

## 2017 IAFE Hall of Honor Communications Awards Sponsored by K & K Insurance



Hall of Honor Communication Awards will take place at the IAFE Convention on Wednesday, November 29 at 5:00 p.m. No ticket required – all attendees welcome to attend. All winners' plaques will be made available for your fair to take home to proudly display. Best of Marketing Campaign and Division Winners will be recognized during the Awards Ceremony. Please have a representative from your fair available to accept a possible award. If you do not plan to attend the convention, please notify Brittney McBride at [brittneym@fairsandexpos.com](mailto:brittneym@fairsandexpos.com) and we will facilitate shipping your award following convention.

### Category 1 – Television

<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	(TIE) Waukesha County Fair, WI; Brazos Valley Fair & Rodeo, TX	Red River Valley Fair Association, ND
2	Stanislaus County Fair, CA	Western Idaho Fair	(TIE) Washington County Fair, OR; Elkhart County 4-H Fair and Agricultural Exposition Inc, IN
3	Clay County Fair, IA	New Mexico State Fair	North Dakota State Fair
4	Oklahoma State Fair	California State Fair	Ohio State Fair
5	North Carolina State Fair	San Antonio Livestock Exposition Inc., TX	Eastern States Exposition (The Big E), MA

### Category 2 – Radio

<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	Herkimer County Fair Assn. Inc., NY
2	Western Fair, ON	Tennessee Valley Fair	Montgomery County Agricultural Fair, MD
3	Nebraska State Fair	North Dakota State Fair	Missouri State Fair
4	Oklahoma State Fair	Indiana State Fair	Big Fresno Fair, CA
5	New York State Fair	Minnesota State Fair	(TIE) North Carolina State Fair; San Diego County Fair, CA

**Category 3 –Newspaper Ad – Black & White**

<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 Assn. Inc., NY	Grant County Fair, WI	Roosevelt County Fair, MT
2	State Fair of Virginia	MontanaFair	Heart O' Texas Fair & Rodeo
3	Missouri State Fair	Ventura County Fair, CA	Wilson County Fair, TN
4	California State Fair	Miami-Dade County Fair & Exposition, FL	Erie County Fair, NY
5	Eastern States Exposition (The Big E), MA	Washington State Fair	New York State Fair

**Category 4 – Newspaper Ad – Color**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	North Idaho State Fair	Adams County Fair, CO	(TIE) Big Sky Country State Fair, MT; Contra Costa County Fair, CA
2	(TIE) MontanaFair; Western Idaho Fair	State Fair of Virginia	Heart O' Texas Fair & Rodeo
3	South Carolina State Fair	Clay County Fair, IA	Alameda County Agriculture Fair Association, CA
4	California State Fair	Georgia National Fair & Agricenter	Erie County Fair, NY
5	Wisconsin State Fair	Iowa State Fair	San Diego County Fair, CA

**Category 5 – Magazine Ad**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Red River Valley Fair Association, ND	Brazos Valley Fair & Rodeo, TX	Westerner Days Fair and Exposition, AB
2	Heart O' Texas Fair & Rodeo	Clay County Agricultural Fair, FL	State Fair of Virginia
3	Clay County Fair, IA	(TIE) South Carolina State Fair; California Mid-State Fair	North Dakota State Fair
4	California State Fair	Erie County Fair, NY	Miami-Dade County Fair & Exposition, FL
5	San Antonio Livestock Exposition Inc., TX	Minnesota State Fair	Wisconsin State Fair

**Category 6 – 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	Adams County Fair, CO	(TIE) Washington Town & Country Fair, MO; Red River Valley Fair Association, ND	Canyon County Fair, ID
2	Eastern Idaho State Fair	Western Fair, ON	Western Idaho Fair
3	Clay County Fair, IA	Royal National Agricultural and Industrial Association, QLD	South Carolina State Fair
4	National Western Stock Show & Rodeo, CO	Georgia National Fair & Agricenter	Indiana State Fair
5	Wisconsin State Fair	Washington State Fair	Eastern States Exposition (The Big E), MA

**Category 7 – Electronic Newsletter**

<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	Red River Valley Fair Association, ND	Waukesha County Fair, WI
2	Eastern Idaho State Fair	Tennessee Valley Fair	Williamson County Fair Association Inc., TN
3	Alameda County Agriculture Fair Association, CA	Maryland State Fair	North Dakota State Fair
4	California State Fair	Miami-Dade County Fair & Exposition, FL	-
5	Iowa State Fair	Wisconsin State Fair	Washington State Fair

**Category 8 – Printed Promotional Material**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Big Sky Country State Fair, MT	Washington Town & Country Fair, MO	Waukesha County Fair, WI
2	Eastern Idaho State Fair	Western Idaho Fair	(TIE) Western Fair, ON; State Fair of Virginia
3	Clay County Fair, IA	California Mid-State Fair	Royal National Agricultural and Industrial Association, QLD
4	Erie County Fair, NY	Indiana State Fair	Miami-Dade County Fair & Exposition, FL
5	San Antonio Livestock Exposition Inc., TX	Wisconsin State Fair	Iowa State Fair

**Category 9 – Commemorative Poster**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	-	-	-
2	Fryeburg Fair, ME	Heart O' Texas Fair & Rodeo	(TIE) Kissimmee Valley Livestock Show & Osceola County Fair, FL; Antelope Valley Fair Association, CA
3	Wilson County Fair, TN	Ventura County Fair, CA	Clay County Fair, IA
4	National Western Stock Show & Rodeo, CO	California State Fair	-
5	Wisconsin State Fair	Minnesota State Fair	-

