

Highland County Fair Earns Honors at VAF Convention

Website Receives First Place and Best in Show



The Virginia Association of Fairs (VAF) convention was held on January 4th through 7th, 2024, in Williamsburg, Virginia. During the convention, VAF members come together for an annual meeting, educational workshops about how to improve events, and a large trade show displaying various entertainment companies and entertainers. It's also an opportunity for VFA to raise money for their multiple scholarships and to showcase Communication Awards winners.

The VAF distributes Communication Awards based on how individual fairs advertise and market their events. Categories range from brochures, booklets, photo essay boards, radio ads, websites, and more. There are 21 categories in all, and ribbons are awarded for first through third places. Additionally, individual fairs accumulate points based on ribbons won as well as contest participation, ultimately determining the Conference's Overall Winner. VAF also selects Best in Show recipients from the first-place winners of each division. Highland County is in Division I, which encompasses events with 0-7000 attendees. Division II are fairs with 7001-30000 attendees, and Division III are 30001 attendees and over.

Highland entered the categories of: Fair Scrapbook, Logo, Newsletter, Poster, Premium Book/Catalog, Tabloid, Newspaper Ad (black and white), Radio Advertisement, Theme, Promotional Advertising, Merchandise, Website, and Facebook Campaign.

Highland's website won first place and BEST IN SHOW in its division! Check out our AWARD WINNING website at highlandcountyfairva.com, and if you see



Learn more about the Virginia Association of Fairs, Inc. at <https://www.vafairs.us/>

