

MARYLAND ASSOCIATION OF
AGRICULTURAL FAIRS AND SHOWS

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July, 2016

TO: MAAFS FAIR & SHOW MEMBERS

FROM: ADVERTISING, PROMOTIONS AND PUBLIC RELATIONS COMMITTEE

MAAFS invites your fair or show to enter in this year's statewide Communications Contest at our annual convention, November 4-6, 2016. Start planning early to gather up this year's best ideas to share and show your fair's pride at convention.

Please take time to note the deadline for submitting entries, and follow all rules and regulations as stated. Entries must be from the current calendar year, or the most recent fair/show completed. All winning entries will be presented to the convention delegates at the annual meeting on Sunday. We look forward to seeing you all there.

Please note the various categories and new numbers, the deadline for submitting your entry form and how entries will be received.

All entries will be reviewed and judged by qualified judge(s). This program provides an excellent learning experience as well as a way to share ideas for the benefit of all our MAAFS members. Your efforts will be rewarded and recognized

Please submit your entry form by October 14, 2015. Entry forms should be E-mailed to rfogle@marylandstatefair.com or mailed directly to:

MAAFS Entries
c/o Robert Fogle, Jr. CFE
2200 York Rd.
Timonium, MD 21094

Entries will be accepted at the Convention on Friday Nov 4, see program for times.

All entries will be judged Friday.

REMEMBER your entries will be released from display on Saturday, November 5 at the closing of the trade show. Please remember to pick up your items and ribbons at this time. Final results will be announced at the Annual meeting, Sunday.

If you have any questions please feel free to e-mail coordinator Robert Fogle at rfogle@marylandstatefair.com for more info, don't forget to check out the up to date MAAFS info on our website <http://www.maafs.com/> and follow us on Facebook and Twitter.

COMMUNICATIONS AWARDS

The Communications Awards consist of competition in 20 categories among fairs/ shows/festivals, which are divided into three divisions according to attendance. Recognition awards will be presented to the winners during the annual meeting Sunday the last day of the MAAFS Convention.

PURPOSE

The purpose of this competition is to improve the advertising and publicity programs of fairs and shows and to provide recognition for those doing an outstanding job. *MAAFS reserves the right to copy and publish entries in publications, on the website, CD's, Videos, DVD's and/or other promotional media devices.*

CATEGORIES

1. Newspaper Black /White Ad	11. Promotion Event
2. Newspaper Color Ad	12. Newsletter
3. Magazine Ad	13. Home Page/Website
4. Web Ad	14. Media Guide/Press Kit
5. Poster- Promotional / Adv	15. Premium Book: Electronic
6. Promotional Advertising-Billboard or Series	16. Premium Book: Printed
7. Promotional Advertising-Non Traditional	17. Poster-Fair Photos
8. Printed Promotional -Multipage Publication	18. Slide Show - Fair Photos
9. Printed Promotional - Brochure/ Flyer(s)	19. Scrapbook
10. Advertising Specialties/Merchandise	20. Shoebox Float Convention Theme

BEST OF SHOW AWARD

Best of Show will be awarded to the fair/show/festival scoring the highest total award points in each attendance division.

A special Best of Show Champion Over All Award will be selected from these three Best of Show division Winner's totals.

PROCEDURES

Entry Form — Fairs/ shows/festivals entering the contest must complete an Official Entry Form. Please send a copy of your completed entry form to the MAAFS Contest Coordinator. Bring the original of the completed entry form along with the entry materials to the MAAFS convention to confirm. MAAFS must receive entry forms by **October 14** to ensure there are enough supplies and display room available.

Your entries are best received at convention or can be mailed as stated on page 1.

Mounting — Where indicated, entry must be mounted on a single, black, medium weight 14"X 22" poster board, with no additional border or trim. Only one entry per category unless otherwise stated in the rules. An oversized entry must be folded to fit on the board in a manner that allows viewing of the entire entry. The use of a paper or plastic sleeve or a pocket made of black poster board, securely mounted on the board, to hold the removable, folded entry is recommended. Entrants must not add fair logos, identifying marks, any type of explanation of the entered piece, or any other extraneous information on the face of the board. Only the item to be judged should be mounted. (At the discretion of the committee, improperly mounted entries may not be submitted for judging.)

VERY IMPORTANT: On the back of the board, identify your fair/ show and the category being entered.

Non-English entries — A translation script for any entry not in English must be provided.

