

VISA

PRESENTING SPONSOR



IFEA WORLD
FESTIVAL & EVENT CITY[®]
AWARD PROGRAM

“Recognizing the best in city-event leadership and partnerships around the world.”





ABOUT THE IFEA WORLD FESTIVAL & EVENT CITY AWARD[®]

The *IFEA World Festival & Event City Award*[®] was designed and created as a way for the global festivals and events industry to openly encourage, support, learn from and recognize positive local environments for festivals and events worldwide. If you are considering applying for this prestigious award, you already understand the important role that festivals and events play in your community by:

- Adding to the quality of life for local residents;
- Driving tourism;
- Showcasing a positive community brand and image to the media, business community, and visitors;
- Creating economic impact that translates into jobs, tax revenues and enhanced infrastructure improvements;
- Providing enhanced exposure opportunities for the arts, not-for-profit causes and other community programs and venues;
- Promoting volunteerism and bonding the many elements of the community together;
- Encouraging community investment, participation, creativity and vision; and
- Building irreplaceable 'community capital' for the future.

To achieve and maximize these important returns for the markets that they serve, we must clearly understand their direct correlation to the partnerships with and support from the local community, at all levels, that is critical to the success and sustainability of existing festivals and events, as well as the ability to attract and encourage new events. Through this special award the IFEA is pleased to recognize those cities and markets who have worked, through concerted efforts, to provide an environment conducive to successful festivals and events. For each year's selected cities, the *IFEA World Festival & Event City Award*[®] provides:

- A strong platform from which to recognize the success of current and on-going efforts by every component of your community;
- A clear positioning statement to encourage continued infrastructure, policy and process enhancement and expansion; and
- A powerful marketing statement for use in recruiting and encouraging new festivals, events and businesses.

We look forward to working with you, your city and community partners to recognize the quality efforts and support that you have successfully developed over the years and should be rightfully proud of. Thank you for your continued support of, and partnership with, the festivals and events industry. Best of Luck with your entry!



VISA: GLOBAL SPONSOR OF THE IFEA WORLD FESTIVAL & EVENT CITY AWARD[®]

In 2011, VISA joined with the International Festivals & Events Association to become the presenting sponsor of the *IFEA World Festival & Event City Award*, creating a natural partnership between the global events industry and the globally recognized financial leader.

"Through this unique and special award, the IFEA hopes to create and expand the dialogue between events and cities around the world, at a time when each needs to be supporting the other more than ever. VISA is the ideal partner for this program and together we look forward to creating new and ongoing opportunities to explore and inspire these important city/event partnerships, redefining 'best practices' and setting the stage for the future," said Steven Wood Schmader, CFEE, President & CEO of IFEA World.

Charles Brown, Chairman & CEO of Festival Transaction Services and Festival Media Corporation, representing VISA in recognizing the previous *IFEA World Festival & Event City Award*[®] recipients, commented that "The IFEA has successfully built a global network of event professionals and resources that are changing the face of the industry and VISA is proud to be a part of that effort."

Festival Transaction Services has formed a new partnership that includes VISA, Bank of America Merchant Services and First Data Corporation – the three largest financial services companies in the United States – to provide cash management services to the festivals and events industry around the world. "We know that the professionals in the global festivals and events industry today are in need of strong and reliable partners – from recognition to cash management systems that can help them enhance the attendee experience, increase revenues and build stronger financial foundations. We can now bring that to the table and are excited about working with the IFEA to help strengthen the success of festivals and events around the world," noted Brown.

For more information on VISA products and services for festivals and events, please contact Jim Shanklin, Executive Vice President of Festival Transaction Services/Festival Media Corporation at +1-206-381-5202 or jshanklin@festmedia.com.

ENTRY INFORMATION

Quick Reference Guide

DEADLINES

- Entry Deadline: 5:00 p.m. (Mountain Time Zone) – Monday, July 14th, 2014
- Entry must include completed entry, additional requested details and application form with payment
- Due to time constraints in judging, late entries cannot be accepted.

