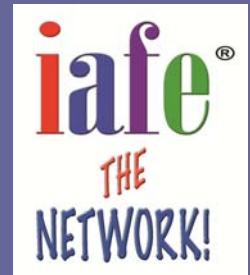
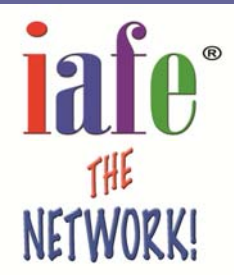


Creative Ideas for Homecraft Exhibits

*Presented by
Marla J. Calico, CFE
President & CEO of IAFE
2018*





Involve Schools

- Vocational Arts
- Friendly competition between schools
- Robotics

Vocational Arts



Vocational Arts



Vocational Arts



Robotics Competitions



Ag Mechanics – *Live Demos*



Getting Kids Involved Through School Art Projects



Table Setting Contest for Students





Art & Photography Rock!

- Break classes into smaller categories to encourage interest and participation
 - “Animals” class could become “Pets”, “Farm Animals” and “Wildlife”
- Classes for enhancements to digital photos
- Creative display of photos
- Fair visitors vote for favorite photos

Art & Photography



Art & Photography



Art & Photography



Art & Photography



Art & Photography



Art & Photography



Art & Photography



Garden
Photography



Mounting Art/Photos



Hang Tag with Adhesive Back

Mounting Art/Photos

Wire Grid Display Unit



Portable Room Partition Dividers

Mounting Art/Photos



Slatwall

Pushpins on Corkboard





Go Green!

- Creative Contests to emphasize GREEN
 - New Uses for Old Things
 - Environmental Sustainability
 - Reduction of Energy Use
 - Recycling

New Uses For Old Things

Needlework



Georgia National Fair, GA

Crafts



Ozark Empire Fair, MO

Recycled Fashion



FLORIDA STATE FAIR, 2018

MARIN COUNTY FAIR (CA)

"The Greenest County Fair on Earth"

From "Trash to Treasure" –
a competition featuring
items made from recycled
items.



Marin County Fair – The Greenest County Fair on Earth

- **Art on the Spot: Kids contest** – one hour to create a unique work of art using just recycled materials.
- **Going Green:** Junior crafts with Going Green focus made out of toothpicks, tongue depressors, straws, string and recycled items.
- **Recycled Glass Art:** Create a work of art using recycled glass. (Pieces of colored glass or glass that is fused, slumped, carved, etc.)
- **Backyard Compost:** bring 3-4 pounds of your compost, along with description and photo of compost bin used





Fun Contests For Kids

- Think outside the box
- Make it easy to enter/participate
 - “Day Of” events
 - Provide materials
 - Offer to teach a class at the school
 - Promote it at schools, camps, day-care, etc.

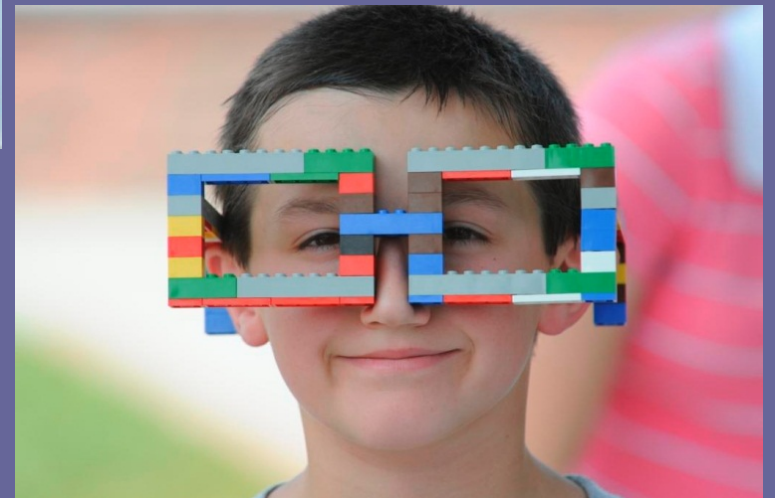
Decorated Potatoes



Little Chefs



Legos



Soap Carving



Art on the Spot



Crafts Projects – School or Camp





Demonstrate!

