

Encouraging New Exhibitors



Use Assist Expo to email exhibitors about changes to book, date and times to drop entries off, where to pick up books, entry tags and reminders to participate.

Printed books and materials-available in stores, library, townhall and hand delivered to rural mailboxes to people we know with personal messages.

Local Library-Seaforth Public Library organized 3 different days advertised by bookmarks put in any books taken out by children throughout the summer. Supplies available for crafts with Ambassadors helping. Fair Committee and Library coordinate to get entries in.

Local Retirement Home- Senior Home Rec Coordinator completes Arts and Crafts with residents and then enters for each resident.

Local Daycares and Home Daycares-Youth sections completed by Childcare providers and arrangements made to get articles to fair for entry.

Local Horticultural Society is given the Flower and Vegetable sections to share with their members

Local Schools- are given an education section that the teachers have the students work on. They are picked up from the schools in June. They also send out the youth section to all families in June and again in September.

Social Media- Facebook, Instagram, website post often and get people to comment so it reaches more people

Special Contests or incentives

\$1000 Tomato Contest

Ambassador only Competitions

Prince and Princess Competitions linked to the number of entries they enter.

Drop of times- we added a night time drop off as well as a morning drop off.

Most of all the list of entries needs to get out early and advertised heavily using multiple methods.

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