FEES

The total cost to enter the *IFEA World Festival & Event City Award*® is \$695 (U.S. Dollars) for IFEA Members and \$895 (U.S. Dollars) for non-IFEA Members per entry. Payment may be made using a Visa, MasterCard or American Express credit card or by Check (made payable to the IFEA) or by Wire Transfer. For more information on Wire Transfers and transfer fees, please contact Bette Monteith at bette@ifea.com or +1-208-433-0950 ext: 2.

ELIGIBILITY

Applications for the *IFEA World Festival & Event City Award*® may be submitted by the City itself or by an event(s) on behalf of their City. It is our hope that the application process itself will result in an even closer working partnership and dialogue between the Applicant City and the festivals and events who serve that market.

Applicants may re-apply for the *IFEA World Festival & Event City Award*® each year.

JUDGING

Judging of the *IFEA World Festival & Event City* entries is done by an international panel of respected event professionals, who have been pleased to discover that there are many amazing programs happening around the world that will help us all to raise the bar for our own communities, showing us what is possible – at every level – when vision and leadership combine.

The *IFEA World Festival & Event City Award*® are presented on an individual basis to exemplary cities around the world that we hope others will emulate. The awards are not designed as a competition of one city against another, but rather to recognize those individual cities

that have 'raised the bar' for everyone, taking into account the cultural, economic and geographic challenges that they have met, mastered and often changed along the way. For that reason, we may present multiple awards each year, while some will be encouraged to strengthen or make adjustments to selected components of their entry criteria for reconsideration in future years.

SCORING SYSTEM

- A possible total of 100 points may be awarded to each entry based upon the individual components listed under Sections 1-6 of the overall entry.
- Failure to meet all requirements or answer/provide all necessary information may impact judging decisions and will result in a deduction of points.
- If a section or element does not apply to your City, please state this within your entry (explaining why it does not apply) in order to avoid losing points.

SELECTION AND NOTIFICATION

- Award Recipients will be notified via email by August 21st, 2014. Notification will go to the primary contact listed on the entry application.
- The 2014 *IFEA World Festival & Event City Award*® will be presented during the IFEA's 59th Annual Convention & Expo, Date & Location TBA. Each recipient city will be highlighted in a brief video presentation at the award ceremony and on-site throughout the convention.

MAXIMIZING YOUR AWARD

Being selected as an *IFEA World Festival & Event City* is only the beginning of the benefits to be gained from this special honor. The IFEA will help each recipient with ideas on how to maximize and leverage your award, with specific examples from previous recipients.

- Each winning recipient of the *IFEA World Festival & Event City Award*® will receive an engraved award suitable for indoor display and a personal letter of congratulations.
- Duplicate *IFEA World Festival & Event City* awards, flags (for display or flying) and other recognition items are available for purchase by award recipients wishing to share their honor with the many partners who helped them to win.
- Winning recipients will be provided with the rights to use the 2014 *IFEA World Festival & Event City Award*® Winner logo

- on their websites, press releases and other appropriate City letterhead, brochures, marketing materials, etc.
- The IFEA will announce all *IFEA World Festival & Event City Award*® recipients in an international press release to the world's leading media sources, including all local market media contacts provided to the IFEA by selected applicants.
- IFEA World Festival & Event City Award*® recipients will be featured in a special on-line tribute section at www.ifea.com in perpetuity and in a special section of *ie: the business of international events*, the IFEA's industry-leading magazine.
- Each winning recipient will receive a one-year complimentary IFEA membership.

RELEASE & USAGE

- By submitting your entry to the *IFEA World Festival & Event City Award*, you automatically grant the IFEA the right to use any materials from your entry for editorial, analytical, promotional or any other purpose without additional permission or compensation. All materials and photos submitted as part of the application will become the property of the IFEA.
- Entries submitted are not able to be returned. Copies should be made prior to submitting your entry, as desired. *Note: Proprietary or sensitive information will not be shared if identified clearly.*
- Winning applicants agree that the IFEA may use their City name and representative photos in all press releases and program marketing materials, both hard copy and electronic versions.
- Your entry into the competition is acknowledgement of these terms.

