2010 IAFE Hall of Honor Communications Awards
Winners List

Category 1:  Newspaper Ad - Black & White

• **First Place**
  Division 1:  Western Montana Fair
  Division 2:  East Texas State Fair
  Division 3:  Georgia National Fair & Agricenter
  Division 4:  National Western Stock Show & Rodeo, CO
  Division 5:  Calgary Exhibition & Stampede, AB

• **Second Place**
  Division 1:  Westerner Days Fair & Exposition, AB
  Division 2:  Walworth County Fair, WI
  Division 3:  Oregon State Fair
  Division 4:  Wisconsin State Fair
  Division 5:  Eastern States Exposition (The Big E)

• **Third Place**
  Division 1:  Tulare County Fair, CA
  Division 2:  Western Idaho Fair
  Division 3:  North Dakota State Fair
  Division 4:  California State Fair
  Division 5:  Western Washington Fair

Category 2:  Newspaper Ad - Color Print

• **First Place**
  Division 1:  Sevier County Fair, UT
  Division 2:  Santa Maria Fairpark - Home of the Santa Barbara County Fair, CA
  Division 3:  Georgia National Fair
  Division 4:  California State Fair
  Division 5:  Calgary Exhibition & Stampede, AB

• **Second Place**
  Division 1:  Westerner Days Fair & Exposition, AB
  Division 2:  North Carolina Mountain State Fair
  Division 3:  Greater Jacksonville Agricultural Fair, FL
  Division 4:  Iowa State Fair
  Division 5:  Tulsa State Fair, OK

• **Third Place**
  Division 1:  Western Montana Fair & Exposition
  Division 2:  Tennessee State Fair
  Division 3:  Dixie Classic Fair, NC
  Division 4:  Wisconsin State Fair
  Division 5:  Minnesota State Fair
Category 3:  Magazine Ad

- **First Place**  
  Division 1:  Western Montana Fair  
  Division 2:  Montana State Fair  
  Division 3:  Georgia National Fair & Agricenter  
  Division 4:  Iowa State Fair  
  Division 5:  Calgary Exhibition & Stampede, AB

- **Second Place**  
  Division 1:  Sweetwater County Events Complex, WY  
  Division 2:  Tennessee Valley Fair  
  Division 3:  Dixie Classic Fair, NC  
  Division 4:  Wisconsin State Fair  
  Division 5:  Houston Livestock Show & Rodeo, TX

- **Third Place**  
  Division 1:  Vermont State Fair  
  Division 2:  Ozark Empire Fair, MO  
  Division 3:  Oregon State Fair  
  Division 4:  National Western Stock Show & Rodeo, CO  
  Division 5:  Tulsa State Fair, OK

Category 4:  Poster

- **First Place**  
  Division 1:  Sevier County Fair, UT  
  Division 2:  Antelope Valley Fair, CA  
  Division 3:  Kansas State Fair  
  Division 4:  Iowa State Fair  
  Division 5:  Tulsa State Fair, OK

- **Second Place**  
  Division 1:  Westerner Days Fair & Exposition, AB  
  Division 2:  Western Idaho Fair  
  Division 3:  Missouri State Fair  
  Division 4:  California State Fair  
  Division 5:  Calgary Exhibition & Stampede, AB

- **Third Place**  
  Division 1:  Western Montana Fair  
  Division 2:  Santa Maria Fairpark - Home of the Santa Barbara County Fair, CA  
  Division 3:  Alameda County Fair, CA  
  Division 4:  Indiana State Fair  
  Division 5:  Erie County Fair, NY
Category 5a: Promotional Advertising - Single Outdoor

- **First Place**
  Division 1: Davis County Fair, UT
  Division 2: The State Fair of Virginia
  Division 3: Kansas State Fair
  Division 4: Indiana State Fair
  Division 5: Tulsa State Fair, OK

- **Second Place**
  Division 1: Canyon County Fair, ID
  Division 2: Antelope Valley Fair, CA
  Division 3: Georgia National Fair & Agricenter
  Division 4: Wisconsin State Fair
  Division 5: Eastern States Exposition (The Big E), MA

