

# IAFE Hall of Honor Communications Awards

## Sponsored by K & K Insurance



### Category 1 - Newspaper Ad - Black and White

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3rd</i>
1	Westerner Days Fair & Exposition, AB	Vermont State Fair	Southwest Washington Fair
2	Williamson County Fair, TN	Red River Valley Fair, ND Walworth County Fair, WI	Great Frederick Fair, MD
3	North Dakota State Fair	Nebraska State Fair	Ventura County Fair, CA
4	Wisconsin State Fair	Ohio State Fair	National Western Stock Show & Rodeo, CO
5	Western Washington Fair (Puyallup Fair)	Tulsa State Fair, OK	Calgary Exhibition & Stampede, AB

### Category 2 - Newspaper Ad - Color Print

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3rd</i>
1	Vermont State Fair	Western Montana Fair	Westerner Days Fair & Exposition, AB
2	Santa Barbara County Fair, CA	Eastern Idaho State Fair	State Fair of West Virginia
3	North Dakota State Fair	Missouri State fair	Dixie Classic Fair, NC Ventura County Fair, CA
4	Wisconsin State Fair	Cheyenne Frontier Days, WY	Wilson County Fair, TN
5	Tulsa State Fair, OK	Western Washington Fair (Puyallup Fair)	Minnesota State Fair

### Category 3 - Magazine Ad

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3rd</i>
1	Cabarrus County Fair, NC	Canyon County Fair, ID	Vermont State Fair
2	Red River Valley Fair, ND	Montgomery County Agricultural Fair, MD	Antelope Valley Fair, CA
3	North Dakota State Fair	Utah State Fair	Dixie Classic Fair, NC
4	Wisconsin State Fair	California State Fair	Cheyenne Frontier Days, WY
5	San Antonio Livestock Expositions, TX	Erie County Fair, NY	Western Washington Fair (Puyallup Fair)

**Category 4a - Poster**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	Vermont State Fair	Southwest Washington Fair
2	State Fair of West Virginia	Montgomery County Agricultural Fair, MD	North Texas State Fair & Rodeo
3	North Dakota State Fair	Kansas State Fair	Clay County Fair, IA Missouri State Fair Rodeo Austin, TX
4	Wisconsin State Fair	New York State Fair	Cheyenne Frontier Days, WY
5	Erie County Fair, NY	Minnesota State Fair	Tulsa State Fair, OK

**Category 4b - Point of Purchase Display**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Washington Town & Country Fair, MO	No Entry	No Entry
2	Western Idaho Fair	Red River Valley Fair, ND	NO Entry
3	North Dakota State Fair	Missouri State Fair	Alameda County Fair, CA
4	California State Fair	Florida Strawberry Festival	Wisconsin State Fair
5	Tulsa State Fair, OK	Western Washington Fair (Puyallup Fair)	San Antonio Livestock Exposition, TX

**Category 5a - Promotional Advertising - Single Billboard**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	Canyon County Fair, ID	Schaghticoke Fair, NY
2	Eastern Idaho State Fair Western Idaho Fair	Walworth County Fair, WI	Antelope Valley Fair, CA
3	South Carolina State Fair	Kansas State Fair	North Dakota State Fair
4	Ohio State Fair	Wisconsin State Fair	California State Fair
5	Eastern States Exposition (The Big E), MA	Tulsa State Fair, OK Western Washington Fair (Puyallup Fair)	Iowa State Fair



**Category 5b - Promotional Advertising - Multiple Billboard Series**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	Delaware County Fair, IA	Herkimer County Fair, NY
2	Western Idaho Fair, ID	Red River Valley Fair, ND	Volusia County Fair & Youth Show, FL
3	The Great Allentown Fair, PA	South Carolina State Fair	Central Washington State Fair
4	Wisconsin State Fair	California State Fair	No Entry
5	Eastern States Exposition (The Big E), MA	Iowa State Fair	Western Washington Fair

**Category 5c - Promotional Advertising - Best Non-Traditional/Out of Home Advertising Effort**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Delaware County Fair	Salinas Valley Fair	Vermont State Fair
2	Tennessee Valley Fair	Walworth county Fair	Volusia County Fair & Youth Show, FL
3	South Carolina State Fair	Kansas State Fair	Clark County Fair, WA
4	Wisconsin State Fair	California State Fair	Ohio State Fair
5	Western Washington Fair	Eastern States Exposition (The Big E), MA	Minnesota State Fair

