

# 2013 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>3<sup>rd</sup> Tie</i>	<i>3<sup>rd</sup> Tie</i>
1	Vermont State Fair	Herkimer County Fair, NY	Bonner County Fair, ID	The Linn County Fair, IA
2	Red River Valley Fair Association, ND	Delta Fair & Music Festival, TN	Montana State Fair	
3	North Dakota State Fair	Nebraska State Fair	Georgia National Fair	
4	South Florida Fair & Palm Beach County Expositions, FL	Alameda County Fair, CA	Indiana State Fair	
5	Eastern States Exposition (The Big E), MA	Washington State Fair	San Antonio Livestock Exposition, TX	

### Category 2 - Newspaper Ad - Color Print

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup> Tie</i>	<i>3<sup>rd</sup> Tie</i>
1	Vermont State Fair	Clay County Agricultural Fair, FL	North Idaho Fair & Rodeo	
2	Eastern Idaho Fair	Arkansas Oklahoma State Fair, AR	Montana State Fair	Williamson County Fair, TN
3	Missouri State Fair	North Dakota State Fair	South Carolina State Fair	
4	California State Fair	South Florida Fair & Palm Beach County Expositions, FL	New York State Fair	
5	Iowa State Fair	Tulsa State Fair	Eastern States Exposition (The Big E), MA	

**Category 3 - Magazine Ad**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup> Tie</i>	<i>2<sup>nd</sup> Tie</i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	North Idaho Fair & Rodeo		Swift Current Agricultural & Exhibition Association, SK
2	Williamson County Fair, TN	Heart O' Texas Fair & Rodeo		Westerner Days Fair & Exposition, AB
3	South Carolina State Fair	North Dakota State Fair		Dixie Classic Fair, NC
4	Wilson County Fair, TN	California State Fair	Wisconsin State Fair	New York State Fair
5	Iowa State Fair	Tulsa State Fair, OK		Eastern States Exposition (The Big E), MA

**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	Vermont State Fair	Laramie County Fair, WY	Cabarrus County Fair, NC
2	Williamson County Fair, TN	Red River Valley Fair Association, ND	Antelope Valley Fair, CA
3	Missouri State Fair	South Carolina State Fair	Greater Jacksonville Agricultural Fair, FL
4	California State Fair	South Florida Fair & Palm Beach County Expositions, FL	Kentucky State Fair
5	San Antonio Livestock Exposition, TX	Washington State Fair	Iowa State Fair

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

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup> Tie</i>	<i>2<sup>nd</sup> Tie</i>	<i>3<sup>rd</sup></i>
1	Herkimer County Fair, NY			
2	Antelope Valley Fair, CA			
3	Missouri State Fair	Royal National Agricultural & Industrial Association (Ekka), Australia	Alaska State Fair	
4	Florida Strawberry Festival	South Florida Fair & Palm Beach County Expositions, FL		Alameda County Fair, CA
5	No Entries	No Entries	No Entries	No Entries

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

<i>Division</i>	<i>1<sup>st</sup> Tie</i>	<i>1<sup>st</sup> Tie</i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Clay County Agricultural Fair, FL		Cabarrus County Fair, NC	Dubuque County Fair, IA
2	Red River Valley Fair Association, ND		Williamson County Fair, TN	Antelope Valley Fair, CA
3	The Great Allentown Fair, PA		Dixie Classic Fair, NC	Georgia National Fair
4	South Florida Fair & Palm Beach County Expositions, FL	Wisconsin State Fair	Kentucky State Fair	Indiana State Fair
5	San Antonio Livestock Exposition, TX		Tulsa State Fair, OK	Washington 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	The Fowlerville Family Fair, MI	Delaware County Fair, IA
2	Red River Valley Fair, ND	Cuyahoga County Fair, OH	Clark County Fair, WA
3	The Great Allentown Fair, PA	Western Idaho Fair	North Dakota State Fair
4	Wisconsin State Fair	National Western Stock Show & Rodeo, CO	Alameda County Fair, CA
5	San Antonio Livestock Exposition, TX	Washington State Fair	Eastern States Exposition (The Big E), MA

