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