ENTRY REQUIREMENTS

Working in partnership with local community leadership, festivals, events, organizations and businesses, please provide a clear overview and understanding of the festival and event environment in your City/Market through your responses to each defined section. The application process in itself is a great opportunity to evaluate internally the areas where your City excels and other areas where you may be able to strengthen your efforts and further support local programs.

Cities interested in being considered for the annual *IFEA World Festival & Event City Award*® must submit and include the following information:

1. A completed entry form providing contact and payment information.

2. A one (1) paragraph description of your city (to be used for promotional purposes by the IFEA).
3. An email list of your local media contacts in Excel format for IFEA for use in announcing the selected recipients.
4. A representative photograph highlighting your City and/or events. (A least 300 dpi in size)
5. A three (3) minute video presentation representing your City. (Refer to Important Details section below for video format.)
6. A one (1) page introductory letter stating why your City should be selected to receive the *IFEA World Festival & Event City Award*.
7. Your overall completed *IFEA World Festival & Event City Award*® Entry providing responses and supporting information for the following sections. Refer to pages 6-9 for detailed descriptions required for each section. This part of your entry must be submitted as one (1) singular entry piece/document/PowerPoint/Pdf, etc.:
 - o Section 1: Community Overview
 - o Section 2: Community Festivals & Events
 - o Section 3: City/Government Support of Festivals & Events
 - o Section 4: Non-Governmental Community Support of Festivals & Events
 - o Section 5: Leveraging 'Community Capital' Created by Festivals & Events
 - o Section 6: Extra Credit

To view examples of past *IFEA World Festival & Event City Award*® recipient entries, go to: www.ifea.com / Industry Awards / World Festival & Event City Award / Recipients.

IMPORTANT DETAILS

- Please submit your main entry (as listed in components 6-7 under Entry Requirements above), as one (1) singular entry piece/document/ PowerPoint/Pdf, etc. Components 1-5 listed under Entry Requirements may be submitted as separate pieces from the main entry, but must be submitted at the same time.
- All entry information should be provided in English and typed using 10-point Arial font.
- Please submit your overall entry via Email (preferred method of submitting entry.) Please create entry in a Word, PowerPoint, PDF document, tif, jpg or other standard format. If entry must be mailed, please submit your overall entry on a CD, or USB flash drive to the IFEA World Headquarters in the format listed above.
- To submit Video portion of entry, please email video file as an MP4, WMF, MOV - or provide a link to an online video location such as YouTube. If mailing video on a

- disk or USB Drive, please submit video as an MPF, WMF, MOV. (DVD's should be encoded for Region 1 or Region 0 DVD capabilities.)
- Entries over one Meg must be provided as a link to a fixed site with no expiration timeframe.

TIPS & POINTERS

- Not all components under a specific section will pertain to everyone. Don't worry; there are no 'right' or 'wrong' answers and our international judging panel will base their decisions on overall impressions after reviewing all of the submitted information. We are all learning from each other, with the goal of strengthening the partnerships, benefits and returns to our respective communities from the festivals and events that are such an important part of the community fabric and we hope to find additional new ideas being implemented from within all of the award entries that we can share in the future.
- Responses to the requested information may require a straight-forward numerical answer, or a more descriptive definition. While we have placed no limits on length, we encourage you to provide the most succinct answers possible that clearly make your point.
- If you have any questions or need clarification on any criteria, please do not hesitate to contact us.
- Support materials, photos, videos, brochures, copies, etc. should be inserted following the responses to each section.
- As needed, we may communicate with the primary contact on the application to clarify any questions that may arise.

SEND ENTRIES TO

Please email completed entries, application form and payment to: nia@ifea.com.

Entry, payment and application form may be mailed if necessary. Be sure to provide entry on a disk or a USB Flash Drive in a word, PowerPoint, PDF or other standard format. Please mail to:

IFEA World Festival & Event City Award
2603 W. Eastover Terrace
Boise, ID 83706
U.S.A.

QUESTIONS?