- **Third Place**
  Division 1: North Idaho Fair & Rodeo
  Division 2: Red River Valley Fair Association, ND
  Division 3: Arkansas State Fair
  Division 4: Iowa State Fair
  Division 5: Western Washington Fair

Category 5b: Promotional Advertising - Multiple Outdoor

- **First Place**
  Division 1: Arapahoe County Fair, CO
  Division 2: Western Idaho Fair
  Division 3: Kansas State Fair
  Division 4: Wisconsin State Fair
  Division 5: Eastern States Exposition (The Big E), MA

- **Second Place**
  Division 1: Westerner Days Fair and Exposition, AB
  Division 2: Tennessee State Fair
  Division 3: Central Washington State Fair
  Division 4: The Great Allentown Fair, PA
  Division 5: Tulsa State Fair, OK

- **Third Place**
  Division 1: Elroy Fair, Inc, WI
  Division 2: Walworth County Fair, WI
  Division 3: Greater Jacksonville Agricultural Fair, FL - tie
  Division 3: Star of Texas Fair & Rodeo (Rodeo Austin) - tie
  Division 4: Iowa State Fair
  Division 5: Western Washington Fair
Category 6: Printed Promotional Material - Multipage Publication

- **First Place**
  Division 1: Sevier County Fair, UT  
  Division 2: Tennessee Valley Fair  
  Division 3: Kansas State Fair  
  Division 4: California State Fair  
  Division 5: Calgary Exhibition & Stampede, AB

- **Second Place**
  Division 1: Central Montana Fair  
  Division 2: Western Fair, ON  
  Division 3: Royal National Agricultural & Industrial Association of Queensland  
  (Royal Queensland Show), Aus  
  Division 4: Indiana State Fair  
  Division 5: Oklahoma State Fair

- **Third Place**
  Division 1: Davis County Fair, UT  
  Division 2: Ozark Empire Fair, MO  
  Division 3: Greater Jacksonville Agricultural Fair, FL  
  Division 4: National Western Stock Show, CO - tie  
  Division 4: New York State Fair - tie  
  Division 5: Houston Livestock Show and Rodeo, TX

Category 7: Printed Promotional Material - Brochure/Flyer

- **First Place**
  Division 1: Teton County Fair, WY  
  Division 2: Eastern Idaho State Fair  
  Division 3: Clark County Fair, WA  
  Division 4: National Western Stock Show, CO  
  Division 5: Tulsa State Fair, OK

- **Second Place**
  Division 1: Canyon County Fair, ID  
  Division 2: East Texas State Fair  
  Division 3: Royal National Agricultural & Industrial Association of Queensland  
  (Royal Queensland Show), Aus  
  Division 4: Iowa State Fair  
  Division 5: Calgary Exhibition and Stampede, AB

- **Third Place**
  Division 1: Sweetwater County Events Complex, WY  
  Division 2: Montgomery County Agricultural Fair, MD  
  Division 3: Alameda County Fair, CA - tie  
  Division 3: Central Washington State Fair - tie  
  Division 4: The Great Allentown Fair, PA  
  Division 5: Erie County Fair, NY
Category 8: Advertising Specialties/Merchandise/Souvenirs

- **First Place**
  Division 1: Washington Town & Country Fair, MO
  Division 2: Montana State Fair
  Division 3: Missouri State Fair
  Division 4: National Western Stock Show & Rodeo, CO
  Division 5: Tulsa State Fair, OK

- **Second Place**
  Division 1: Sacramento County Fair, CA
  Division 2: Antelope Valley Fair, CA
  Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
  Division 4: Indiana State Fair
  Division 5: San Antonio Livestock Exposition, Inc, TX

- **Third Place**
  Division 1: Hamburg Fair, CT
  Division 2: Walworth County Fair, WI
  Division 3: Oregon State Fair
  Division 4: South Florida State Fair and Palm Beach County Expositions, Inc
  Division 5: Western Washington Fair

