

iafe[®] THE NETWORK!

HEMOCRAFT EXHIBITS

Ideas on How to Add New Energy and Participation

1. **Add categories, competitions, classes and contests targeted at kids**
 - a. Fun and Funky
 - b. Day-of events (no pre-registration needed), often with all items necessary for the project provided by fair and/or sponsor
 - c. Work with local/area schools to encourage participation with items from class work (i.e. arts, crafts, etc.)
 - d. Digital photography classes for kids
 - e. Anything digital/electronic – website, animation, videos, cell phone photography, etc.
2. **Add categories, competitions, classes and contests targeted at high school students**
 - a. Work with local/area schools to encourage participation with items from class work (i.e. arts, crafts, etc.)
 - b. Text messaging contests
 - c. Competition for students in Vocational Arts and Ag Mechanics. Look for a broad range (i.e. drafting, website design, etc. in addition to woodworking, metal working, etc.)
 - d. Add a demonstration competition (students are judged on how they demonstrate their project or work to the public)
 - e. Sweepstakes or point competition between high schools for participation
3. **Add family projects**
 - a. Things that parent/child (or grandparent/child) can do together, either in advance or day-of
 - b. Same type of special contest but with classes for adults separate from kids (i.e. On the spot cake decorating)
4. **Foster the growth of interest in photography due to digital cameras**
 - a. Add more classes (i.e. break down a class titled “animals” into “household pets”, “livestock”, “wild animals”, etc.) to encourage more participation and recognize more accomplishments
 - b. Add classes for dealing with manipulation or altering of photos with computer programs.
5. **Culinary contests (especial those which are “day of” only) generate a lot of interest**
 - a. Unusual ingredients (i.e. SPAM)
 - b. Mystery contests (you make it with what is provided in a bag to you)
 - c. Ethnic
 - d. Featuring locally grown
6. **Add demonstration areas**
 - a. Place for on-site/day-of contests
 - b. Involve local/regional businesses or group
7. **Special focus exhibits, competitions**
 - a. May only be offered every other year or so
 - b. Work with special interest group to facilitate
8. **Make display excellence a priority**
 - a. Add pizzazz to overall exhibit building(s)
 - b. Change it up – move things from one building to another, move things *within* an building, change props or display mode for specific items
 - c. Incorporate simple props into display to enhance presentation of individual items, groups of items
9. **Evaluate your program on a regular basis**
 - a. Eliminate classes, categories, competitions which are under-performing
 - b. Survey current exhibitors, *especially* first-time exhibitors
 - c. Spend time with sponsors, local businesses, teachers, and special interest groups to understand trends and garner their support of the program
10. **Concentrate on customer service**
 - a. Make it easy to participate (easy to enter, easy to find information)
 - b. Make it easy to ask questions
 - c. Provide service and assistance at the times most fitting for your clientele
11. **Marketing is critical**
 - a. Create a marketing plan for the Exhibits Division or Department
 - i. Examine all possible ways for reaching out to existing and new exhibitors to encourage participation
 - ii. Budget for advertising

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

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50 Ideas for Competitions & Classes at the Fair

- Cell Phone photo contests
- Text messaging contests
- Website design contests
- Art from recycled materials
- Decorated footwear
- Duct Tape art
- Ugliest cake competition
- Giant cookies
- Photo category – your garden
- Animated cartoons
- Video game animation
- Antique Tractors & Farm Implements
- Journalism – best headline
- Homemade wine
- Art – Turned Wood
- Family project in crafts
- Lego projects
- Literary Table Setting
- Craft brewers’ competition (commercial brewers)
- Pocket pets (hamsters, turtles, rats, mice)
- Scrapbook Challenge (on-site, day-of contest)
- Mystery Flower (on-site, fair guests try to identify flowers on display)
- Cookie decorating contest (on-site, day-of contest)
- Soap carving (on-site, day-of contest)
- 30 minutes to decorate a cake (on-site, day of contest)
- Call Me Martha (on-site, day-of – make something out of materials provided you)
- Bucket of Junk (make something of the junk items provided to you)
- Digital Photography Classes (with or without enhancements/alterations)
- Fabric Challenge – make anything you want from ½ yard
- Stump the Judge – antique whose identity or use will stump the judge
- Outdoor Yard Display (at residence to promote the fair)
- High School Vocational Arts (i.e. metal work, wood work)
- Table Setting for Two
- Student Art
- Book jacket art
- Horse hair weaving
- Business card design
- Backyard compost
- Design a bookmark
- Paper Mache “livestock” show
- Bedazzled Bras
- Plein air (onsite painting)
- Book cover (sewing class)
- Vegetable “races”
- Painted rocks
- Boer goats
- Llamas
- Alpacas
- Creatures & Models
- Pumpkin carving

Check all that you are currently offering at your fair. What’s your score? _____

40-50: EXCELLENT! Time to share with the rest of the IAFE network!
30-39: GREAT! Lots of creative juices flowing at your fair! Have you entered the IAFE’s annual competition for ideas? Do it this year!
20-29: GOOD! You’ve got a lot of neat ideas flowing. Time to add some more
10-19: MAKING PROGRESS! You’re off to a good start. What’s holding you back from doing more?
Less than 10: That’s why you’re here!

Ideas for Display Units and Supplies from Retail



“Gondola” Shelving: Retail store fixtures, grocery store fixtures



Display Cases: Retail store fixtures



Specialty Display Shelving: Retail store fixtures



Slatwall: Retail store fixtures, store supplies



Display Gridwall: Retail store fixtures, store supplies



Portable Room Partitions (Dividers): Office Supply, Business Furniture



Pushpins: Office Supply



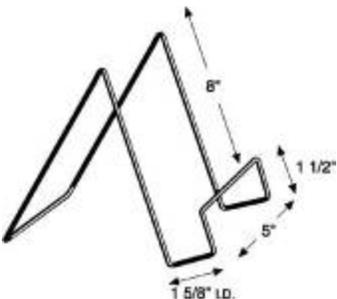
Binder Clips: Office Supply



Hang Tag (Adhesive Back): Retail Store Supply



Ceiling Track Hook: Retail Store Supply



Countertop Easel: Retail Store Supply