

2011 IAFE Hall of Honor Communications Awards Winners List

Category 1: Newspaper Ad - Black & White

- **First Place**

- Division 1: Sevier County Fair, UT - tie
- Division 1: Westerner Days Fair & Exposition - tie
- Division 2: State Fair of Virginia
- Division 3: Clark County Fair, WA
- Division 4: Wisconsin State Fair
- Division 5: Western Washington Fair

- **Second Place**

- Division 1: Permian Basin Fair & Expo
- Division 2: Walworth County Fair, WI
- Division 3: North Dakota State Fair
- Division 4: Cheyenne Frontier Days, WY
- Division 5: Tulsa State Fair, OK

- **Third Place**

- Division 1: Southwest Washington Fair
- Division 2: Red River Valley Fair Association, ND
- Division 3: Ventura County Fair, CA
- Division 4: Ohio State Fair
- Division 5: San Antonio Livestock Exposition, Inc, TX

Category 2: Newspaper Ad - Color Print

- **First Place**

- Division 1: North Idaho Fair & Rodeo
- Division 2: Williamson County Fair Association, Inc, TN
- Division 3: Missouri State Fair - tie
- Division 3: North Dakota State Fair - tie
- Division 4: Iowa State Fair
- Division 5: Tulsa State Fair

- **Second Place**

- Division 1: Davis County Fair, UT
- Division 2: Ozark Empire Fair, MO
- Division 3: Nebraska State Fair
- Division 4: Great Allentown Fair, PA
- Division 5: Western Washington Fair

- **Third Place**

- Division 1: Cabarrus County Fair, NC
- Division 2: Utah State Fair
- Division 3: Clark County Fair, WA
- Division 4: California State Fair
- Division 5: Eastern States Exposition (The Big E), MA

Category 3: Magazine Ad

- **First Place**
 - Division 1: Vermont State Fair
 - Division 2: Utah State Fair
 - Division 3: North Dakota State Fair
 - Division 4: California State Fair
 - Division 5: Eastern States Exposition (The Big E), MA
- **Second Place**
 - Division 1: Canyon County Fair, ID
 - Division 2: Williamson County Fair Association, TN
 - Division 3: Georgia National Fair & Agricenter
 - Division 4: Cheyenne Frontier Days, WY
 - Division 5: Tulsa State Fair
- **Third Place**
 - Division 1: North Idaho Fair & Rodeo
 - Division 2: Montana State Fair
 - Division 3: Wilson County Fair, TN
 - Division 4: Ohio State Fair
 - Division 5: Western Washington Fair

Category 4a: Poster

- **First Place**
 - Division 1: Vermont State Fair
 - Division 2: Antelope Valley Fair, ____
 - Division 3: Greater Jacksonville Agricultural Fair, FL
 - Division 4: California State Fair
 - Division 5: Minnesota State Fair
- **Second Place**
 - Division 1: Cabarrus County Fair, NC
 - Division 2: Williamson County Fair Association, Inc, TN
 - Division 3: North Dakota State Fair
 - Division 4: New York State Fair
 - Division 5: San Antonio Livestock Exposition, Inc, TX
- **Third Place**
 - Division 1: Brown County Fair, WI - tie
 - Division 1: Washington Town & Country Fair, MO - tie
 - Division 2: Ozark Empire Fair
 - Division 3: Alameda County Fair
 - Division 4: National Western Stock Show & Rodeo, CO
 - Division 5: Houston Livestock Show and Rodeo, TX

Category 4b: Point of Purchase Display

- **First Place**
 - Division 1: Washington Town & County Fair, MO
 - Division 2: No Winner
 - Division 3: Alameda County Fair, _____
 - Division 4: Wisconsin State Fair
 - Division 5: Western Washington Fair
- **Second Place**
 - Division 1: North Idaho Fair & Rodeo
 - Division 2: No Winner
 - Division 3: Missouri State Fair
 - Division 4: California State Fair
 - Division 5: Tulsa State Fair
- **Third Place**
 - Division 1: No Winner
 - Division 2: No Winner
 - Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
 - Division 4: New York State Fair
 - Division 5: No Winner

