

**IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS PROGRAM
CATEGORY 18 FORM (2019)**

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation) and place in your presentation binder/folder as the first two pages for Category 18. If you cannot do this in the "fillable PDF" format, please print and TYPE your responses.

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: ____ (see rules, based upon attendance)

Category 18 – Promotional Event

a. Give a brief overview of your promotional event.

b. What were the goals of your event?

c. Describe your strategy.

d. **Describe your execution process.**

e. **Who was your target audience?**

f. **Describe your results.**

Place completed forms in your presentation binder/folder as the first two pages for Category 18