

## 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*