- Live action exhibits and demonstrations
 - Create interest
 - Involve new groups & sponsors
 - Give a reason to stop in the building
 - Opportunity to educate & inform
 - Hands-on activities (make and take)

Demonstrations



Demonstrations



Kids Love Bees!



Hands-On Learning





More Green : Plants & Landscaping

- Take advantage of increasing interest in landscape design and use of live plants
- Enhance exhibit areas with live plant displays
- Plant competitions thrive where excellence in displaying them is a priority
- Competition for landscape companies to beautify grounds















Wildflowers

Ozark Empire Fair, MO

- **Drought Resist Landscape Design** – Riverside County Fair, CA
- **San Diego County Water Authority Award** for best Xeriscape garden in landscape competition – San Diego County Fair, CA

Container Gardens







A Potpourri of Ideas



- Look at other fairs' handbooks
- Talk to local guilds, groups, shops
- Meet with teachers
- Keep current with pop culture, trends

Scarecrow Decorating Contests



Table Setting Contest for Adults



Special Culinary Contests Generate Interest



Other Food Contest Ideas

- **The Joy of Java:** Heart of Illinois Fair, IL – Desserts, appetizers, main dishes, etc. made with any coffee product (instant, whole beans, regular or decaf, espresso, brewed, etc.)
- **What's in Your Crockpot?:** Alabama National Fair, AL
- **Party Snacks:** Hamilton County Fair, OH – classes for cheese ball, chip dip, hors d'oeuvres, cereal snack, etc.
- **“Top Dog” Hot Dog Contest:** Alabama National Fair, AL – Bring all ingredients and prepare your Top Dog Hot Dog for the judges and audience.
- **Weird Chocolate Cakes:** Marin County Fair, CA – Examples: chocolate beet cake, chocolate chipotle cake, chocolate sauerkraut cake, etc.

Add Special “Focus” Competitions Wood Turning



Tying Competition With Prize Drawing



Just Call Me Martha Craft Contest

Ozark Empire Fair, MO





Change the Way You Think About Exhibits

- Concentrate on *Customer Service*
 - make it easy to participate
 - Make it easy to ask questions & find information
- Evaluate – don't be afraid to make changes
- Try, try and try again