**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	North Idaho Fair & Rodeo	Cabarrus County Fair, NC	Vermont State Fair
2	Western Fair, ON	Antelope Valley Fair, CA	Tennessee Valley Fair
3	North Dakota State Fair	The Delaware State Fair	Clay County Fair, IA
4	Kentucky State Fair	Wisconsin State Fair	Ohio State Fair
5	San Antonio Livestock Exposition, TX	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> Tie</i>	<i>1st Tie</i>	<i>2<sup>nd</sup> Tie</i>	<i>2<sup>nd</sup> Tie</i>	<i>3<sup>rd</sup></i>
1	Vermont State Fair		Clay County Agricultural Fair, FL		Washington Town & Country Fair, MO
2	Santa Barbara County Fair, CA		Montana State Fair		Ozark Empire Fair, MO
3	Western Idaho Fair		Greater Jacksonville Agricultural Fair, FL		Miami-Dade County Fair & Exposition, FL
4	California State Fair	Ohio State Fair	Oklahoma State Fair	Wisconsin State Fair	Indiana State Fair
5	Washington State Fair		Minnesota State Fair		Erie County Fair, NY

**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	Vermont State Fair	Brazos Valley Fair & Exposition, TX	Brown County Fair, WI
2	Eastern Idaho Fair	Red River Valley Fair Association, ND	Western Fair, ON
3	Greater Jacksonville Agricultural Fair, FL	North Dakota State Fair	Clay County Fair, IA
4	National Western Stock Show & Rodeo, CO	California State Fair	Kentucky State Fair
5	Eastern States Exposition (The Big E), MA	Washington State Fair	Iowa State Fair

**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> Tie</i>	<i>3<sup>rd</sup> Tie</i>
1	Florence County Fair, WI	Bonner County Fair, ID	Barton County Fair, KS	
2	Red River Exhibition, MB	Cuyahoga County Fair, OH	Clark County Fair, WA	
3	North Dakota State Fair	Royal National Agricultural and Industrial Association (Ekka), Australia	Clay County Fair, IA	South Carolina State Fair
4	Alameda County Fair, CA	Wilson County Fair, TN		
5	San Antonio Livestock Exposition, TX	Erie County Fair, NY	Washington State 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	Washington Town & Country Fair, MO	Brazos Valley Fair & Exposition, TX
2	Great Frederick Fair, MD	Antelope Valley Fair, CA	Montana State Fair
3	Missouri State Fair	North Dakota State Fair	South Carolina State Fair
4	Indiana State Fair	Alameda County Fair, CA	South Florida Fair & Palm Beach County Expositions, FL
5	Tulsa State Fair, OK	Washington State Fair	

**Category 9 - Radio**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup> Tie</i>	<i>2<sup>nd</sup> Tie</i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC	El Paso County Fair & Events Complex, TX		Brown County Fair, WI
2	Western Fair, ON	Ozark Empire Fair, MO		Washington County Fair, OR
3	Dixie Classic Fair, NC	Royal National Agricultural and Industrial Association (Ekka), Australia		The Delaware State Fair
4	South Florida Fair & Palm Beach County Expositions, FL	Indiana State Fair	National Western Stock Show & Rodeo, CO	Wisconsin State Fair
5	Tulsa State Fair, OK	Minnesota State Fair		Eastern States Exposition (The Big E), MA

**Category 10 - Television**

<i>Division</i>	<i>1<sup>st</sup> Tie</i>	<i>1<sup>st</sup> Tie</i>	<i>1<sup>st</sup> Tie</i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup> Tie</i>	<i>3<sup>rd</sup> Tie</i>
1	Cabarrus County Fair, NC			Herkimer County Fair, NY	Arizona National Livestock Show	
2	North Florida Fair			Red River Valley Fair Association, ND	Washington County Fair, OR	Montana Fair
3	Dixie Classic Fair, NC			Miami-Dade County Fair & Exposition, FL	Royal National Agricultural and Industrial Association (Ekka), Australia	
4	New York State Fair			Oklahoma State Fair	Ohio State Fair	
5	Iowa State Fair	San Antonio Livestock Exposition, TX	Tulsa State Fair, OK	Eastern States Exposition (The Big E), MA	Minnesota State Fair	

**Category 11a - Electronic Newsletter**

<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	North Idaho Fair & Rodeo	Wright County Fair, MN
2	Clark County Fair, WA	Cuyahoga County Fair, OH	Tennessee State Fair
3	North Dakota State Fair	Miami-Dade County Fair & Expositions, FL	Royal National Agricultural and Industrial Association (Ekka), Australia
4	New York State Fair	Indiana State Fair	Wisconsin State Fair
5	Iowa State Fair	Minnesota State Fair	Washington State Fair

**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	Clay County Agricultural Fair, FL	Dubuque County Fair, IA	Bonner County Fair, ID
2	Great Frederick Fair, MD	Montgomery County Agricultural Fair, MD	Montana State Fair
3	Royal National Agricultural and Industrial Association (Ekka), Australia	Missouri State Fair	Alaska State Fair
4	Wilson County Fair, TN	North Carolina State Fair	
5	San Antonio Livestock Exposition, TX	Eastern States Exposition (The Big E), MA	

