



# The MARYLAND STATE FAIR

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## **FOR IMMEDIATE RELEASE**

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### **THE MARYLAND STATE FAIR MADE A GREAT IMPRESSION BY WINNING MULTIPLE AWARDS AT THE INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITONS (IAFE) *FIRST IMPRESSIONS CONVENTION***

TIMONIUM, MD – The 2018 Maryland State Fair made a great impression by winning multiple awards at the International Association of Fairs and Expositions (IAFE) *First Impressions Convention* in San Antonio, Texas. The IAFE annually awards excellence in fair programming through four educational contests: Agriculture, Competitive Exhibits, Communications, and Sponsorship. Fair members submit their ideas and programs to be judged by IAFE member representatives and professionals from respective fields.

“Our Maryland State Fair team is honored to be recognized for the hard work and dedication it takes to present high-quality, fun, and educational entertainment events for more than a half million fairgoers each year,” said Maryland State Fair General Manager Andy Cashman.

### **The Maryland State Fair received awards in each of the following *IAFE Agriculture Photo Categories* sponsored by ShoWorks:**

- 1<sup>st</sup> Place: Agriculture Education Photo – 4-H Youth judging poultry exhibit at the Maryland State Fair. Photo by Edwin Remsberg.
- 2<sup>nd</sup> Place: Horticulture/Crops Photo – Maryland State Fair 4-H Junior Champion Flower Arrangement. Photo by Edwin Remsberg.
- 2<sup>nd</sup> Place: Rodeo Photo - Bull Rider on bull with all four feet in the air. Photo by Jessica Sellman.
- 3<sup>rd</sup> Place: Livestock Photo - Holstein Futurity cow contestants in the spotlight. Photo by Jessica Sellman.
- 3<sup>rd</sup> Place: Equine photo - 4-H youth carrying the American Flag on a horse. Photo by Jessica Sellman.

“more”

**The Maryland State Fair received the following IAFE Hall of Honor Communications Awards sponsored by K&K Insurance in which there were over 800 entries:**

**1st Place: *Maryland State Fair Magazine Ad***

The full color ad placed in the *Baltimore County Visitors Guide* featured the “More Than A Fair, We’re A Culture” theme with a corn dog in a corn husk illustration and the words “Take A Bite” at the Maryland State Fair. The ad also highlighted the Fairgrounds as one of Maryland’s top meeting and exhibition facilities. The *Baltimore County Visitors Guide* was distributed across the state to travel/welcome centers, hotels and other tourism sites.

**2nd Place: *Maryland State Fair Mobile Electronic Newsletter***

The electronic publication, with colorful graphics and photographs, highlighted traditional fair fun, new special events, educational opportunities and more. The newsletter was distributed during the three months prior to the Fair to approximately 30,000 email addresses.

**2nd Place: *Maryland State Fair Web Advertisement***

Four elements of the “More Than A Fair, We’re A Culture” theme-*Take A Bite, Enjoy the Ride, Feel the Rush* and *Have a Seat*-were paired with creative illustrations that were featured in full color web banners on the marylandstatefair.com website.

**2nd Place: *Maryland State Fair Unique Advertising Specialties/Merchandise/Souvenirs***

Distressed baseball caps in a variety of colors with the Maryland State Fair logo, t-shirts and sweatshirts with the Maryland State Fair logo on the front and a Ferris Wheel on the back, and t-shirts with the “More Than A Fair, We’re A Culture” *Take A Bite, Enjoy the Ride, Feel the Rush* and *Have a Seat* illustrations were sold in the Cow Palace.

**2nd Place: *Maryland State Fair Social Media/Mobile Campaign***

The social media campaign featured creative contests across Facebook, Instagram, Twitter, & Snapchat to reach the millennial demographic leading up to and throughout the duration of the fair. One was The Concert Ticket Contest, which encouraged people to "Finish the Lyric" of a *Smash Mouth* song and others to comment with the next lyric until the song was completed. Concert tickets were awarded via a drawing of those who commented.

**3rd Place: *Maryland State Fair Printed Promotional Material***

The full-color Maryland State Fair 2018 Official Event Guide featured a cover with the four elements of the “More Than A Fair, We’re A Culture” theme - *Take A Bite, Enjoy the Ride, Feel the Rush* and *Have a Seat* paired with creative illustrations, a 30-page daily event listing with a variety of ads and sponsorship ads, and a fairgrounds map. The program was inserted in the major daily *Baltimore Sunpapers* and community publications, and was handed out at the Maryland State Fair admission gates.

The upcoming 138<sup>th</sup> Maryland State Fair will run from Thursday, August 22 – Monday, September 2, 2019. For more information, go to [www.marylandstatefair.com](http://www.marylandstatefair.com).

**Page 2 – MARYLAND STATE FAIR WINS MULTIPLE 2018 IAFE AWARDS**

**Attached Photo 1 Description:**

The Maryland State Fair (MDSF) made a great impression by winning multiple International Association of Fairs and Expositions (IAFE) awards at November's *First Impressions Convention* in San Antonio, Texas. (LtoR): MDSF Director of Office Operations Rebecca Williams, MDSF Director of Agriculture Programs Robert Fogle, MDSF Director of Publicity Edie Bernier, and MDSF General Manager Andy Cashman.

**Attached Photo 2 Description:**

An IAFE Agriculture Photo Competition award was presented to the Maryland State Fair for this photo of the Maryland State Fair 4-H Junior Champion Flower Arrangement. Photo: Edwin Remsberg.