

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: _____

Division # and Title: _____ **Class#** _____

Marketing Goal: _____

Form of Promotion (what type of promotion was it and where did it appear):

Who was your target market?

What was the reach?

What was the ROI or outcome

LA COUNTY FAIR

SEPT 1-24, 2017

DON'T MISS THESE GREAT ATTRACTIONS:

THE IGLOO* - Presented by Groupon

Chill out in our arctic village with the Polar Ice Rink* and Penguin Sled Run* made with real ice and snow! Shop the Arctic Promenade and dance the night away with an all-ages dance party featuring DJ Cool and periodic snow storms.

JURASSIC PLANET*

Prehistoric creatures have defied extinction, making the Fair their new home. See (and hear) dozens of dinosaurs roaming the hillside in search of their next meal.

THE MAGICAL WORLD OF DRAGONS, WIZARDS & BEASTS

Step inside our castle that takes you to a realm of fantasy, imagination and experience. Visit dragon perches and engage in interactive devices filled with pop culture references. See live animals and engage in the many activities that are not only fun but educational.

THE FARM

Experience crops and critters at The Farm at Fairplex. This working farm features 150 California Specialty Crops and hundreds of barnyard animals. This year we even have a bug bar, featuring bug tacos.

The GRAMMY Museum® Presents The Taylor Swift Experience™ At the LA County Fair*

The Taylor Swift Experience™ gives visitors an in-depth look at the 10-time GRAMMY®-winning artist as a singer, songwriter, musician and producer through personal photographs and home videos, interactive experiences, handwritten lyrics of Taylor's top-charting hits and iconic performance outfits.

*Nominal admission fee for ages 6 and older.

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PDF Entry Information

Exhibitor Name: Kristy Dahlstrom

WEN: 5F0C9E

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title: LA County Fair

Description:

Notes:

