

Achievement Award Winners

ALAMEDA COUNTY FAIR

First Place	Agricultural Education Program
First Place	Agricultural Program for Competitive Exhibitors
First Place	Any Other Display Advertising--Single Ad
First Place	Best Competition
First Place	Best Single Day Promotion
First Place	Commercial Exhibitor Handbook
First Place	Community Relevance
First Place	Competitive Exhibit Handbook
First Place	Conservation Programs or Being Green
First Place	Cutting Costs
First Place	Emergency Plan
First Place	Fair Marketing Program
First Place	Fair Sponsorship Involvement
First Place	Generational Marketing
First Place	Give It Your Best Shot--Entertainment
First Place	Guerrilla Marketing Tactic
First Place	Innovative Advertising Using Technology
First Place	Innovative Use of Technology
First Place	New Non-Competitive Exhibit
First Place	Non-Fair Event Sponsored by the Fairgrounds
First Place	One Program For Children
First Place	Our Best New Idea This Year
First Place	Outdoor Advertising
First Place	Overall Children's Program
First Place	Sponsorship Packet
First Place	Theme Program
Second Place	Community Outreach Program
Second Place	Cultural Marketing
Second Place	Fairtime Employee Program
Second Place	Fairtime Website
Second Place	Give It Your Best Shot--Carnival
Second Place	News Photo
Second Place	Non-Traditional Revenue Generating Program
Second Place	Television Advertising
Third Place	Give It Your Best Shot--Any Other
Third Place	Radio Advertising

AMADOR COUNTY FAIR

First Place	Display Newspaper Advertising--Series
First Place	Emergency Plan
First Place	Guerrilla Marketing Tactic
First Place	Innovative Advertising Using Technology
First Place	Sponsorship Packet
First Place	Theme Program
Second Place	Conservation Programs or Being Green
Second Place	Fair Marketing Program
Second Place	Fair Sponsorship Involvement
Second Place	Fairtime Programs/Schedule
Second Place	Posters

ANTELOPE VALLEY FAIR AND ALEALEA FESTIVAL

First Place	Cultural Marketing
First Place	Fair Dealer Cover Photo Contest
First Place	Pamphlets, Brochures & Direct Mail
First Place	Posters
Second Place	Best Single Day Promotion
Second Place	Books, Magazines, or Newsletters
Second Place	Competitive Exhibits Program
Second Place	Cutting Costs
Second Place	Display Newspaper Advertising--Single Ad
Second Place	Fair Logo Contest
Second Place	Fair Marketing Program
Second Place	Give It Your Best Shot--Agriculture or Exhibits
Second Place	Give It Your Best Shot--Entertainment
Second Place	One Program For Children
Second Place	Our Best New Idea This Year
Second Place	Theme Program
Third Place	Competitive Exhibit Handbook

Antelope Valley Fair & Alfalfa Festival, cont.

Third Place	Fair Sponsorship Involvement
Third Place	Fairtime Programs/Schedule
Third Place	Guerrilla Marketing Tactic
Third Place	Outdoor Advertising

ARIZONA STATE FAIR

First Place	Cutting Costs
First Place	Give It Your Best Shot--Entertainment
Second Place	Display Newspaper Advertising--Single Ad
Third Place	Display Newspaper Advertising--Series
Third Place	Fair Marketing Program
Third Place	Outdoor Advertising
Hon. Mention	Give It Your Best Shot--Carnival

THE BIG FRESNO FAIR

First Place	Commercial Exhibitor Handbook
First Place	Community Outreach Program
First Place	Competitive Exhibit Handbook
First Place	News Photo
First Place	Non-Traditional Revenue Generating Program
First Place	One Program For Children
Second Place	Conservation Programs or Being Green
Second Place	Fair Sponsorship Involvement
Second Place	Fairtime Website
Second Place	Give It Your Best Shot--Any Other
Second Place	Our Best New Idea This Year
Second Place	Pamphlets, Brochures & Direct Mail
Third Place	Fair Logo Contest
Third Place	Fairtime Employee Program
Third Place	Innovative Advertising Using Technology
Hon. Mention	Give It Your Best Shot--Entertainment

