



Dear IAFE Members,

After careful review and thoughtful discussion, the International Association of Fairs and Expositions (IAFE) will be implementing changes to our contest divisions. These updates are based on findings from the recent economic impact study and reflect a period of deliberation by the IAFE Awards Committee, in collaboration with the IAFE Board of Directors and IAFE staff.

The goal of this change is to create more balanced and equitable divisions that better represent the diversity and operational scale of our member fairs. The economic impact data provided valuable insight into how fairs compare not only by attendance, but by overall scope and influence within their communities.

Current Divisions (by Attendance) and Number of Fairs:

Division	Attendance Range	Number of Fairs
Division 1	Up to 100,000	856
Division 2	100,001 – 250,000	98
Division 3	250,001 – 500,000	45
Division 4	500,001 – 1 million	23
Division 5	Over 1 million	13

As you can see, the majority of fairs were grouped into Division 1, creating an imbalance in competition categories.

New Divisions (by Attendance) and Number of Fairs:

Division	Attendance Range	Number of Fairs
Division 1	Up to 15,000	298
Division 2	15,001 – 40,000	309
Division 3	40,001 – 100,000	249
Division 4	100,001 – 500,000	142
Division 5	Over 500,000	35

These revised divisions more evenly distribute fairs, ensuring fairer competition and stronger peer-to-peer comparison within each division.

We understand that change can bring questions, and we want to emphasize that this decision was not made lightly. It followed extensive review, data analysis, and discussion with leadership to ensure the long-term strength and credibility of the IAFE Contest program.

Thank you for your continued commitment to excellence and for all you do to strengthen the fair industry.

Sincerely,

Anna R. Wilson

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