two sided magazine ads
  - Spreads
  - Double trucks
  - Spreads
- Entry can **NOT** include the following:(Entries containing the following will be subject to point deduction or be disqualified)
  - Surrounding editorial or other unrelated advertising
  - Ads printed in magazine supplements
  - Scrapbooks featuring press releases
  - Tearsheet editorials
  - Public relations articles
  - Inserts

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), **AND** (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 6. Single Brochure/Flyer

A category for your Single Brochure/Flyer (Intended for distribution to the general fairgoing public, free of charge) advertising your event.

### Submission Rules

- Entry **MUST** include the following:
  - Item Limit: 1
  - Final product, as it was distributed to fairgoers (artwork, just printed out is not acceptable)
  - Sheet Limit: 1(No staples, binding, etc. May include folds, but **MUST** fold out into one piece, single sided printed front and back)
  - Board Limit: 1
  - Mounted - Please use a sleeve - **DO NOT GLUE ITEM TO THE BOARD.** \*see mounting procedures for more information.
  - Fillable **FORM:** Download Category 6 form at [www.iafecontest.com](http://www.iafecontest.com) and glue to the back of the board
- Entry can **NOT** include the following:(Entries containing the following will be subject to point deduction or be disqualified)
  - Newspapers
  - Newsletters

- E-newsletters
- Media kits
- Poster
- Business to business solicitation piece
- Pieces that are stapled or bound in any way

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 7. Electronic Newsletter

A category for your electronic newsletter.

### Submission Rules

- Entry MUST include the following:
  - Item Limit: 3 issues
  - MUST include the fillable **FORM**: Download Category 7 form at [www.iafecontest.com](http://www.iafecontest.com). Make this page 1 of your entry.
  - MUST be submitted in PDF format to the IAFE website by midnight CST, October 1, 2018. The PDF **must** contain the following:
    - Fillable form
    - Multiple issues, but no more than 3
    - For each issue: Screenshots including the email header (recipient section with “to and from” information) or web browser showing web address and actual newsletter on page
    - For each issue: Analytics report **\*New requirement\***
  - Links/URLs will not be accepted.
- Acceptable Entry Examples:
  - External e-mail/web newsletters
  - Eblasts
  - Ebuzz (items published for use outside of the fair and contain information about the fair)
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - PDF versions of printed newsletter (the PDF file *must* include screenshots within the browser which includes web address and the actual newsletter on the page - judges are looking for proof that the newsletter is truly an electronic newsletter, rather than one that is printed out and physically distributed.)

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com).

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 8. Printed Promotional Material

A category for certain printed promotional material for your fair.

### Submission Rules

- Entry MUST include the following:
  - Item Limit: 1 multi-page bound piece OR 1 set of pieces in a series
  - Must be more than one sheet (a multi-page, bound piece or multiple pieces in a series - i.e. 5 daily schedules with the same theme/format that are distributed daily during your event).

- Board Limit: 1
- Mounted - please use a sleeve (DO NOT GLUE ITEM TO THE MOUNTING BOARD) \*see mounting procedures for more information
- MUST include the fillable **FORM:** Download Category 8 form at [www.iafecontest.com](http://www.iafecontest.com) attached to back of board.
- Acceptable Entry Examples:
  - Program
  - Magazine
  - Newspaper supplement
  - Schedule of Events
  - Brochure (not single sheet - folded or unfolded - that item should be entered in Category 6)
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Media kits
  - Media guides
  - Premium lists
  - Newsletters
  - “For sale” programs (souvenir programs)
  - Coupon Books

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 9. Commemorative Poster

A category for your fair's commemorative poster. Please note this category DOES NOT include annual campaign/theme posters. Those have been moved to Category 10. The purpose of this category is to showcase true commemorative/collector art posters.

### Submission Rules

- Entry MUST include the following:
  - Item Limit: 1
  - Final product, as it was distributed to fairgoers (artwork, just printed out, is not accepted)
  - Board Limit: 1
  - Mounted \*see mounting procedures for more information
- Acceptable Entry Examples: The purpose of this category is to showcase true commemorative/collector art posters
  - Commemorative art posters
- Entry can NOT include the following:(Entries containing the following will be subject to point deduction or be disqualified)
  - Annual campaign/theme posters (these have been moved to Category 10)
  - Entertainment line-up posters
  - Promotional posters
  - Call to action posters
  - Banners

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.



## 10. Promotional/Advertising Poster

A category for your fair's promotional/advertising poster.

### Submission Rules

- Entry **MUST** include the following:
  - Item Limit: 1
  - Final product, as it was distributed to fairgoers (artwork, just printed out, is not accepted)
  - Board Limit: 1
  - Mounted \*see mounting procedures for more information
- Acceptable Entry Examples:
  - Annual campaign/theme posters
  - Entertainment line-up posters
  - Promotional posters
  - Call to action posters
- Entry can **NOT** include the following:
  - Commemorative art posters (should be Category 9)
  - Banners (Should be Category 11 or 12)

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), *AND* (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 11. Miscellaneous Marketing/Promotional Display or Piece

A category for marketing materials that do not fit into other categories. Examples include: restroom advertising, counter cards, window clings, tray liners, unique signage, etc.

### Submission Rules

- Entry **MUST** include the following:
  - Item Limit: 1
  - Board Limit: 1
  - Mounted \*see mounting procedures for more information
  - Both **MUST** be mounted on board.
    - Artwork copy (proof)
    - Photo of piece in its original location (example: Photo of easel card on table in restaurant). May use up to three photos, if necessary, to show all aspects of the display or piece. All photos must be mounted on the same board.
  - Must include fillable a fillable **FORM:** Download Category 11 form at [www.iafecontests.com](http://www.iafecontests.com) and attach to back of board.
- This category is for marketing materials that do not fit into other categories. If an entry is received that does fit into another category, judges reserve the right to move it to the appropriate category. If you entered that category already, then the entry will be disqualified
- Acceptable Entry Examples:
  - Restroom advertising
  - Tabletop easel cards
  - Window clings
  - Tray liners
  - Unique signage
  - Banners (if inside)

- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified).
  - Broadcast commercials that ran in theaters or other non-traditional venues
  - Items that fit the qualifications of another category

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 12. Promotional Advertising: Outdoor

A category for your promotional outdoor advertising. Examples include billboards, bus shelters, yard signs, etc.

### Submission Rules

- Entry MUST include the following:
  - Item Limit: 1
  - Board Limit
  - Mounted \*see mounting procedures for more information
  - Both MUST be mounted on board
    - Artwork copy
    - Photo of billboard/signage on location - Limit of three photos (one photo is certainly acceptable, but if two photos are needed for a 3 dimension item like a bus shelter or bus wrap that is also acceptable - but they all MUST fit on one board)
    - All images must be mounted on a single board, in color with images no smaller than 5" x 7"
  - Acceptable Entry Examples:
    - Billboard
    - Bus shelter
    - Yard sign
    - Car wraps

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 13. Web Advertisement

A category for your advertisements on the web. Please note the changes made to the type of screen shots that are acceptable and the addition of the requirement of the actual artwork copy for the ad in addition to the screen shots.

### Submission Rules

- Entry MUST include the following:
  - Artwork copy AND screen shots of web ads on website(s) other than your fair's website.
  - Artwork copy limit: 3 (you may enter up to 3 different ads, or you may enter up to 3 views of the same ad -i.e. a pencil that expands)
  - Screen shot copy limit: 3 (screen shots of up to 3 different ads - the same ads as you have for artwork copy)
  - Maximum number of images (artwork and screen shots) allowed on board: 6
  - Board Limit: 1
  - Mounted \*see mounting procedures for more information

- Acceptable Entry Examples:
  - Banner web advertisement
  - Block web advertisement
  - Pop-up web advertisement
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Facebook/Other social media ads or promotional posts

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the mounting procedures listed on page 2.

- A written English translation must be provided if another language is used on the entry – please attach translation to back of board.

## 14. Miscellaneous Use of Technology to Promote Fair/Event

A new category, designed to showcase other ways that fairs are using technology to promote their events. We're seeking innovative and interesting ways you have incorporated technology into your promotions. This category is for items that do not fit into other categories offered. Examples could include podcasts, promotion videos (not regular television commercial), etc. Because of the newness of the contest, judges will be fairly flexible with the rules, however, when possible, please follow the rules for the closest category that fits what you are entering.

### Submission Rules

Please submit only one item for this category.

**If it's something you can submit on CD/DVD or USB/Flash Drive, entry MUST include the following:**

- Total running time limit for ALL spots submitted: Maximum of three minutes (can be one spot, or multiple, but not more than three minutes total for all spots submitted).
- Identify the following on the entry:
  - Name of Fair
  - Number of spots
  - Total length of all spot(s)
- MUST be submitted on a CD/DVD or USB/Flash Drive
- MUST be submitted in an envelope that identifies your fair, state/province, division and the category #14.
- MUST include the fillable **FORM:** Download Category 14 form at [www.iafecontest.com](http://www.iafecontest.com)

**If it's something that can be mounted, entry MUST include the following:**

- Board Limit: 1
- Mounted\*see mounting procedures on page two for more information
- Screen shot/photo of the use of technology - limit of 4 mounted on board
- MUST include the fillable **FORM:** Download Category 14 form at [www.iafecontest.com](http://www.iafecontest.com) and glue to back of board

**Submission method:** (1) upload files to your account at [www.iafecontest.com](http://www.iafecontest.com), AND (2) send mounted submission to the IAFE Office following the procedures listed above.

- **FORM:** Download Category 14 form at [www.iafecontest.com](http://www.iafecontest.com)
- A written English translation must be provided if another language is used on the entry – please attach translation to back of board or within envelope

## 15. Unique Advertising Specialties/Merchandise/Souvenirs

A category for your fair's unique advertising items.

## Submission Rules

- Entry **MUST** include the following:
  - Item Limit: 6; 1 example of each. (If entering a "set" of something-cards, coasters, etc., the set may be entered as 1 item)
  - Actual sample items used to promote to the fairgoing public.
  - Board Limit: 2
  - Mounted \*see mounting procedures for more information
- Entry can **NOT** include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Media kits

**Submission method:** send mounted submission to the IAFE Office following the procedures listed above.

\*\*Please secure items so they do not fall off. We recommend: Velcro, hot glue, secured pockets, zip ties, etc.

## 16. Social Media/Mobile Campaign

A category for your social media campaign. Please note the combining of social media and mobile into one category.

### Submission Rules

- Entry **MUST** include the following:
  - Completed fillable pdf form available at [www.iafecontest.com](http://www.iafecontest.com)
  - In addition to the completed form, entries are encouraged to include screen shots and supporting documentation of their media and mobile endeavors.
  - Screen shot and supporting documentation page limit: 4 (4 front pages, or 2 front and back)
  - Presented in a folder with fastener clips, comb or spiral binding, or report covers (no 3-ring binders or use of sheet protectors)
- Acceptable Platforms: Facebook, Twitter, Pinterest, Instagram, YouTube, Snapchat

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), **AND** (2) send prepared folder to the IAFE Office following the presentation requirements listed above

- A written English translation must be provided if another language is used on the entry – please include translation in the presentation folder.

## 17. Promotional Event

Category intended for a program or promotional event held during the fair which publicized a specific area within multi-media components to reach a specific or broad audience.

### Submission Rules

- Entry **MUST** include:
  - Limit 1 event, but can be an event that occurs once, or on multiple days (but must be the same event held daily to promote a specific area/program)
  - **FORM:** Download Category 17 form at [www.iafecontest.com](http://www.iafecontest.com)
  - In addition to the completed fillable PDF Outline/Synopsis, entries are encouraged to include screen shots and supporting documentation about the event
  - Screen shot and supporting documentation page limit: 4 (4 front pages, or 2 front and back)
- Presented in a folder with clips, comb or spiral binding, or report covers (no 3-ring binders or use of sheet protectors).

**Submission method:** (1) upload .pdf file to your account at [www.iafecontest.com](http://www.iafecontest.com), **AND** (2) send prepared folder to the IAFE Office following the presentation requirements listed above

- A written English translation must be provided if another language is used on the entry – please include translation in the presentation folder.

## 18. Website

A category highlighting your fair's website.

### Submission Rules

**Website entries may be submitted at any time in which the IAFE is accepting entries. Fairs who wish to submit their entry, while the IAFE contest site is deactivated, shall do so by completing a form and submitting to the IAFE office. Following the activation of the contest entry site, all fairs wishing to enter the website category shall do so via the IAFE contest website.**

- Website must be active.
- All sites will be judged, using the following criteria, on a 1 to 10 point scale (1 being extremely poor and 10 being outstanding). Total score: 80
- The score will be based on the following criteria:
  - Overall appearance/impression
  - Navigability of website
  - Organization of information
  - Use of graphics and other effects (consider how these may affect load time)
  - Website adheres to a consistent theme
  - Website shows creativity
  - Website shows production excellence
  - Does the site have mobile capabilities?

**Submission method:** upload website URL to your account at [www.iafecontest.com](http://www.iafecontest.com). Please copy/paste the entire URL so all elements are included! (“https://” is required for the link to work properly for the judges).

## 19. Mobile App

Mobile applications are a fully functional program that generally includes a schedule of events, map, social media links, GPS locating services, etc. Mobile websites are not acceptable entries for this category. It is recommended the app is submitted during peak time (within 30-days of fair); however, this is no longer required.

### Submission Rules

- Mobile applications are a fully functional program that generally includes a schedule of events, map, social media links, GPS locating services, etc.
- The app must be able to be downloaded from your phone’s store.
- All apps will be judged using a 1 to 10 point scale with 1 being extremely poor to 10 being outstanding.
- The score will be based on the following criteria:
  - Overall appearance/impression
  - Navigability of app
  - Organization of information
  - Use of graphics and other effects (consider how these may affect load time)
  - App adheres to a consistent theme
  - App shows creativity
  - App shows production excellence

**Submission method:** Type the name of the mobile app, as found in the App store, within your submission at [www.iafecontest.com](http://www.iafecontest.com). Judges will download your mobile app for judging.

## 20. Best Marketing Campaign

A category for your fair's overall marketing campaign.

### Submission Rules

- **Item Limit:** There is no limit on number of items submitted, as long as they follow submission guidelines as stated in corresponding category's submission criteria, for example:
  - Printed ads must be actual tear sheets (if you want to submit an ad you have already submitted in another category, you must provide a second tear sheet).
- **TV and radio must be submitted on a USB** (Category 1 and 2 are submitted through the IAFE contest website via uploaded link; however, to include these in category 20, they must be submitted on a separate USB)
- **Category 14 must be submitted on a SEPARATE USB.** If you have already submitted a USB for category 14, you must provide a separate USB to be included with category 20.
- You are not limited to one submission from each category. For example, if you want to submit six brochures (although the brochure category above only allows one), you may.

Entry **MUST** include the following:

- An entry fee of \$90.00 (enclose with entries) mailed to the IAFE office
- Fillable **FORM:** Download Category 20 form at [www.iafecontest.com](http://www.iafecontest.com) resented in a folder with clips, comb or spiral binding, or report covers (no 3 ring binders).

Items typically entered: Please note this is not an all-encompassing list, and you are not limited to just the items on this list. This is merely a list of suggested items, based on what has been entered in the past. It is worthy to note that typically, the more comprehensive the entry, the better chance it has of placing.

- Ad Specialties/merchandise/souvenirs
- Badges/Credentials
- Media Guides/Press Kits
- Overall social media/mobile campaign
- Outdoor advertising
- Print advertising
- Promotional event
- Radio spot(s)
- Television spot(s)
- Tickets
- Website/social media screen shots

**Submission method:** ALL aspects of this category must be sent to the IAFE office. All entries must be duplicated to be included in this category, with a category 20 label in the bottom right corner of each board/folder. Follow the mounting procedures and folder preparation instructions as listed under each respective category.

**Mounting procedures:** follow the procedures listed on page two. However, if you are submitting more than one entry in the same category, you may include multiple on the same board. For example: if you are submitting five black and white newspaper advertisements, you may include them all on the same board. However, you may not include them on the same board as color newspaper advertisements.

**Judging Criteria:** In addition to previously mentioned criteria, this category will also be judged on continuity of theme and results. A scoring weight will be placed on the synopsis; accounting for 25% of the total score.