BUTTE COUNTY FAIR

Second Place	Display Newspaper Advertising--Single Ad
Second Place	Outdoor Advertising
Second Place	Sponsorship Packet
Third Place	Commercial Exhibitor Handbook
Third Place	Fair Logo Contest

CALGARY STAMPEDE

First Place	Best Competition
First Place	Books, Magazines, or Newsletters
First Place	Display Newspaper Advertising--Series
First Place	Display Newspaper Advertising--Single Ad
First Place	Exhibit Display Props or Methods
First Place	Fairtime Programs/Schedule
First Place	Outdoor Advertising
First Place	Pamphlets, Brochures & Direct Mail
First Place	Television Advertising
Second Place	Any Other Display Advertising--Single Ad
Second Place	Competitive Exhibits Program
Second Place	Fair Marketing Program
Second Place	Posters
Second Place	Radio Advertising
Third Place	Competitive Exhibit Handbook
Third Place	Give It Your Best Shot--Any Other
Hon. Mention	Theme Program

CALIFORNIA MID STATE FAIR

First Place	Fair Affiliated 501 (3) C Organization
First Place	Fairtime Programs/Schedule
First Place	Give It Your Best Shot--Any Other
First Place	Give It Your Best Shot--Carnival
Hon. Mention	Give It Your Best Shot--Agriculture or Exhibits
Second Place	Any Other Display Advertising--Single Ad
Second Place	Fair Dealer Cover Photo Contest
Second Place	Posters

Achievement Award Winners

CALIFORNIA STATE FAIR

First Place	Any Other
First Place	Conservation Programs or Being Green
First Place	Innovative Advertising Using Technology
First Place	Innovative Use of Technology
First Place	New Non-Competitive Exhibit
First Place	Our Best New Idea This Year
First Place	Posters
Second Place	Best Single Day Promotion
Second Place	Books, Magazines, or Newsletters
Second Place	Fair Affiliated 501 (3) C Organization
Second Place	Fair Logo Contest
Second Place	Fairtime Programs/Schedule
Second Place	Guerilla Marketing Tactic
Second Place	Theme Program
Third Place	Community Relevance
Hon. Mention	One Program For Children

CHOWCHILLA-MADERA COUNTY FAIR

Hon. Mention	Fairtime Programs/Schedule
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CLARK COUNTY FAIR

First Place	Display Newspaper Advertising--Series
Second Place	Guerilla Marketing Tactic
Third Place	Television Advertising

COLUSA COUNTY FAIR

First Place	Competitive Exhibit Handbook
First Place	Fair Dealer Cover Photo Contest
Second Place	Emergency Plan
Second Place	Our Best New Idea This Year
Third Place	Sponsorship Packet

CONTRA COSTA COUNTY FAIR

Second Place	One Program For Children
Third Place	Competitive Exhibits Program
Third Place	Fair Sponsorship Involvement
Third Place	Theme Program
Hon. Mention	Overall Children's Program

DEL NORTE COUNTY FAIR

First Place	Fair Sponsorship Involvement
First Place	Give it Your Best Shot--Agriculture or Exhibits
First Place	Give It Your Best Shot--Carnival
First Place	Give It Your Best Shot--Entertainment
Second Place	Fair Logo Contest
Second Place	Pamphlets, Brochures & Direct Mail
Third Place	Display Newspaper Advertising--Single Ad

DIXON MAY FAIR

Second Place	New Non-Competitive Exhibit
Third Place	Give It Your Best Shot--Entertainment

EL DORADO COUNTY FAIR

Second Place	Give It Your Best Shot--Any Other
Hon. Mention	Give It Your Best Shot--Entertainment

GOLD COUNTRY FAIR

First Place	Give It Your Best Shot--Any Other
First Place	Non-Traditional Revenue Generating Program
First Place	Our Best New Idea This Year
Second Place	Television Advertising
Third Place	Competitive Exhibit Handbook
Hon. Mention	Display Newspaper Ad--Single Ad

KERN COUNTY FAIR

First Place	Display Newspaper Advertising--Single Ad
First Place	Fair Logo Contest
First Place	Television Advertising
Second Place	Display Newspaper Advertising--Series
Second Place	Fairtime Programs/Schedule
Second Place	Radio Advertising
Third Place	Fair Marketing Program

MADERA DISTRICT FAIR

Third Place	Fair Logo Contest
Third Place	Radio Advertising
Hon. Mention	Competitive Exhibit Handbook
Hon. Mention	One Program For Children
Hon. Mention	Pamphlets, Brochures & Direct Mail

MARIN COUNTY FAIR

First Place	Agricultural Education Program
First Place	Agricultural Program for Competitive Exhibitors
First Place	Best Competition
First Place	Books, Magazines, or Newsletters
First Place	Community Relevance
First Place	Competitive Exhibit Handbook
First Place	Competitive Exhibits Program
First Place	Conservation Programs or Being Green
First Place	Cutting Costs
First Place	Emergency Plan
First Place	Exhibit Display Props or Methods
First Place	Fair Affiliated 501 (3) C Organization
First Place	Fair Logo Contest
First Place	Fair Sponsorship Involvement
First Place	Fairtime Employee Program
First Place	Fairtime Programs/Schedule
First Place	Fairtime Website
First Place	Generational Marketing
First Place	Give It Your Best Shot--Entertainment
First Place	Innovative Use of Technology
First Place	New Non-Competitive Exhibit
First Place	News Photo
First Place	Non-Fair Event Sponsored by the Fairgrounds
First Place	One Program For Children
First Place	Our Best New Idea This Year
First Place	Overall Children's Program
First Place	Posters
First Place	Theme Program
Second Place	Any Other
Second Place	Best Single Day Promotion
Second Place	Community Outreach Program
Second Place	Display Newspaper Advertising--Series
Second Place	Fair Dealer Cover Photo Contest
Second Place	Fair Marketing Program
Second Place	Guerilla Marketing Tactic
Second Place	Non-Traditional Revenue Generating Program
Second Place	Outdoor Advertising
Third Place	Commercial Exhibitor Handbook
Third Place	Display Newspaper Advertising--Single Ad
Third Place	Give it Your Best Shot--Agriculture or Exhibits
Third Place	Give It Your Best Shot--Any Other
Third Place	Innovative Advertising Using Technology
Third Place	Pamphlets, Brochures & Direct Mail
Hon. Mention	Any Other Display Advertising--Single Ad
Hon. Mention	Cultural Marketing
Hon. Mention	Sponsorship Packet

MERCED COUNTY FAIR

First Place	Any Other
First Place	Any Other Display Advertising--Single Ad
First Place	Display Newspaper Advertising--Single Ad

Achievement Award Winners

Merced County Fair, cont.

First Place	Give It Your Best Shot--Any Other
Second Place	Competitive Exhibit Handbook
Second Place	Give it Your Best Shot--Agriculture or Exhibits
Second Place	Television Advertising
Second Place	Theme Program
Third Place	Overall Children's Program
Hon. Mention	Fair Logo Contest

MONTEREY COUNTY FAIR

First Place	Fair Dealer Cover Photo Contest
First Place	Fair Marketing Program
First Place	Outdoor Advertising
First Place	Sponsorship Packet
Second Place	Agricultural Education Program
Second Place	Agricultural Program for Competitive Exhibitors
Second Place	Fairtime Website
Third Place	Any Other
Third Place	Emergency Plan
Third Place	Guerrilla Marketing Tactic
Third Place	Our Best New Idea This Year

NEVADA COUNTY FAIR

First Place	Best Single Day Promotion
Second Place	Books, Magazines, or Newsletters
Second Place	Competitive Exhibits Program
Second Place	Generational Marketing
Second Place	Innovative Advertising Using Technology
Second Place	Overall Children's Program
Second Place	Pamphlets, Brochures & Direct Mail
Second Place	Posters
Second Place	Sponsorship Packet
Third Place	Agricultural Education Program
Third Place	Best Competition
Third Place	Community Outreach Program
Third Place	Fair Affiliated 501 (3) C Organization
Third Place	Fair Marketing Program
Third Place	Fairtime Website
Third Place	One Program For Children
Hon. Mention	Commercial Exhibitor Handbook

ORANGE COUNTY FAIR

First Place	Non-Fair Event Sponsored by the Fairgrounds
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PACIFIC NATIONAL EXHIBITION

First Place	Any Other Display Advertising--Single Ad
First Place	Emergency Plan
First Place	Fairtime Employee Program
First Place	Radio Advertising
First Place	Television Advertising
Third Place	Display Newspaper Advertising--Single Ad
Hon. Mention	Display Newspaper Advertising--Series

REDWOOD ACRES FAIR

First Place	Fair Marketing Program
First Place	Television Advertising
Second Place	Display Newspaper Advertising--Series
Second Place	News Photo
Second Place	Theme Program
Hon. Mention	Competitive Exhibit Handbook

REDWOOD EMPIRE FAIR

First Place	Fairtime Programs/Schedule
First Place	Posters

RIVERSIDE COUNTY FAIR & NATIONAL DATE FESTIVAL

First Place	Fairtime Website
Second Place	Outdoor Advertising
Third Place	News Photo
Third Place	Sponsorship Packet
Hon. Mention	Competitive Exhibit Handbook
Hon. Mention	Cultural Marketing

SACRAMENTO COUNTY FAIR

First Place	Pamphlets, Brochures & Direct Mail
First Place	Television Advertising
Second Place	Fairtime Programs/Schedule
Second Place	Radio Advertising
Third Place	Posters

SAN DIEGO COUNTY FAIR

First Place	Agricultural Education Program
First Place	Agr. Pgm. for Competitive Exhibitors
First Place	Best Single Day Promotion
First Place	Competitive Exhibits Program
First Place	Cultural Marketing
First Place	Fair Affiliated 501 (3) C Organization
First Place	Fair Marketing Program
First Place	Fair Sponsorship Involvement
First Place	Generational Marketing
First Place	Give it Your Best Shot--Agriculture or Exhibits
First Place	Give It Your Best Shot--Carnival
First Place	Guerrilla Marketing Tactic
First Place	Overall Children's Program
First Place	Theme Program
Second Place	Any Other
Second Place	Best Competition
Second Place	Commercial Exhibitor Handbook
Second Place	Community Outreach Program
Second Place	Community Relevance
Second Place	Competitive Exhibit Handbook
Second Place	Cutting Costs
Second Place	Exhibit Display Props or Methods
Second Place	Fair Dealer Cover Photo Contest
Second Place	Fairtime Employee Program
Second Place	Give It Your Best Shot--Entertainment
Second Place	Innovative Advertising Using Technology
Second Place	Innovative Use of Technology
Second Place	New Non-Competitive Exhibit
Second Place	Non-Fair Event Sponsored by the Fairgrounds
Second Place	Non-Traditional Revenue Generating Program
Second Place	One Program For Children
Second Place	Outdoor Advertising
Second Place	Sponsorship Packet
Second Place	Television Advertising
Third Place	Books, Magazines, or Newsletters
Third Place	Emergency Plan
Third Place	Fairtime Programs/Schedule
Third Place	News Photo
Third Place	Radio Advertising
Hon. Mention	Give It Your Best Shot--Any Other

SAN MATEO COUNTY FAIR

First Place	Commercial Exhibitor Handbook
Second Place	Emergency Plan
Third Place	Community Relevance
Third Place	Competitive Exhibit Handbook
Third Place	Fairtime Programs/Schedule

SANTA BARBARA COUNTY FAIR

First Place	Give It Your Best Shot--Carnival
Second Place	Commercial Exhibitor Handbook

Achievement Award Winners

Santa Barbara County Fair, cont.