**Category 6 - Printed Promotional Material - Multipage Publication**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Vermont State Fair	Western Montana Fair	Washington Town & Country Fair, MO
2	Volusia County Fair & Youth Show, FL	Eastern Idaho State Fair	Western Idaho Fair
3	Missouri State Fair	Kansas State Fair	North Dakota State Fair
4	Ohio State Fair	Wisconsin State Fair	Cheyenne Frontier Days, WY
5	Western Washington Fair (Puyallup Fair)	Calgary Exhibition & Stampede, AB	Minnesota State Fair



**Category 7a - Single Brochure/Flyer**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Canyon County Fair, ID	Westerner Days Fair & Exposition, AB	Vermont State Fair
2	Western Fair, ON	North Texas State Fair & Rodeo	East Texas State Fair
3	North Dakota State Fair	Utah State Fair	Rodeo Austin (TX)
4	Wisconsin State Fair	National Western Stock Show & Rodeo, CO	California State Fair
5	Erie County Fair, NY	Minnesota State Fair	Tulsa State Fair, OK

**Category 7b - Brochure/Flyer Series**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Westerner Days Fair & Exposition, AB	Florence County Fair, WI	No Entry
2	Red River Exhibition, MB	No Entry	No Entry
3	Missouri State Fair	Clay County Fair, IA	North Dakota State Fair
4	Wisconsin State Fair	Wilson County Fair, TN	No Entry
5	Erie County Fair, NY	Minnesota State Fair	Western Washington Fair (Puyallup Fair)

**Category 8 - Advertising Specialties/Merchandise/Souvenirs**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	Wyoming State Fair & Rodeo	Vermont State Fair Washington Town & Country Fair, MO
2	Great Frederick Fair, MD	Red River Valley Fair, ND South Dakota State Fair	Volusia County Fair & Youth Show, FL
3	Missouri State Fair	Alaska State Fair	Alameda County Fair, CA
4	National Western Stock Show & Rodeo, CO	Wisconsin State Fair	Wilson County Fair, TN
5	Tulsa State Fair, OK	Western Washington Fair (Puyallup Fair)	Iowa State Fair



**Category 9 - Radio**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3rd</i>
1	Cabarrus County Fair, ND	Herkimer County Fair, NY	Vermont State Fair
2	Western Fair, ON	Montana State Fair Walworth County Fair, WI	Tennessee Valley Fair
3	North Dakota State Fair	Clay County Fair, IA	Kansas State Fair
4	Oklahoma State Fair	Ohio State Fair	Florida Strawberry Festival
5	Western Washington Fair (Puyallup Fair)	Eastern States Exposition (The Big E), MA	Calgary Exhibition & Stampede, AB

**Category 10 - Television**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3rd</i>
1	Canyon County Fair, ID	North Idaho Fair & Rodeo	Vermont State Fair
2	Western Idaho Fair	Eastern Idaho State Fair	Tri-State Fair & Rodeo, TX
3	Central Washington State Fair	Alaska State Fair South Carolina State Fair	Kansas State Fair Rodeo Austin, TX
4	Oklahoma State Fair	Wisconsin State Fair, WI	New York State Fair
5	Eastern States Exposition (The Big E), MA	San Antonio Livestock Exposition, TX	Tulsa State Fair, OK

**Category 11a - Electronic Newsletter**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3rd</i>
1	Canyon County Fair, ID	Cabarrus County Fair, NC	No Entry
2	No Entry	No Entry	No Entry
3	Nebraska State Fair	Missouri State Fair	Delaware State Fair
4	New York State Fair	California State Fair	No Entry
5	Minnesota State Fair	Western Washington Fair (Puyallup Fair)	Tulsa State Fair, OK



### Category 11b - Printed Newsletter

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Southwest Washington Fair	Florence County Fair, WI	Lake County Fair, OH
2	Great Frederick Fair, MD	Clay County Agricultural Fair, FL	No Entry
3	Rodeo Austin (TX)	No Entry	No Entry
4	National Western Stock Show & Rodeo, CO	Wilson County Fair, TN	No Entry
5	San Antonio Livestock Exposition, TX	Eastern States Exposition (The Big E), MA	No Entry

### Category 12 - Website

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Last Chance Stampede & Fair, MT	Vermont State Fair	Wyoming State Fair
2	Williamson County Fair, TN	Clay County Agricultural Fair, FL	State Fair of West Virginia
3	Nebraska State Fair	Delaware State Fair	Rodeo Austin, TX
4	New York State Fair	Wisconsin State Fair	No Entry
5	Tulsa State Fair, OK	Western Washington Fair (Puyallup Fair)	San Diego County Fair, CA

