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2018 Oregon State Fair Wins Big in Industry Awards

Western Fairs Association, Oregon Fairs Association, International Association of Fairs & Expositions, and others take Notice of Creative Marketing Campaigns

SALEM, Ore. — The [Oregon State Fair](#) announced numerous industry accolades for its marketing campaigns for the 2018 Fair, which took place August 24 through September 3, 2018. Most recently, at the annual convention of the [Western Fairs Association](#), which represents all fairs in the Western U.S., the Fair's [2018 TV spot](#) won first place, and its radio commercial won second place in the “Large Fairs” category. The Oregon State Fair also won top awards in 2018 for billboard advertising and social media in the competition put on by the [Oregon Fairs Association](#). Both honors were received in January 2019.



“Our goal is to create marketing campaigns that represent the pure fun of Oregon State Fair,” said Dan Cox, Oregon State Fair spokesperson. “In addition to the marketing recognition, the Fair continues to grow in attendance each year, and all involved with every aspect of the Fair should be proud.”

These awards joined a list of honors received for the most recent Fair. In November, the Oregon State Fair was the recipient of a [Public Relations Society of America Oregon Chapter](#) Spotlight Award for the *Flash Fair*, a promotional event that took place in downtown Portland on July 11. In October, at the annual convention of the [International Association of Fairs & Expositions](#) (IAFE), the Fair's TV spot won again receiving third place in the Hall of Honors Communications, a competition for the U.S. and Canada.

The 2018 [Oregon State Fair](#) increased numbers across the board. Attendance grew 19 percent over 2017 with 316,153 unique visitors in 2018, compared to 264,945 in 2017. In addition, the carnival revenue increased 23 percent over 2017, with food and beverage growing by 27.5 percent. The 2019 Oregon State Fair will take place on August 23 through September 2.

About the Oregon State Fair

The Oregon State Fair, established in 1861, first began in Oregon City, Oregon during the time of the U.S. Civil War. Since 1862, the Fair has called the Oregon State Fairgrounds in Salem home, hosting thousands of visitors from near and far with premier concerts, art, culture, rides, agricultural exhibits and livestock. For more information, visit oregonstatefair.org.

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