Second Place Display Newspaper Advertising--Single Ad
 Second Place Fair Logo Contest

SANTA BARBARA FAIR AND EXPO

Second Place Fairtime Website
 Second Place Give it Your Best Shot--Agriculture or Exhibits
 Second Place Give It Your Best Shot--Any Other
 Second Place Give It Your Best Shot--Carnival
 Second Place Give It Your Best Shot--Entertainment
 Third Place Posters

SANTA MARIA VALLEY STRAWBERRY FESTIVAL

First Place Give it Your Best Shot--Agriculture or Exhibits
 Second Place Give It Your Best Shot--Carnival
 Hon. Mention Give It Your Best Shot--Entertainment

SCHOOLS' AGRICULTURE AND NUTRITION FAIR

Second Place Competitive Exhibit Handbook
 Third Place Books, Magazines, or Newsletters

SHASTA DISTRICT FAIR

Second Place Conservation Programs or Being Green
 Second Place Give It Your Best Shot--Entertainment
 Third Place Books, Magazines, or Newsletters
 Third Place Sponsorship Packet
 Hon. Mention Give It Your Best Shot--Carnival
 Hon. Mention Non-Fair Event Sponsored by the Fairgrounds

SISKIYOU GOLDEN FAIR

First Place Community Outreach Program
 First Place Non-Traditional Revenue Generating Program
 Second Place Best Competition
 Second Place Community Relevance
 Second Place Fair Affiliated 501 (3) C Organization
 Third Place Conservation Programs or Being Green

SONOMA-MARIN FAIR

First Place Cultural Marketing
 First Place Guerilla Marketing Tactic
 First Place Innovative Advertising Using Technology
 Second Place Fair Sponsorship Involvement
 Second Place Our Best New Idea This Year
 Third Place Generational Marketing
 Third Place Give It Your Best Shot--Carnival
 Third Place News Photo
 Hon. Mention Best Competition
 Hon. Mention Fairtime Programs/Schedule
 Hon. Mention Give it Your Best Shot--Agriculture or Exhibits

STANISLAUS COUNTY FAIR

First Place Community Outreach Program
 First Place Give it Your Best Shot--Agriculture or Exhibits
 First Place News Photo
 First Place Non-Traditional Revenue Generating Program
 Second Place Fair Sponsorship Involvement
 Second Place Give It Your Best Shot--Any Other
 Second Place New Non-Competitive Exhibit
 Second Place Sponsorship Packet
 Third Place Books, Magazines, or Newsletters
 Third Place Fair Dealer Cover Photo Contest
 Third Place Give It Your Best Shot--Carnival
 Third Place Innovative Use of Technology
 Hon. Mention Fairtime Programs/Schedule

THE VALLEY FAIR

First Place Display Newspaper Advertising--Single Ad
 First Place Fair Logo Contest
 First Place Fairtime Website
 Third Place Television Advertising

VENTURA COUNTY FAIR

First Place Fairtime Employee Program
 Second Place Commercial Exhibitor Handbook
 Second Place Competitive Exhibit Handbook
 Second Place Conservation Programs or Being Green
 Second Place Generational Marketing
 Second Place Innovative Advertising Using Technology
 Second Place Innovative Use of Technology
 Second Place Non-Fair Event Sponsored by the Fairgrounds
 Third Place Give it Your Best Shot--Agriculture or Exhibits
 Third Place Give It Your Best Shot--Entertainment
 Third Place Posters
 Hon. Mention Fair Marketing Program
 Hon. Mention Give It Your Best Shot--Any Other

WESTERN WASHINGTON FAIR (PUYALLUP FAIR)

First Place Community Relevance
 First Place Fair Dealer Cover Photo Contest
 First Place Fair Logo Contest
 First Place Fairtime Website
 First Place Give It Your Best Shot--Any Other
 First Place Sponsorship Packet
 Second Place Emergency Plan
 Second Place Give It Your Best Shot--Carnival
 Second Place News Photo
 Third Place Any Other Display Advertising--Single Ad
 Third Place Best Single Day Promotion
 Third Place Give It Your Best Shot--Entertainment
 Third Place Innovative Use of Technology
 Third Place One Program For Children
 Third Place Pamphlets, Brochures & Direct Mail
 Third Place Posters
 Hon. Mention Books, Magazines, or Newsletters
 Hon. Mention Fair Marketing Program
 Hon. Mention Fairtime Programs/Schedule
 Hon. Mention Innovative Advertising Using Technology
 Hon. Mention Television Advertising

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