

IAFE AGRICULTURAL AWARDS PROGRAM

CATEGORY 8 ENTRY FORM

Agriculture Communications: How is your Fair using media (print or electronic) to promote agriculture program/event(s) to exhibitors?

Please provide all information requested on this form in the space allocated (no additional lines and/or pages of explanation will be allowed).

FAIR NAME: _____

STATE/PROVINCE: _____

DIVISIONS: Based on 2017 reported Fair attendance (check one)

- 1. Fair attendance of up to 100,000
- 2. Fair attendance of 100,001 - 250,000
- 3. Fair attendance of 250,001 - 500,000
- 4. Fair attendance of 500,001 - 1 million
- 5. Fair attendance over 1 million

a. Description of media plan used to promote program(s).

b. What were the efficiencies or benefits of this media?

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c. How does this media usage fit within the overall methods of communication at your Fair?

d. List any financial or other resources invested, including any partners or sponsors.

e. How do you measure the success of this media program?

SUPPLEMENTAL MATERIALS INSTRUCTIONS:

*No more than 2 pages of supporting material/photos.

* Maximum of 5 photos allowed (they are inserted into the two-page maximum, not additional attachments)

*Maximum file size for two pages of supplemental material is 8MB – compress photos and other materials in order to stay within the limits