Category 5a: Promotional Advertising - Single Billboard

- **First Place**
 - Division 1: Cabarrus County Fair, NC
 - Division 2: Clay County Agricultural Fair, FL
 - Division 3: Greater Jacksonville Agricultural Fair, FL
 - Division 4: Iowa State Fair - tie
 - Division 4: National Western Stock Show & Rodeo, CO - tie
 - Division 5: Tulsa State Fair, OK
- **Second Place**
 - Division 1: Canyon County Fair, ID
 - Division 2: Williamson County Fair Association, Inc, TN
 - Division 3: Central Washington State Fair
 - Division 4: Wisconsin State Fair
 - Division 5: North Carolina State Fair
- **Third Place**
 - Division 1: Herkimer County Fair Association, Inc, NY
 - Division 2: DuPage County Fair, IL
 - Division 3: Arkansas State Fair
 - Division 4: Ohio State Fair
 - Division 5: Eastern States Exposition (The Big E), MA

Category 5b: Promotional Advertising - Multiple Billboards

- **First Place**

- Division 1: Cabarrus County Fair, NC
- Division 2: Western Idaho Fair
- Division 3: South Carolina State Fair
- Division 4: The Great Allentown Fair, PA
- Division 5: Eastern States Exposition (The Big E), MA

- **Second Place**

- Division 1: Jefferson County Fair, WI
- Division 2: Eastern Idaho State Fair
- Division 3: No Winner
- Division 4: Wisconsin State Fair
- Division 5: San Antonio Livestock Exposition, Inc, TX

- **Third Place**

- Division 1: Brown County Fair, WI
- Division 2: Walworth County Fair, WI
- Division 3: No Winner
- Division 4: Edmonton's Capital Ex, AB
- Division 5: Western Washington Fair

Category 5c: Promotional Advertising - Non-Traditional/Out of Home Advertising

- **First Place**

- Division 1: Westerner Days Fair & Exposition, AB
- Division 2: Western Idaho Fair
- Division 3: North Dakota State Fair
- Division 4: Wisconsin State Fair
- Division 5: Tulsa State Fair, OK

- **Second Place**

- Division 1: Jefferson County Fair, WI
- Division 2: State Fair of Virginia
- Division 3: Missouri State Fair
- Division 4: Iowa State Fair
- Division 5: Minnesota State Fair

- **Third Place**

- Division 1: Cabarrus County Fair, NC
- Division 2: Ozark Empire Fair, MO
- Division 3: Clark County Fair, WA
- Division 4: Ohio State Fair
- Division 5: Eastern States Exposition (The Big E), MA

Category 6: Printed Promotional Material - Multipage Publication

- **First Place**

- Division 1: Twin Falls County Fair & Rodeo, ID
- Division 2: Tennessee Valley Fair
- Division 3: Greater Jacksonville Agricultural Fair, FL
- Division 4: Wisconsin State Fair
- Division 5: Western Washington Fair

- **Second Place**

- Division 1: Vermont State Fair
- Division 2: Western Idaho Fair
- Division 3: North Dakota State Fair
- Division 4: Iowa State Fair
- Division 5: Canadian National Exhibition (CNE), ON

- **Third Place**

- Division 1: Cabarrus County Fair, NC
- Division 2: Walworth County Fair, WI
- Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
- Division 4: Ohio State Fair
- Division 5: Erie County Fair, NY

Category 7: Printed Promotional Material - Brochure/Flyer

- **First Place**

- Division 1: Brown County Fair, WI
- Division 2: Williamson County Fair Association, Inc, TN
- Division 3: Clark County Fair, WA
- Division 4: Cheyenne Frontier Days, WY
- Division 5: Tulsa State Fair, OK

- **Second Place**

- Division 1: North Idaho Fair & Rodeo
- Division 2: Utah State Fair
- Division 3: Arkansas State Fair
- Division 4: California State Fair
- Division 5: Eastern States Exposition (The Big E), MA

- **Third Place**

- Division 1: Western Montana Fair
- Division 2: Allen County Fair, OH
- Division 3: North Dakota State Fair
- Division 4: Iowa State Fair
- Division 5: Houston Livestock Show and Rodeo, TX