### Category 13 - Media Guide/Press Kit

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Westerner Days Fair & Exposition, AB	Vermont State Fair	Twin Falls County Fair, ID
2	Antelope Valley Fair, CA	Walworth County Fair, WI	Tennessee Valley Fair
3	South Carolina State Fair	Missouri State Fair	Rodeo Austin, TX
4	Wisconsin State Fair	National Western Stock Show & Rodeo, CO	No Entry
5	Minnesota State Fair	San Antonio Livestock Exposition, TX	North Carolina State Fair



**Category 14a - Overall Social Media Campaign**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Canyon County Fair, ID	Vermont State Fair	Cabarrus County Fair
2	Western Fair, ON	Eastern Idaho State Fair	Western Idaho Fair
3	Alameda County Fair, CA	North Dakota State Fair	Missouri State Fair
4	New York State Fair	Wisconsin State Fair	Ohio State Fair
5	Eastern States Exposition (The Big E), MA	Houston Livestock Show and Rodeo, TX	Tulsa State Fair, OK

**Category 14b - Best Individual Social Media Idea or Effort**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Rockingham County Fair, VA	Canyon County Fair, ID North Idaho Fair & Rodeo	Cabarrus County Fair, NC
2	Western Fair, ON	South Dakota State Fair	Missouri State Fair
3	Alameda County Fair, CA	North Dakota State Fair	Missouri State Fair
4	Wisconsin State Fair	Ohio State Fair	No Entry
5	Houston Livestock Show and Rodeo, TX	Calgary Exhibition & Stampede, AB	Eastern States Exposition (The Big E), MA

**Category 15 - Solution-Based Communication Effort**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	No Entry	No Entry	No Entry
2	Clay County Agricultural Fair, FL	No Entry	No Entry
3	Alameda County Fair, CA	Utah State Fair	Missouri State Fair
4	Wisconsin State Fair	No Entry	No Entry
5	Tulsa State Fair, OK	No Entry	No Entry



**Category 16 - Promotion Event**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Canyon County Fair, ID	No Entry	No Entry
2	State Fair of West Virginia	Great Frederick Fair, MD	Eastern Idaho State Fair
3	Alameda County Fair, CA	Delaware State Fair	Missouri State Fair
4	Wisconsin State Fair	Ohio State Fair	No Entry
5	Western Washington Fair (Puyallup Fair)	Erie County Fair, NY	Tulsa State Fair, OK

**Category 17 - Web Advertisement**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	Vermont State Fair	Westerner Days Fair & Exposition, AB
2	Clay County Agricultural Fair, FL	Montana State Fair	Great Frederick Fair, MD
3	Rodeo Austin, TX	Dixie Classic Fair, NC	Utah State Fair
4	California State Fair	Wisconsin State Fair	No Entry
5	San Antonio Livestock Exposition, TX Tulsa State Fair, OK	Eastern States Exposition (The Big E), MA	Western Washington Fair (Puyallup Fair)

**Category 18a - Mobile Campaign**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	No Entry	No Entry	No Entry
2	Clay County Agricultural Fair, FL	No Entry	No Entry
3	Nebraska State Fair	Missouri State Fair	No Entry
4	New York State Fair	Ohio State Fair	No Entry
5	No Entry	No Entry	No Entry





**Category 18b - Best Individual Mobile Effort**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	No Entry	No Entry	No Entry
2	No Entry	No Entry	No Entry
3	Nebraska State Fair	Rodeo Austin, TX	Missouri State Fair
4	Ohio State Fair	No Entry	No Entry
5	Minnesota State Fair	Western Washington Fair (Puyallup Fair)	Erie County Fair, NY

**Category 19 - Best Advertising Campaign**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	Westerner Days Fair & Exposition, AB	Washington Town & Country Fair, MO
2	Antelope Valley Fair, CA	Western Idaho Fair	Eastern Idaho State Fair
3	South Carolina State Fair	North Dakota State Fair	Kansas State Fair
4	Wisconsin State Fair	California State Fair	No Entry
5	Tulsa State Fair, OK	Western Washington Fair (Puyallup Fair)	Iowa State Fair

**Judges Creative**

Alaska State Fair

**Best of Show**

North Dakota State Fair

