

The logo for the Eastern States Exposition features the letters 'ES' in a large, ornate, gold-colored serif font. Below 'ES', the words 'EASTERN STATES' are written in a smaller, black, all-caps serif font, and 'Exposition' is written in a gold-colored, cursive script font. The entire logo is centered and flanked by decorative horizontal lines with small gold-colored flourishes at the ends.

ES
EASTERN STATES
Exposition

September 17, 2015

Dear MAFA Member:

It's time for the 2015 Media Awards competition of the Mass. Agricultural Fairs Association. Please be sure to read carefully while preparing your entries for judging. If you are no longer the person who should be receiving this information, please provide us with the correct name, address, phone and email of the person we should be contacting or if possible, forward this to them.

The attached entry form must be completed in its entirety and submitted with entries. Please choose your best item and submit **ONE entry only per category** (exception: Advertising Specialties. See below). **All entries must be clearly (and individually) labeled with a category letter. Radio ads must be submitted SEPARATELY on CD/CD-R and Television ads must be uploaded to YouTube (link must be provided for viewing).** Multi-page newspaper inserts and supplements should be entered in the Potpourri category (H). Incomplete entry forms, unidentified items and late entries will be not be judged.

Entry categories:

- A. Newspaper Advertising – **ONE** ad, clipped from the newspaper – **un-mounted**
- B. Posters
- C. Radio – **ONE** commercial submitted on CD in Windows Media Player format - NOTE: must be on CD to qualify.
- D. TV – **ONE** commercial uploaded to YouTube – link must be provided on form
- E. Brochures – **ONE** Promotional flyer used to promote your fair.
- F. Premium Books – **hard copy only**
- G. Advertising Specialties/Souvenirs (no more than 3) - includes hats, mugs, t-shirts, etc. – imprinted with your fair logo or name and year 2014
- H. Potpourri (**no more than 3**) – **any item produced by your fair for promotional purposes** that does not apply to categories A-G. This includes newspaper inserts, billboards, etc.
- I. Website – Note your web address on the form. (**A printout is not required.**)

Please send entries and forms (between Oct. 5 & Oct. 9) to:

Noreen Tassinari, Director of Marketing
Eastern States Exposition, 1305 Memorial Avenue, West Springfield, MA 01089

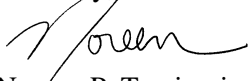
Awards will be presented during the annual meeting banquet, Friday and Saturday, November 13 & 14 at the Sheraton Hartford South in Hartford Conn. A “Best of Show” award will also be presented this year.

Entries will be on display throughout the Annual Meeting. All first, second and third place winners will receive an award certificate at the banquet.

IMPORTANT: Please send or deliver your entries to us between Oct. 5 & October 9 ONLY. Earlier delivery could result in entries being lost or misplaced. DEADLINE: Friday, October 9.

Feel free to call me at (413) 205-5041 if you have any questions. *If you have received this information in error or no longer wish to participate, please email us at sgallup@TheBigE.com.*

Sincerely,

A handwritten signature in black ink, appearing to read 'Noreen', written over a thin horizontal line.

Noreen P. Tassinari
Director of Marketing

2015 Mass. Agricultural Fairs Association
Media Awards Competition Entry Form
(MUST ACCOMPANY ENTRIES AND BE COMPLETED IN FULL)

Name: _____

Fair: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: () _____ Email: _____

I am entering the following in the 2015 Mass. Fairs Media Awards Competition:

Category:	Description or Title of Entry:
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A. Newspaper Advertising (unmounted-clipped from newspaper) _____

B. Posters _____

C. Radio (**ONE 30 sec. commercial on CD**) _____

D. TV (Uploaded to YouTube) Link/url: _____

E. Brochures (1) _____

F. Premium Book - hard copy only _____

G. Advertising Specialties _____

H. Potpourri (incl. newspaper inserts) _____

I. Website Address _____

Please list any local newspaper and email address so we may send a press release to your hometown publication.

Newspaper _____

Email _____

Newspaper _____

Email _____

(Feel free to attach a page with additional newspaper information.)

NOTE: Please let us know if we should be sending these forms to someone else:

Name: _____

Phone: _____

Email: _____