Category 8: Advertising Specialties/Merchandise/Souvenirs

- **First Place**

- Division 1: Washington Town & Country Fair, MO
- Division 2: Montana State Fair
- Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
- Division 4: National Western Stock Show & Rodeo, CO
- Division 5: Western Washington Fair

- **Second Place**

- Division 1: Southwest Washington Fair
- Division 2: Great Frederick Fair, MD
- Division 3: Missouri State Fair
- Division 4: Wisconsin State Fair
- Division 5: Tulsa State Fair, OK

- **Third Place**

- Division 1: Brown County Fair, WI
- Division 2: Utah State Fair
- Division 3: Clark County Fair, WA
- Division 4: Iowa State Fair
- Division 5: San Antonio Livestock Exposition, Inc, TX

Category 9: Radio

- **First Place**

- Division 1: Strathmore Agricultural Society, AB
- Division 2: Eastern Idaho State Fair
- Division 3: Missouri State Fair
- Division 4: Ohio State Fair
- Division 5: Oklahoma State Fair

- **Second Place**

- Division 1: Herkimer County Fair Association, Inc, NY
- Division 2: Utah State Fair
- Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
- Division 4: Wisconsin State Fair
- Division 5: Tulsa State Fair, OK

Third Place

- Division 1: Davis County Fair, UT
- Division 2: Red River Valley Fair Association, ND
- Division 3: Dixie Classic Fair, NC
- Division 4: Cheyenne Frontier Days, WY
- Division 5: San Antonio Livestock Exposition, Inc, TX

Category 10: Television

- **First Place**
 - Division 1: North Idaho Fair & Rodeo
 - Division 2: Eastern Idaho State Fair
 - Division 3: North Dakota State Fair
 - Division 4: California State Fair
 - Division 5: Oklahoma State Fair
- **Second Place**
 - Division 1: Canyon County Fair, ID
 - Division 2: East Texas State Fair
 - Division 3: State Fair of Louisiana
 - Division 4: Ohio State Fair
 - Division 5: Minnesota State Fair
- **Third Place**
 - Division 1: Cabarrus County Fair, NC
 - Division 2: North Carolina Mountain State Fair
 - Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
 - Division 4: Iowa State Fair
 - Division 5: San Antonio Stock Show & Rodeo, TX

Category 11a: Newsletter - Email/Web

- **First Place**
 - Division 1: Canyon County Fair, ID
 - Division 2: State Fair of West Virginia
 - Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
 - Division 4: New York State Fair
 - Division 5: No Winner
- **Second Place**
 - Division 1: No Winner
 - Division 2: Eastern Idaho State Fair
 - Division 3: Clay County Fair, IA
 - Division 4: Wisconsin State Fair - tie
 - Division 4: Iowa State Fair - tie
 - Division 5: No Winner
- **Third Place**
 - Division 1: No Winner
 - Division 2: Utah State Fair
 - Division 3: North Dakota State Fair
 - Division 4: No Winner
 - Division 5: No Winner

Category 11b: Newsletter - Print

- **First Place**

- Division 1: Westerner Days Fair and Exposition, AB
- Division 2: Clay County Agricultural Fair, FL
- Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus - tie
- Division 3: Star of Texas Fair & Rodeo (Rodeo Austin) - tie
- Division 4: No Winner
- Division 5: Houston Livestock Show and Rodeo, TX

- **Second Place**

- Division 1: Southwest Washington Fair
- Division 2: Great Frederick Fair, MD
- Division 3: North Dakota State Fair
- Division 4: No Winner
- Division 5: San Antonio Livestock Exposition, Inc, TX

- **Third Place**

- Division 1: No Winner
- Division 2: State Fair of West Virginia
- Division 3: Wilson County Fair, TN
- Division 4: No Winner
- Division 5: Eastern States Exposition (The Big E), MA

Category 12: Web Site

- **First Place**

- Division 1: Canyon County Fair, ID
- Division 2: Clay County Agricultural Fair, FL
- Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
- Division 4: Indiana State Fair
- Division 5: Erie County Fair, NY

- **Second Place**

- Division 1: Lake County Fair, FL
- 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: Houston Livestock Show and Rodeo, TX

- **Third Place**

- Division 1: Brazos Valley Fair and Expo, TX
- Division 2: State Fair of West Virginia
- Division 3: Alameda County Fair, CA
- Division 4: Wisconsin State Fair
- Division 5: Western Washington Fair