Category 9: Radio

- **First Place**
  Division 1: Tulare County Fair, CA
  Division 2: The State Fair of Virginia
  Division 3: Alameda County Fair, CA
  Division 4: Wisconsin State Fair
  Division 5: Calgary Exhibition & Stampede, AB

- **Second Place**
  Division 1: Herkimer County Fair Association, Inc, NY
  Division 2: Montana State Fair
  Division 3: Kansas State Fair
  Division 4: North Carolina State Fair
  Division 5: Oklahoma State Fair

**Third Place**
Division 1: Twin Falls County Fair & Rodeo, ID
Division 2: Montgomery County Agricultural Fair, MD
Division 3: Oregon State Fair
Division 4: Indiana State Fair
Division 5: Tulsa State Fair
Category 10: Television

- **First Place**
  Division 1: Twin Falls County Fair & Rodeo, ID
  Division 2: Western Idaho Fair
  Division 3: Kansas State Fair
  Division 4: Wisconsin State Fair
  Division 5: Oklahoma State Fair

- **Second Place**
  Division 1: Tulare County Fair, CA
  Division 2: Eastern Idaho State Fair
  Division 3: Alameda County Fair, CA
  Division 4: Iowa State Fair
  Division 5: Tulsa State Fair, OK

- **Third Place**
  Division 1: Western Montana Fair (tie)
  Division 1: Wyoming State Fair and Rodeo (tie)
  Division 2: Tennessee State Fair
  Division 3: Dixie Classic Fair, NC
  Division 4: Indiana State Fair
  Division 5: Calgary Exhibition & Stampede, AB

Category 11a: Newsletter - Email/Web

- **First Place**
  Division 1: Arapahoe County Fair, CO
  Division 2: Montana State Fair
  Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
  Division 4: New York State Fair
  Division 5: Houston Livestock Show and Rodeo, TX

- **Second Place**
  Division 1: Canyon County Fair, ID
  Division 2: Tennessee State Fair
  Division 3: Missouri State Fair
  Division 4: Wisconsin State Fair
  Division 5: Minnesota State Fair

- **Third Place**
  Division 1: Monterey County Fair, CA
  Division 2: Red River Valley Fair Association, ND
  Division 3: Oregon State Fair
  Division 4: Iowa State Fair
  Division 5: Western Washington Fair
Category 11b: Newsletter - Print

• **First Place**
  Division 1: Westerner Days Fair and Exposition, AB
  Division 2: Great Frederick Fair, MD
  Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
  Division 4: National Western Stock Show & Rodeo, CO
  Division 5: Houston Livestock Show and Rodeo, TX

• **Second Place**
  Division 1: Lake County Fair, OH
  Division 2: Red River Valley Fair Association, ND
  Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
  Division 4: Indiana State Fair
  Division 5: San Antonio Livestock Exposition, Inc, TX

• **Third Place**
  Division 1: Dubuque County Fair, IA
  Division 2: Clay County Agricultural Fair, FL
  Division 3: North Dakota State Fair
  Division 4: No Entries
  Division 5: Eastern States Exposition (The Big E), MA

Category 12: Web Site

• **First Place**
  Division 1: Wyoming State Fair
  Division 2: Western Idaho Fair
  Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
  Division 4: Indiana State Fair
  Division 5: Western Washington Fair

• **Second Place**
  Division 1: Davis County Fair, UT
  Division 2: Tennessee State Fair
  Division 3: Missouri State Fair
  Division 4: National Western Stock Show & Rodeo, CO
  Division 5: Eastern States Exposition (The Big E), MA

• **Third Place**
  Division 1: Vermont State Fair
  Division 2: Williamson County Fair Association, TN
  Division 3: Oregon State Fair
  Division 4: Iowa State Fair
  Division 5: Minnesota State Fair
Category 13: Media Guide/Press Kit