Judging — Entries will be judged by qualified judges. Judging will take place during the annual convention other than web-based entries which will be judged in advance. At the judges' discretion, an entry may be transferred to the appropriate category if a fair has entered it into an incorrect category. This will be done only when doing so will prevent disqualification of the entry. Ribbons will be awarded in three places in each attendance division breakdown. Entries will be judged according to the following criteria if applicable:

Is the Entry:

Motivational	Appropriate to Activities, Audience and Media Used
Informative	Utilizing a central theme
Indicative of Creative Excellence	Indicative of Production Excellence

OFFICIAL COMMUNICATIONS AWARDS

ENTRY FORM

Attn: Robert Fogle

This completed entry form must be received no later than October 14. Please submit by e-mail to rfogle@marylandstatefair.com or mail to: **MAAFS, c/o Robert Fogle, 2200 York Rd. Timonium, Maryland 21093**

Please Print Clearly or Type

Name of Fair/Show _____ Fair Phone _____
Contact Name _____ Title _____
Contact Phone _____ Email _____

Fair/ Show Divisions-Based on Last Fairs attendance (X Your Fair)

- A Fair/Shows with an attendance of 0-30,000
 B Fair/Shows with an attendance of 30,001-75,000
 C Fair/Shows with an attendance of 75,001 and over

Entered, Categories (Please place X in entered () by category) "See Rules"

- 1 Newspaper Advertisement – Black & White
 2 Newspaper Advertisement – Color Print
 3 Magazine Advertisement
 4 Web Advertisement
 5 Poster Advertisement
 6 Promotional Advertising – Billboard or Series
 7 Promotional Advertising = Non-Traditional
 8 Printed Promotional Material – Multi-page Publication
 9 Printed Promotional Material – Brochure/Flyer or Series
 10 Advertising Specialities/Merchandise
 11 Promotion Event
 12 Newsletter
 13 Home Page/Website Provide Link _____
 14 Media Guide/Press Kit
 15 Premium Book - Eletronic Provide Link & print _____
 16 Premium Book – Printed
 17 Poster – Fair Photos
 18 Slide Show – Fair Photos (2 Duplicate Copies)
 19 Scrapbook
 20 Shoe Box Float – "Waves of Change...Oceans of Opportunities" Theme

NOTE: MAAFS reserves the right to copy and publish entries in publications, on the website, CD's, Videos, DVD's and/or other promotional media devices.

CATEGORIES, LIMITS AND RULES

Please note each category's entry limits, specific mounting and presentation requirements.

Printed Advertising

1. ***Newspaper Ad - Black and White** (Limit: 1 ad; only black and white gray screen ads allowed)

2. ***Newspaper Ad - Color Print** (Limit: 1 ad; includes any single or full color ad)

3. ***Magazine Ad** (Limit: 1 entry)

**Rules for categories 1, 2, and 3: Actual ad clipped from newspaper/magazine is preferred. Please include the actual newspaper/publication name and date (cut from the newspaper/magazine, if possible) on the front of the mounting board with the ad (if not printed on the tear sheet submitted). Only the ad itself should be mounted, no surrounding editorial or other unrelated advertising. Must be mounted (see MOUNTING PROCEDURE). No newspaper supplements, no scrapbooks featuring press releases, no tear sheet editorials, no public relations articles, inserts, etc., will be accepted. Single sheet, two sided news print ads are acceptable.*

4. **Web Advertisement** (Limit 1 Entry)

Entries for this category include banner, block, or pop-up web advertisements used to promote the fair on websites other than the fairs own. *Rules:* Must be mounted (see MOUNTING PROCEDURE). Submissions may include up to three screen shots mounted on one board. Website address/URL must be included in the screen shot to show where the web ad appeared.

5. **Poster** Promotional/Advertising (Limit: 1 piece).

Rules: No actual posters larger than 14" X 22" mounting board accepted due to display space. Please use a photo of larger posters stating actual size on front of board. Photos of larger posters must be no smaller than 5" x 7" or larger than mounting board. *Must* be mounted (see MOUNTING PROCEDURE).

6 **Promotional Advertising-Single Billboard or Series** (Limit: 1 or up to 5 photographs of a single or "series of")

Rules: Must be no smaller than 5" x 7" and no larger than 8" x 12" color photograph(s) of the actual billboard(s). A color copy of the photograph(s) of the outdoor advertisement on location is acceptable. Must be mounted (see MOUNTING PROCEDURE). Please note: Tri-vision boards are entered as series.

7. **Promotional Advertising - Best Non-Traditional/Out of Home Advertising Effort** (Limit: 5 photos if series)

Rules: Must be no smaller than 5" x 7" and no larger than 8" x 10" color photograph of the actual yard sign, bus shelter, etc. A color copy of the photograph(s) of the outdoor advertisement on location is acceptable. Do not crop photograph in such a manner that the medium used for advertising cannot be easily identified. If using a non-traditional form of medium, please include a description. Please include a label on the front of the mounting board indicating the type and the location of media used (i.e. yard signs, bus shelter ad board, bathroom stall ad, etc.). No billboards will be accepted. Must be mounted (see MOUNTING PROCEDURE).