Category 13: Media Guide/Press Kit

- **First Place**
 - Division 1: Western Montana Fair
 - Division 2: Antelope Valley Fair, CA
 - Division 3: South Carolina State Fair
 - Division 4: Wisconsin State Fair
 - Division 5: San Antonio Livestock Exposition, Inc, TX
- **Second Place**
 - Division 1: Sweetwater County Events Complex, WY
 - Division 2: MontanaFair
 - Division 3: Greater Jacksonville Agricultural Fair, FL
 - Division 4: Ohio State Fair
 - Division 5: Minnesota State Fair
- **Third Place**
 - Division 1: Westerner Days Fair and Exposition, AB
 - Division 2: Red River Valley Fair Association, ND
 - Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
 - Division 4: No Winner
 - Division 5: Houston Livestock Show and Rodeo, TX

Category 14: Best Use of Social Media

- **First Place**
 - Division 1: Davis County Fair, UT
 - Division 2: Eastern Idaho State Fair
 - Division 3: Missouri State Fair
 - Division 4: Iowa State Fair
 - Division 5: Eastern States Exposition (The Big E), MA
- **Second Place**
 - Division 1: Sweetwater County Events Complex, WY
 - Division 2: State Fair of Virginia
 - Division 3: Star of Texas Fair & Rodeo (Rodeo Austin)
 - Division 4: Wisconsin State Fair
 - Division 5: Calgary Exhibition & Stampede, AB
- **Third Place**
 - Division 1: Canyon County Fair, ID
 - Division 2: Western Idaho Fair
 - Division 3: Alameda County Fair
 - Division 4: New York State Fair
 - Division 5: Tulsa State Fair, OK

Category 15: Integrated Publicity Case Study

- **First Place**
 - Division 1: Western Montana Fair
 - Division 2: No Winner
 - Division 3: Missouri State Fair
 - Division 4: Wisconsin State Fair
 - Division 5: Western Washington Fair
- **Second Place**
 - Division 1: No Winner
 - Division 2: No Winner
 - Division 3: Ventura County Fair, CA
 - Division 4: Iowa State Fair
 - Division 5: Tulsa State Fair, OK
- **Third Place**
 - Division 1: No Winner
 - Division 2: No Winner
 - Division 3: Alameda County Fair
 - Division 4: New York State Fair
 - Division 5: No Winner

Category 16: Promotion Event

- **First Place**
 - Division 1: Delaware County Fair, IA
 - Division 2: Great Frederick Fair, MD
 - Division 3: South Carolina State Fair
 - Division 4: Wisconsin State Fair
 - Division 5: Tulsa State Fair, OK
- **Second Place**
 - Division 1: Western Montana Fair
 - Division 2: DuPage County Fair, IL
 - Division 3: Royal National Agricultural & Industrial Association of Queensland (Royal Queensland Show), Aus
 - Division 4: No Winner
 - Division 5: Erie County Fair, NY
- **Third Place**
 - Division 1: Canyon County Fair, ID
 - Division 2: Walworth County Fair, WI
 - Division 3: Missouri State Fair
 - Division 4: No Winner
 - Division 5: Calgary Exhibition & Stampede, AB

Category 17: Best Advertising Campaign

- **First Place**
 - Division 1: Washington Town & Country Fair, MO

- Division 2: Eastern Idaho State Fair
- Division 3: Greater Jacksonville Agricultural Fair, FL
- Division 4: Wisconsin State Fair
- Division 5: Tulsa State Fair, OK

- **Second Place**

- Division 1: Western Montana Fair
- Division 2: Western Idaho Fair
- Division 3: South Carolina State Fair
- Division 4: Iowa State Fair
- Division 5: Eastern States Exposition, MA

- **Third Place**

- Division 1: Canyon County Fair, ID
- Division 2: Antelope Valley Fair, CA
- Division 3: Missouri State Fair
- Division 4: National Western Stock Show & Rodeo, CO
- Division 5: Western Washington Fair (Puyallup Fair)

Judges' Creative Award:.....**MontanaFair**

Best of Show: **Greater Jacksonville Agricultural Fair, FL**