



September 2017

Dear MAFA Member:

It's time for the 2017 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 as an audio file – MP3 – via email to cpappas@TheBigE.com 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 – **unmounted**
- B. Posters
- C. Radio – **ONE** 30-second commercial submitted as an audio file (MP3) via email: cpappas@TheBigE.com
- 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 – **published hard copy only (Copies from websites will not be judged.)**
- G. Advertising Specialties/Souvenirs (no more than 3) - includes hats, mugs, t-shirts, etc. – imprinted with your fair logo or name and year.
- 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. 2 & Oct. 6) 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, Saturday, November 11 at the Sturbridge Host Hotel, Sturbridge, Mass. 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. 2 & October 6 ONLY. Earlier delivery could result in entries being lost or misplaced. DEADLINE: Friday, October 6.

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,

Noreen P. Tassinari
Director of Marketing

