

2011
Michigan Association of Fairs & Exhibitions
14th ANNUAL COMMUNICATIONS AWARDS

OFFICIAL ENTRY FORM

PLEASE MAIL A COPY OF YOUR COMPLETED ENTRY FORM AND ALL ENTRY MATERIALS THAT HAVE BEEN MOUNTED ACCORDING TO THE RULES, TO:

CAROL A. BRITTEN
230 WAGER ST, MANCHESTER MICHIGAN 48158
734.428.8474 or 734.428.8589

ENTRIES MUST BE RECEIVED BY *NOVEMBER 15, 2011*

PLEASE TYPE OR PRINT CLEARLY

FAIR-EVENT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAIR-EVENT ATTENDANCE _____

CATEGORY(IES) ENTERED (PLEASE CHECK)

- () 1. NEWSPAPER AD - BLACK & WHITE OR COLOR
- () 2. POSTER
- () 3. PRINTED PROMOTIONAL MATERIAL - MULTIPAGE
- () 4. PRINTED PROMOTIONAL MATERIAL - BROCHURE
- () 5. PRINTED PROMOTIONAL MATERIAL - FAIR BOOK
- () 6. ADVERTISING SPECIALTIES / MERCHANDISE
- () 7. HOME PAGE (website)
- () 8. ANY OTHER

SUBMITTED BY _____ TITLE _____

PHONE _____ DATE MAILED _____

Check the MAFE web site for details at: **www.michiganfairs.org**

Michigan Association of Fairs & Exhibitions

2011 14th ANNUAL COMMUNICATIONS AWARDS GUIDELINES

The **COMMUNICATIONS AWARDS** consist of competition in eight (8) categories among Fairs and Events that are divided into three (3) Divisions according to the Fairs or Events attendance. A ribbon will be given to each entry in each category and a plaque, one for each category in each division, will be awarded to the winners.

PURPOSE: The purpose of this competition is to improve the advertising and publicity programs of Fairs and Events and to provide recognition for those Fairs and Events doing an outstanding job.

CATEGORIES: (Eight Categories)

1. Newspaper Ad – Black & White or Color
2. Poster
3. Printed Promotional Material – Multi-page
4. Printed Promotional Material - Brochure
5. Printed Promotional Material – Fair Book
6. Advertising Specialties – Merchandise
7. Home Page (web site)
8. Any Other

PROCEDURES: Fairs and Events entering the contest must complete an official entry form. Please send this entry form, with entries to:

CAROL A. BRITTEN
230 WAGER ST, MANCHESTER, MICHIGAN 48158
734.428.8474 or 734.428.8589

ENTRIES AND ENTRY FORMS CAN BE TURNED IN AT THE FALL ZONE MEETINGS, BUT, MUST BE RECEIVED BY **NOVEMBER 15, 2011**.

MOUNTING: ENTRIES 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. ONLY ONE CATEGORY PER POSTER BOARD. AN OVERSIZED ENTRY MUST BE FOLDED TO FIT ON THE BOARD IN A MANNER WHICH ALLOWS VIEWING OF 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. **VERY IMPORTANT: ON THE BACK OF THE BOARD IDENTIFY YOUR FAIR or EVENT and THE CATEGORY BEING ENTERED.**

JUDGING: JUDGING WILL TAKE PLACE PRIOR TO THE 2011 M.A.F.E. ANNUAL CONVENTION. ENTRIES WILL BE JUDGED ACCORDING TO THE FOLLOWING CRITERIA: IS THE ADVERTISING MOTIVATIONAL, INFORMATIVE, INDICATIVE OF CREATIVE EXCELLENCE, UTILIZING A CENTRAL THEME AND APPROPRIATE TO THE ACTIVITIES, AUDIENCE, AND MEDIA USED.

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CATEGORIES, LIMITS AND RULES: PLEASE NOTE EACH CATEGORY'S ENTRY LIMIT AND THE SPECIFIC MOUNTING AND PRESENTATION REQUIREMENTS LISTED IN ITS RULES.

1. NEWSPAPER ADS (LIMIT ONE AD)

THE ACTUAL AD CLIPPED FROM THE NEWSPAPER IS REQUIRED; MUST BE MOUNTED ACCORDING TO RULES. NO SLICKS, NEWSPAPER SUPPLEMENTS, SCRAPBOOKS, PRESS RELEASES, TEAR SHEET EDITORIALS, PUBLIC RELATIONS ARTICLES, MAGAZINE ADS, WILL BE ACCEPTED. PLEASE INDICATE THE NAME OF THE PUBLICATION THE AD APPEARED IN ON THE BACK OF THE BOARD.

2. POSTER (LIMIT ONE ENTRY)

MUST BE ABLE TO BE USED AS A POSTER AND MOUNTED ACCORDING TO THE RULES.

**3. PRINTED PROMOTIONAL MATERIAL – MULTI-PAGE
(LIMIT ONE PIECE)**

THE ENTRY MUST BE AN ITEM INTENDED FOR DISTRIBUTION TO THE GENERAL PUBLIC, FREE OF CHARGE; MUST BE MOUNTED.

**4. PRINTED PROMOTIONAL MATERIAL - BROCHURE
(LIMIT ONE BROCHURE)**

ENTRY MUST BE A SINGLE SHEET WITH ANY NUMBER OF FOLDS, INTENDED FOR DISTRIBUTION TO THE GENERAL PUBLIC, FREE OF CHARGE; MUST BE MOUNTED.

**5. PRINTED PROMOTIONAL MATERIAL - FAIR BOOKS
(LIMIT ONE BOOK)**

ENTRY MUST BE A FAIR PREMIUM BOOK WITH ANY NUMBER OF PAGES, INTENDED FOR DISTRIBUTION TO THE GENERAL PUBLIC, FREE OF CHARGE; MUST BE MOUNTED.

**6. ADVERTISING SPECIALTIES/MERCHANDISE
(LIMIT SIX ITEMS - ONE EXAMPLE OF EACH)**

INCLUDES ACTUAL SAMPLE ITEMS USED TO PROMOTE THE FAIR or FESTIVAL TO THE PUBLIC. NO MEDIA KITS. MUST BE GROUPED AND MOUNTED ON ONE BOARD.

7. HOME PAGE – Web Site (LIMIT ONE ENTRY)

ONLY THE HOME PAGE WILL BE ENTERED. DO NOT ENTER THE ENTIRE WEB SITE. HOME PAGE MUST BE PRINTED ON 8 ½ "x 11" SHEET OF PAPER AND MOUNTED. PLEASE INCLUDE ADDRESS OF WEB SITE. MUST BE PRINTED OF 2009 FAIR

8. ANY OTHER (LIMIT ONE ENTRY)

THIS CATEGORY IS TO BE USED FOR COMMUNICATIONS THAT ARE ANY OTHER. THE ENTRY MUST BE MOUNTED ACCORDING TO RULES. IF ENTRY IS TOO LARGE FOR POSTER BOARD, A PHOTO SHOULD BE USED, AND 8 ½" X 10" IS SUGGESTED.

FAIR OR EVENT DIVISIONS FOR 2011 ATTENDANCE

DIVISION 1: UP TO 25,000

DIVISION 2: 25,000 UP TO 75,000

DIVISION 3: OVER 75,000