Customer Service



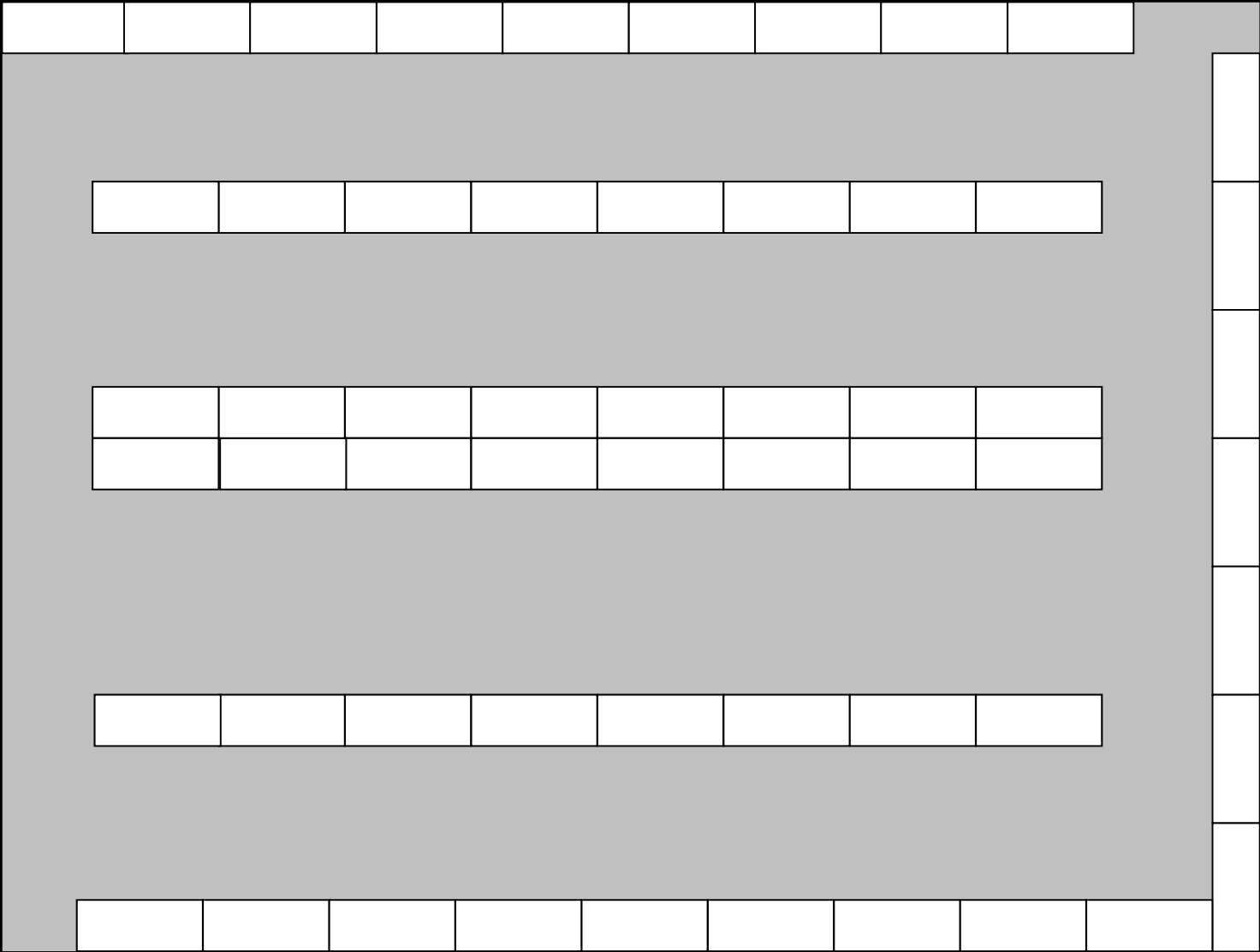
Creative & Excellent Displays

*Make a difference, create interest,
generate more participation*

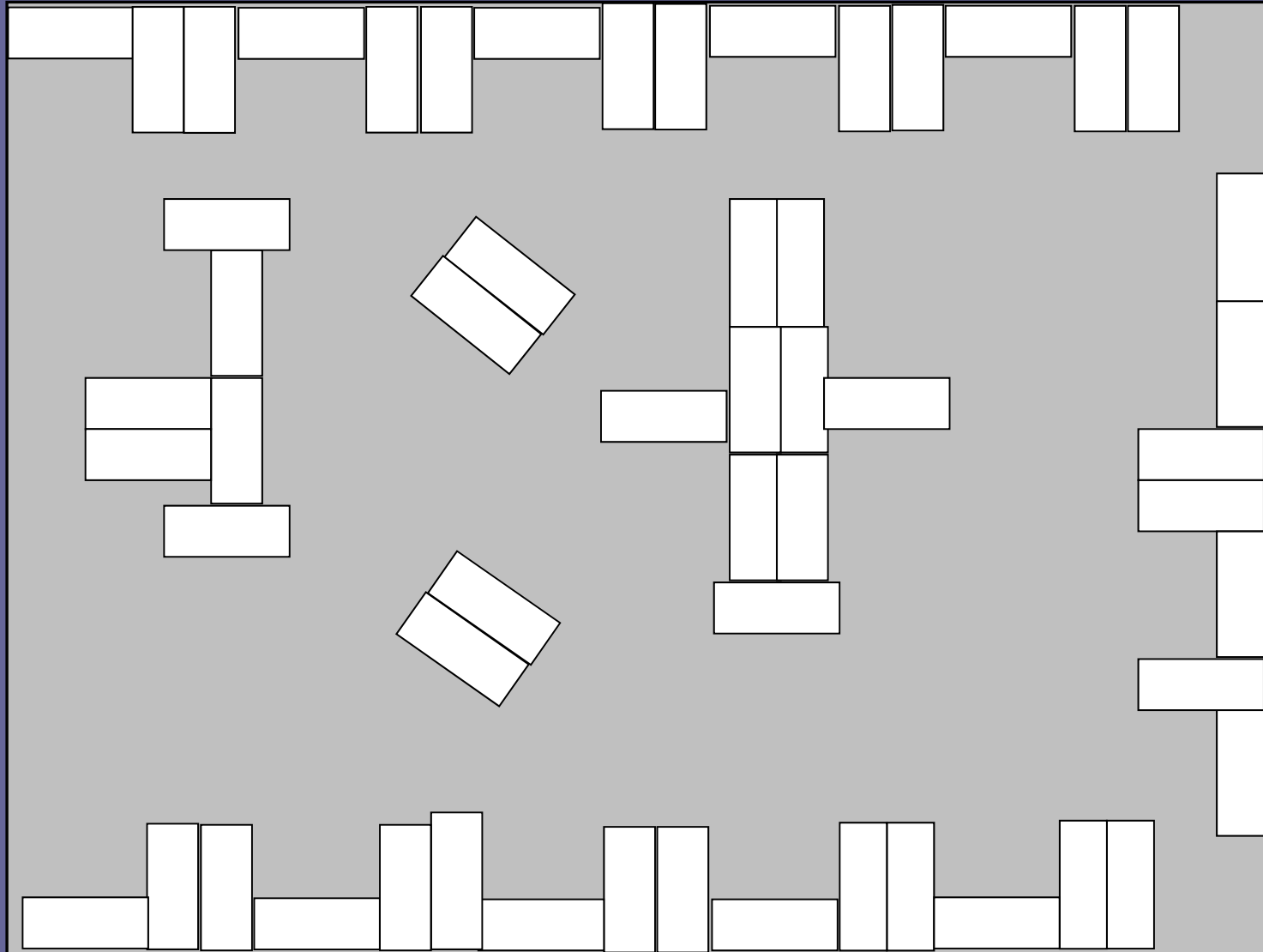
Change is NOT a 4-letter Word



Create Change



Create Change



Add Pizzazz To The Overall Display



Add Pizzazz To The Overall Display



Add Pizzazz To The Overall Display



Add Pizzazz To The Overall Display



Are Your Vegetables Still On Paper Plates?



Or, Are You Creating Unique & Beautiful Exhibits



Or, Are You Creating Unique & Beautiful Exhibits



Are Sewing Entries Declining Because of the Way Displayed?



Or, Increasing Due To Excellence in Display Techniques?