- **First Place**
  Division 1: Western Montana Fair
  Division 2: Antelope Valley Fair, CA
  Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
  Division 4: California State Fair (tie)
  Division 4: Indiana State Fair (tie)
  Division 5: Minnesota State Fair

- **Second Place**
  Division 1: Adams County Fair, CO
  Division 2: Tennessee Valley Fair
  Division 3: Oregon State Fair
  Division 4: Wisconsin State Fair
  Division 5: Western Washington Fair

- **Third Place**
  Division 1: Westerner Days Fair and Exposition, AB
  Division 2: Western Idaho Fair
  Division 3: Nebraska State Fair
  Division 4: North Carolina State Fair
  Division 5: Houston Livestock Show and Rodeo, TX

Category 14: Best Use of Social Media

- **First Place**
  Division 1: Western Montana Fair
  Division 2: The State Fair of Virginia - tie
  Division 2: Western Idaho Fair - tie
  Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
  Division 4: New York State Fair
  Division 5: Calgary Exhibition & Stampede, AB

- **Second Place**
  Division 1: Sonoma-Marin Fair, CA
  Division 2: Tennessee State Fair
  Division 3: Alameda County Fair, CA - tie
  Division 3: Expo Quebec, Quebec - tie
  Division 4: Indiana State Fair
  Division 5: Eastern States Exposition (The Big E), MA

- **Third Place**
  Division 1: Canyon County Fair, ID
  Division 2: Clay County Agricultural Fair, FL
  Division 3: Oregon State Fair
  Division 4: North Carolina State Fair
  Division 5: Houston Livestock Show and Rodeo, TX
Category 15: Integrated Publicity Case Study

• **First Place**
  Division 1: Sonoma-Marin Fair, CA
  Division 2: No Entries
  Division 3: Oregon State Fair
  Division 4: New York State Fair
  Division 5: Tulsa State Fair, OK

• **Second Place**
  Division 1: Western Montana Fair
  Division 2: No Entries
  Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
  Division 4: Indiana State Fair
  Division 5: No Entries

• **Third Place**
  Division 1: Canyon County Fair, ID
  Division 2: No Entries
  Division 3: Missouri State Fair
  Division 4: No Entries
  Division 5: No Entries

Category 16: Promotion Event

• **First Place**
  Division 1: Monterey County Fair, CA
  Division 2: Western Idaho Fair
  Division 3: Oregon State Fair
  Division 4: South Florida State Fair & Palm Beach County Expositions, Inc, FL
  Division 5: Erie County Fair, NY

• **Second Place**
  Division 1: Western Montana Fair
  Division 2: Red River Valley Fair Association, ND
  Division 3: Champlain Valley Fair, VT - tie
  Division 3: Missouri State Fair - tie
  Division 4: Indiana State Fair
  Division 5: Western Washington Fair

• **Third Place**
  Division 1: Canyon County Fair, ID
  Division 2: Great Frederick Fair, MD - tie
  Division 2: Tennessee State Fair - tie
  Division 3: Alameda County Fair, CA
  Division 4: No Entries
  Division 5: No Entries
Category 17:  Best Advertising Campaign

- **First Place**
  Division 1:  Western Montana Fair
  Division 2:  Western Idaho Fair
  Division 3:  Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
  Division 4:  Indiana State Fair
  Division 5:  Tulsa State Fair, OK

- **Second Place**
  Division 1:  Washington Town & Country Fair, MO
  Division 2:  The State Fair of Virginia
  Division 3:  Greater Jacksonville Agricultural Fair, FL
  Division 4:  Wisconsin State Fair
  Division 5:  Calgary Exhibition & Stampede, AB

- **Third Place**
  Division 1:  Westerner Days Fair & Exposition, AB
  Division 2:  Antelope Valley Fair, CA
  Division 3:  Kansas State Fair
  Division 4:  Iowa State Fair - tie
  Division 4:  New York State Fair - tie
  Division 5:  Eastern States Exposition (The Big E)

Judges’ Creative Award: ........................................................................................................ Western Idaho Fair

Best of Show: .......................................................................................................................... Tulsa State Fair, OK