8. **Printed Promotional Material - Multipage Publication** (Limit: 1piece)

Rules: Must be more than one single sheet to qualify, an item intended for distribution to the general public, free of charge. Entry must be directly related to the actual fair. Must be mounted (see MOUNTING PROCEDURE). Examples: a program that is distributed free of charge, a magazine or newspaper supplement, a schedule of events, a fair grounds map, etc. Not acceptable are: media kits, media guides, premium books & lists, and newsletters. "For Sale" publications, such as souvenir programs, will not be accepted (such items may be entered in the Advertising Specialties/Merchandise/Souvenirs category).

9. **Brochure/Flyer or Series** (Limit: 1, no more than 5 Flyers as series on one mounted board.)

Rules: Must be a single sheet with or without folds, Must be a brochure or flyer or series of similar brochures or flyers, intended for distribution to the general public, free of charge. Examples are: daily schedules, daily deals flyers, etc. Newsletters, e-newsletters, and media kits will not be accepted. Entry must be mounted (see MOUNTING PROCEDURE).

10. **Advertising Specialties/Merchandise/Souvenirs** (Limit: 1 example of each up to 6 items,)

Rules: Includes actual sample items used to promote the fair to the fair going public. No media kits.

11. **Promotion Event** (Limit: 1 entry)

Includes programs or promotional event during the fair, which publicized a specific area with multi-media components to reach a specific or broad audience. Results of the promotion must be included to help determine the overall success. *Rules:* Entries should be submitted in a printed format and bound together, no longer than two typewritten pages. Photos can be included, please limit to 5 per entry (see MOUNTING PROCEDURE).

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12. Newsletter (Limit 1 Entry "2 issues")

Rules: Must be an external newsletter distributed by snail mail, e-mail/web newsletter, which includes those published for use outside of the fair and contains information about the fair. If newsletters are normally published on a regular basis, please identify release dates. Please submit two *different* newsletters. All newsletters should be submitted in a printed, bound format. Entries will be judged on the following criteria: content of information, presentation/appearance, pictures/graphics, and timeliness of release. Follow *MOUNTING PROCEDURES*.

13. Website Home Page

RULES: Judging will be based on the following criteria before Convention of all member Fairs:

- | | |
|---|---------------------------------------|
| 1 Navigability of website | 4 Organization of information |
| 2 Overall appearance/impression/creativity | 5 Website adheres to consistent theme |
| 3 Use of graphics & effects. Consider load time | 6 Website shows production excellence |

14. Media Guide/Press Kit (Limit: 1 kit)

Rules: Must include complete sets of items given to the press for fair promotion, such as press releases, brochures, publications, information sheets, schedules, etc. Entries do not need to be mounted and should be submitted in a printed and tangible format, but may indicate with a label on the entry if any accompanying digital components exist. The number of media kits distributed also should be indicated on a label on the front of the entry.

Premium Book (s) Submit no more than 1 entry of each class (**MAAFS Category**)

15. Electronic Version - Premium Book - Submit web address link on entry form.

16. Print Version - Premium Book - Submit Printed copy. Must be mounted (*see MOUNTING PROCEDURE*).

Rules: Both classes must include competitive events for exhibitors. Judging will be based on the following criteria: easy to read and access, table of content, usability, eye-appealing design / creativity, contact information, entry Information (deadlines, fees, rules, forms, arrival and release times), list officers and board member names; pictures; schedule of events, ads in good taste and spaced throughout the book if any, "thank you notes", MD Ag Fair Board list, awards and other pertinent information relating to your Fair event.

17. Poster - Fairs Photos (limit 1) (**MAAFS Category**)

Rules: Photos must be mounted on 36" x 48" folding display board and should tell a story or be themed with highlights of your fair/show or festival. May include, borders around photos and embellishments for eye appeal and continuity. Be Creative and have fun.

18. Slide Show - Fair Photos (Limit 1 entry = "**2 Copies**") (**MAAFS Category**)

Rules: Total time should be from 3 -5 minutes and should show a view of the fair/show events. Presentation should also include a sound track and represent views of buildings, entertainment, and both agricultural and commercial exhibits. Slideshow and audio must be on Flash drive or DVD readable & writeable format. (Please submit 2 duplicate copies). We will try to loop them to display at convention. Do Not Mount. Attach Label with fair/show and category being entered.

19. Scrapbook (Limit 1) (**MAAFS Category**)

Rules: Fair Memories Scrapbook should be pleasing to the eye and easy to follow. Added embellishments should complement scrapbook when used. Include current year's historical items. Items such as event theme, contest winners, entertainment lineups as well as items that appeared in the newspaper or printed publications giving the name and date of source. Book should also include photos of any shape or size and identification of people in the photos if known. Any other items concerning your fair/show or events for current year can be included. Attach Label with fair/ show and the category being entered. *Do not mount.*

20. Shoebox Floats (Limit 1) (**MAAFS Category**)

Rules: Floats must be made of a cardboard shoebox no bigger than 13" x 14". Turn box over and use the bottom as your float bed. They must be decorated with the Convention theme. Decorative materials such as paper Mache, cloth and foil work best. *Do Not Mount.*