Some Examples Of Excellence in Display Techniques











RTS









JOY CHASEL
2002
PRIZE: BEST BEARS
AND BEST
BEARD

JOY SCOTT
2002
PRIZE: BEST BEARS
AND BEST
BEARD

JOY SCOTT
2002
PRIZE: BEST BEARS
AND BEST
BEARD

2002
PRIZE

JOY SCOTT
2002
PRIZE: BEST BEARS
AND BEST
BEARD

JOY CHASEL
2002
PRIZE: BEST BEARS
AND BEST
BEARD

JOY SCOTT
2002
PRIZE: BEST BEARS
AND BEST
BEARD

PATRICIA AMOS
2002
PRIZE: BEST BEARS
AND BEST
BEARD

JOY CHASEL
2002
PRIZE: BEST BEARS
AND BEST
BEARD

JOY SCOTT
2002
PRIZE: BEST BEARS
AND BEST
BEARD

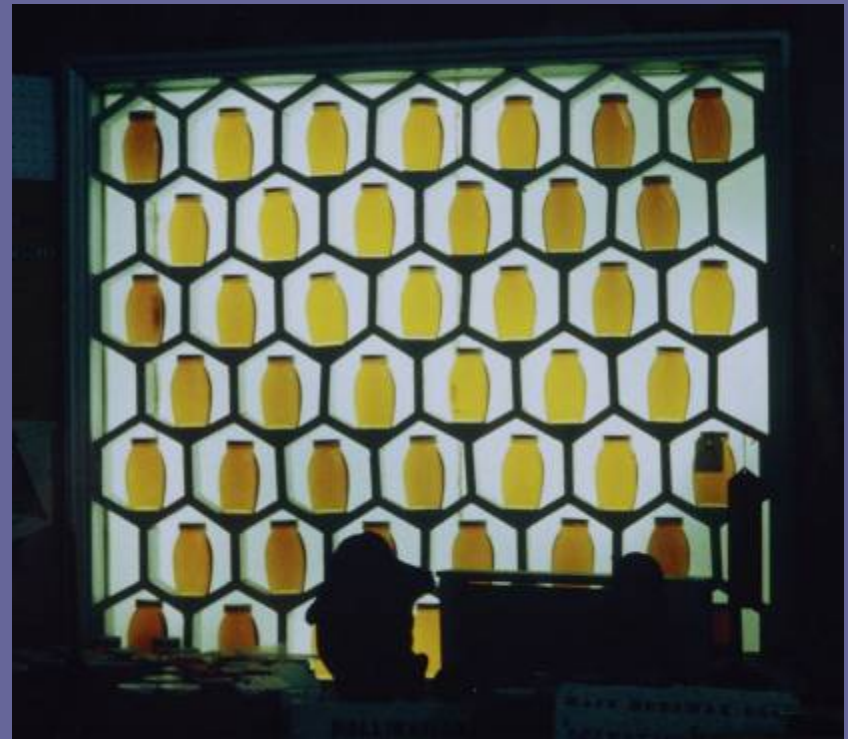
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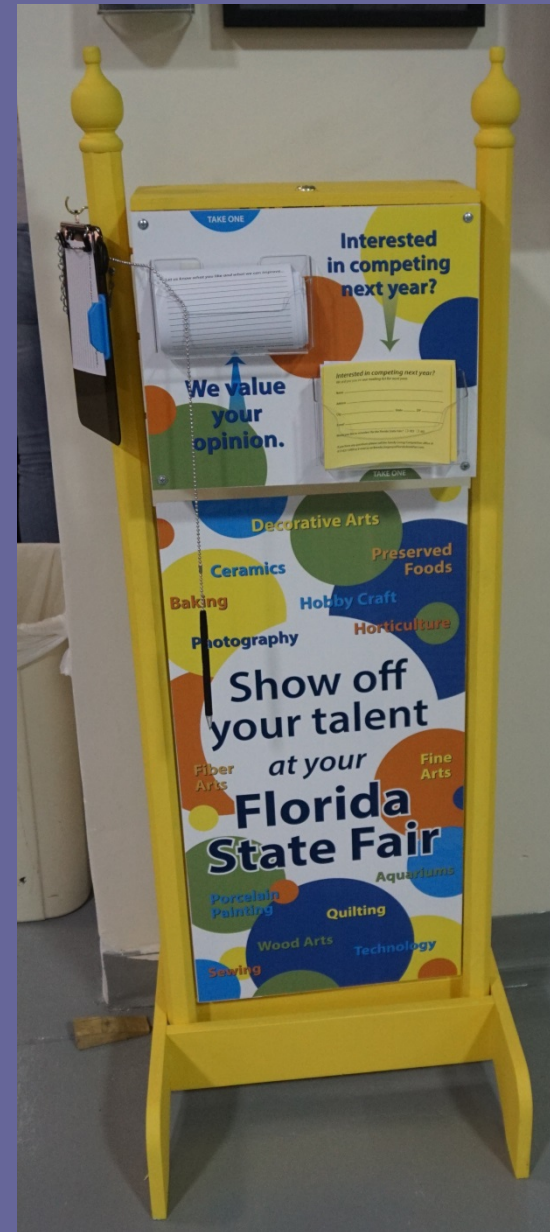


Marketing Plays A Vital Role

- Make a marketing plan for the Exhibits Department
- Budget for advertising to generate interest, call for entries
- Presentations to Parent & Teacher Organizations
- Place Handbook in local newspaper
- Survey youth to find out what interests them
- Reach out to Summer Camps

Marketing Plays A Vital Role

- Direct Marketing to the Right People
- Sign-up at the fair – with interest for next year (i.e. Guest Book)



Marketing Plays A Vital Role

- Reminder postcard to prior exhibitors when information is available on-line
- Direct contact with Schools – arts, vocational courses, etc.

Homecraft Exhibits Can Be the Life Insurance Policy for Your Fair

What are you doing to protect the
future of your fair?