**Category 10 – Promotional/Advertising Poster**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Red River Valley Fair Association, ND	Washington Town & Country Fair, MO	North Idaho State Fair
2	Ozark Empire Fair, MO	Western Idaho Fair	(TIE) MontanaFair; Heart O' Texas Fair & Rodeo
3	Alameda County Agriculture Fair Association, CA	Wilson County Fair, TN	Missouri State Fair
4	Indiana State Fair	Erie County Fair, NY	California State Fair
5	Eastern States Exposition (The Big E), MA	Iowa State Fair	Washington State Fair

**Category 11 – Miscellaneous Marketing/Promotional Display or Piece**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Brazos Valley Fair & Rodeo, TX	Red River Valley Fair Association, ND	Grant County Fair, WI
2	Western Idaho Fair	Great Frederick Fair, MD	The Great Geauga County Fair, OH
3	Alameda County Agriculture Fair Association, CA	Colorado State Fair	The Great Allentown Fair, PA
4	California State Fair	Miami-Dade County Fair & Exposition, FL	Erie County Fair, NY
5	Washington State Fair	San Antonio Livestock Exposition Inc., TX	San Diego County Fair, CA

**Category 12 – Promotional Advertising – Outdoor**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Adams County Fair, CO	Red River Valley Fair Association, ND	Brazos Valley Fair & Rodeo, TX
2	Western Fair, ON	Tennessee Valley Fair	State Fair of Virginia
3	Dixie Classic Fair, NC	The Great Allentown Fair, PA	Missouri State Fair
4	Florida Strawberry Festival	Erie County Fair, NY	Miami-Dade County Fair & Exposition, FL
5	Eastern States Exposition (The Big E), MA	New York State Fair	Minnesota State Fair

**Category 13 – Web Advertisement**

<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	North Idaho State Fair	Adams County Fair, CO
2	Walworth County Fair, WI	MontanaFair	State Fair of Virginia
3	Missouri State Fair	Alameda County Agriculture Fair Association, CA	North Dakota State Fair
4	Erie County Fair, NY	-	-
5	New York State Fair	Eastern States Exposition (The Big E), MA	Iowa State Fair

**Category 14 – Miscellaneous Use of Technology to Promote Fair/Event**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Brazos Valley Fair & Rodeo, TX	Roosevelt County Fair, MT	Washington Town & Country Fair, MO
2	Antelope Valley Fair Association, CA	The Great Geauga County Fair, OH	Heart O' Texas Fair & Rodeo
3	Nebraska State Fair	South Carolina State Fair	California Mid-State Fair
4	California State Fair	Miami-Dade County Fair & Exposition, FL	-
5	Washington State Fair	San Diego County Fair, CA	San Antonio Livestock Exposition Inc., TX

**Category 15 – Unique 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	Adams County Fair, CO
2	Walworth County Fair, WI	Kissimmee Valley Livestock Show & Osceola County Fair, FL	Ozark Empire Fair, MO
3	Missouri State Fair	Evergreen State Fair, WA	Nebraska State Fair
4	Georgia National Fair & Agricenter	California State Fair	Miami-Dade County Fair & Exposition, FL
5	Wisconsin State Fair	Iowa State Fair	San Antonio Livestock Exposition Inc., TX

**Category 16 – Social Media/Mobile Campaign**

<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	Contra Costa County Fair, CA	Big Sky Country State Fair, MT
2	(TIE) Western Fair, ON; Eastern Idaho State Fair	Tennessee Valley Fair	Antelope Valley Fair Association, CA
3	Royal National Agricultural and Industrial Association, QLD	Missouri State Fair	Dixie Classic Fair, NC
4	Miami-Dade County Fair & Exposition, FL	California State Fair	Ohio State Fair
5	Washington State Fair	North Carolina State Fair	New York State Fair

**Category 17 – Promotional Event**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Red River Valley Fair Association, ND	Big Sky Country State Fair, MT	Herkimer County Fair Assn. Inc., NY
2	Antelope Valley Fair Association, CA	Western Idaho Fair	Eastern Idaho State Fair
3	Alameda County Agriculture Fair Association, CA	Royal National Agricultural and Industrial Association, QLD	Evergreen State Fair, WA
4	California State Fair	Erie County Fair, NY	Miami-Dade County Fair & Exposition, FL
5	San Diego County Fair, CA	Wisconsin State Fair	Washington State Fair

**Category 18 –Website**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	American Royal Association, MO	North Idaho State Fair	Brazos Valley Fair & Rodeo, TX
2	Western Idaho Fair	Heart O' Texas Fair & Rodeo	Walworth County Fair, WI
3	South Carolina State Fair	Oregon State Fair and Exposition Center	Clay County Fair, IA
4	California State Fair	Indiana State Fair	Miami-Dade County Fair & Exposition, FL
5	Iowa State Fair	Eastern States Exposition (The Big E), MA	Washington State Fair

**Category 19 – Mobile App**

<i>Division</i>	<i>1<sup>st</sup></i>	<i>2<sup>nd</sup></i>	<i>3<sup>rd</sup></i>
1	Red River Valley Fair Association, ND	Grays Harbor County Fair, WA	-
2	Western Idaho Fair	Elkhart County 4-H Fair and Agricultural Exposition Inc, IN	Eastern Idaho State Fair
3	Kern County Fair	Nebraska State Fair	Maryland State Fair
4	Georgia National Fair & Agricenter	-	-
5	Eastern States Exposition (The Big E), MA	Washington State Fair	-

**Category 20 – TBA at IAFE Convention – Ed Shed and General Session on Wednesday, November 29 at 5:00 p.m.**