

WISCONSIN STATE FAIR

AUGUST 5-15, 2021

Presented By
U.S. Cellular

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

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WISCONSIN STATE FAIR WINS 20 AWARDS AT 2020 INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS VIRTUAL CONVENTION

WEST ALLIS, Wis. – Dec. 4, 2020 – [Wisconsin State Fair](#) officials are honored to announce they received 20 awards in various divisions and categories at the 2020 [International Association of Fairs and Expositions](#) (IAFE) Virtual Convention. Wisconsin State Fair also earned the coveted **2020 Judges Choice Award** within the communications awards program, in which only one Fair is chosen throughout the entire communications program.

The IAFE “Virtual Vision” Convention took place Nov. 30 and Dec. 1 and drew participants from all over the globe including the United States, Canada, England, and Australia. IAFE made the necessary adjustments to bring the fair industry together to celebrate accomplishments and provide educational programming to move fairs forward for the future.

With the majority of fairs and events being canceled around the world, many unveiled programs to provide a segment of their offerings in a safe manner. Wisconsin State Fair and the State Fair Necessities rose to the top being recognized as the leader against some of the biggest and best events globally.

“It is a tremendous honor and accomplishment to win these prestigious and competitive industry awards during this pandemic, even without hosting the annual Wisconsin State Fair,” said Kathleen O’Leary CEO, Wisconsin State Fair Park. “Our staff worked tirelessly to provide some semblance of normalcy and a slice of the joy we would typically bring to our Fairgoers during the Fair. These awards were earned due to the true innovation the Wisconsin State Fair Park staff brings to all obstacles; especially in these unthinkable times.”

The IAFE awards are presented in categories of Agriculture, Hall of Honors Communication, Competitive Exhibits, Innovation in Sponsorship, and Non-Fair Facility Usage. Wisconsin State Fair earned first place awards in all five categories.

Agricultural Awards Program Sponsored by ShoWorks

Place:

Partnership with an Outside Group/ Business	1 st
Innovative Ways Technology was used Within Agriculture	1 st
Innovative Ways Technology was used Within Agriculture	2 nd
Agriculture Education During COVID-19 - Video	2 nd
Any Other Agriculture Program, Exhibit, or Outreach	2 nd

- more -

Hall of Honor Communications Awards Program sponsored by K & K Insurance

Video

Place:

1st

At-Home Activities: Non-Video - **2020 Judges Choice Award**

1st

Single Photo of Fairgrounds Being Used to Serve the Community

2nd

Budget-Friendly Tactics

2nd

Communications to Fairgoers about Status of 2020 Fair

1st

Communications to Fairgoers about Status of 2020 Fair

2nd

Competitive Exhibits Awards Program sponsored by North American Midway Entertainment

Place:

Additional Competitive Exhibits Measures Taken

1st

Innovation in Sponsorship Awards sponsored by etix

Place:

New Sponsor Outreach

1st

Sponsor Exposure

3rd

Non-Fair Facility Usage Awards sponsored by Ungerboeck Software

Place:

Unique Event Created to Utilize the Facility During the Pandemic

1st

Facility Beautification Project

1st

Facility Partnerships

1st

Unique Event Created to Utilize the Facility During the Pandemic

2nd

Facility Beautification Project

2nd

The 2021 Wisconsin State Fair, presented by UScellular, will take place **Aug. 5 – 15**. The fair offers a unique experience to all who attend and is an exceptional value featuring dozens of FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, shopping vendors and culinary delights. For more information, visit Wistatefair.com visit or follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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