**Category 12 - Website**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup> Tie</i>	<i>3<sup>rd</sup> Tie</i>
1	Four Town Fair, CT	Adams County Fair, CO	Canyon County Fair, ID	
2	Westerner Days Fair & Exposition, AB	Heart O' Texas Fair & Rodeo	Eastern Idaho State Fair	
3	North Dakota State Fair	Georgia National Fair	Clay County Fair, IA	Western Idaho Fair
4	Ohio State Fair	Oklahoma State Fair	Wisconsin State Fair	
5	Iowa State Fair	San Antonio Stock Show & Rodeo, TX	Washington State Fair	

**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	Western Montana Fair	Florence County Fair, WI	
2	Red River Valley Fair Association, ND	Montana Fair	Tennessee Valley Fair
3	Royal National Agricultural and Industrial Association (Ekka), Australia	South Carolina State Fair	North Dakota State Fair
4	Ohio State Fair	Indiana State Fair	Wisconsin State Fair
5	Minnesota State Fair	Washington State Fair	

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

<i>Division</i>	<i>1<sup>st</sup> Tie</i>	<i>1<sup>st</sup> Tie</i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	North Idaho Fair & Rodeo	Washington Town & Country Fair, MO	Clay County Agricultural Fair, FL	The Linn County Fair, IA
2	Clark County Fair, WA		Western Fair, ON	Eastern Idaho State Fair
3	Western Idaho Fair		Missouri State Fair	Ventura County Fair, CA
4	Kentucky State Fair		South Florida Fair & Palm Beach County Expositions, FL	California State Fair
5	Tulsa State Fair, OK			

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

<i>Division</i>	<i>1<sup>st</sup> Tie</i>	<i>1<sup>st</sup> Tie</i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Florence County Fair, WI		Vermont State Fair,	North Idaho Fair & Rodeo
2	Montgomery County Agricultural Fair, MD		Great Frederick Fair, MD	Clark County Fair, WA
3	Royal National Agricultural and Industrial Association (Ekka), Australia		Cheyenne Frontier Days, WY	Alaska State Fair
4	Wisconsin State Fair		South Florida Fair & Palm Beach County Expositions, FL	Indiana State Fair
5	Minnesota State Fair	Houston Livestock Show & Rodeo, TX	Eastern States Exposition (The Big E), MA	San Antonio Livestock Exposition, TX

**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	North Idaho Fair & Rodeo	The Linn County Fair, IA	Clay County Agricultural Fair, FL
2	No Entries	No Entries	No Entries
3	Ventura County Fair, CA	Missouri State Fair	
4	New York State Fair	Kentucky State Fair	Wilson County Fair, TN
5	Minnesota State Fair	Tulsa State Fair, OK	Erie County Fair, NY



**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	Herkimer County Fair, NY		
2	Great Frederick Fair, MD	Clark County Fair, WA	Antelope Valley Fair, CA
3	Royal National Agricultural and Industrial Association (Ekka), Australia	North Dakota State Fair	Missouri State Fair
4	South Florida Fair & Palm Beach County Expositions, FL		
5	Minnesota State Fair	Tulsa State Fair, OK	Erie County Fair, NY

**Category 17 - Web Advertisement**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup> Tie</i>	<i>2<sup>nd</sup> Tie</i>	<i>3<sup>rd</sup></i>
1	Cabarrus County Fair, NC		North Idaho Fair & Rodeo	Sweetwater County Fair, WY
2	Great Frederick Fair, MD		Clark County Fair, WA	Antelope Valley Fair, CA
3	Georgia National Fair	Royal National and Agricultural and Industrial Association (Ekka), Australia	Missouri State Fair	Dixie Classic Fair, NC
4	Indiana State Fair	Wisconsin State Fair		North Carolina State Fair
5	Tulsa State Fair, OK	Erie County Fair, NY		San Antonio Livestock Exposition, TX

**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	North Idaho Fair & Rodeo		
2	Great Frederick Fair, MD		
3	Royal National Agricultural and Industrial Association (Ekka), Australia	Missouri State Fair	North Dakota State Fair
4	New York State Fair		
5	Tulsa State Fair, OK		

**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	North Idaho Fair & Rodeo		
2	Western Fair, ON	Clark County Fair, WA	
3	Missouri State Fair	North Dakota State Fair	California Mid-State Fair
4	Indiana State Fair		
5	Erie County Fair, NY		