Contact:

- Steve Schmader at schmader@ifea.com
- Nia Hovde at nia@ifea.com
- Phone: +1-208-433-0950 ext:3

IFEA World Festival & Event City Award[®]

ENTRY REQUIREMENTS

Working in partnership with local community leadership, festivals, events, organizations and businesses, please provide a clear overview and understanding of the festival and event environment in your City/Market through responses to each of the following sections. The application process in itself is a great opportunity to evaluate internally the areas where your City excels and other areas where you may be able to strengthen your efforts and further support local programs.

Please submit the following information:

1. A completed entry form providing contact and payment information.
2. A one (1) paragraph description of your city (to be used for promotional purposes by the IFEA)
3. An email list of your local media in Excel format for IFEA to use to announce the selected recipients.
4. An individual photograph representing your city. (A least 300 dpi in size).
5. A three (3) minute video presentation representing your city. (Refer to Important Details section for video format.)
6. A one (1) page introductory letter stating why your City should be selected to receive the *IFEA World Festival & Event City Award*.
7. Your overall completed *IFEA World Festival & Event City Award*[®] Entry providing responses and supporting information for Sections 1-6 below. This part of your entry must be submitted as one (1) singular entry piece/document/PowerPoint/Pdf, etc. Please refer to the Entry Requirements and Important Details sections for specific entry formats and details.

To view examples of past IFEA World Festival & Event City Award[®] recipient entries, go to: www.ifea.com / Industry Awards / World Festival & Event City Award / Recipients

Section 1. Community Overview

Goal: The information in this section should help provide us with a better understanding of your community and the infrastructure in place to host and/or support those producing and attending festivals and events.

- Please provide an overview of your community that will provide us with as many elements as possible, such as:

a. Current City Population

b. Current SMSA or LUZ Population

(Standard Metropolitan Statistical Area or Large Urban Zone)

c. Population within a 50 Mile Radius of Applicant City

d. Primary Festival and Event Venues Available

(Indoor and Outdoor. For example: Theatres, Plazas, Bandshells, Parks, Stadiums, Fairgrounds, Sport Facilities, Convention Centers, etc., including those facilities planned for completion within the next two years. Include Estimated Capacities for each. For outdoor venues, use a formula of 1 person per 3 square feet if no other total capacity numbers are available.)

e. Water and Power Accessibility in Outdoor Venues

f. Hospital and Emergency Response Availability

g. Total Number of Hotel Rooms Available

h. Public Transportation Options

i. Parking Availability

(Paid lots, meters, and free)

j. Walking Paths, Bicycle Lanes

k. Estimated City Visitors Annually Attributed to Festivals and Events

Section 2. Community Festivals and Events

Goal: The information in this section should provide us with an understanding of the diversity and success of current festivals and events that serve your city residents and visitors throughout the year.

- Please provide us with a good overview of the leading festivals and events currently operating in your market. A full-year calendar of events is very helpful as we consider this area.

Please provide the following for the 'Top 10' festivals or events in your market:

- Festival or Event Name**
- Top Executive Contact Information**
- Number of Years Festival or Event has been Produced**
- Event Dates** (Minimally the month held, with days if clearly defined – For example: the last weekend in June. If the event is a series, list the starting and ending dates – For example: Every Wednesday, June through August.)
- Primary Target Audience** (For example: Families; Young Adults; Seniors; Children; Specific Cultural Heritage Groups; All Community Segments; Out-of-Market Visitors, etc.)
- Recurrence Cycle** (Annually, Every 5 Years, etc.)
- Estimated Combined Aggregate Attendance**

Section 3. City/Governmental Support of Festivals and Events

Goal: The information in this section should help us to understand the strength and depth of support by the applicant City and other area governmental bodies (County, State, taxing districts, etc.) and demonstrate a clear awareness of event support needs by government agencies and officials.

- Please define or describe each of the following elements (a-i) below, as completely and accurately as possible.
- Where available and appropriate, please provide examples and copies.
- If a section or element does not apply to your city, please state this within your entry and why it does not apply and/or what you may have/use instead.

- Defined and Accessible Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies**
- Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies**
- In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies**
- Defined Role of the City in Festival and Event Approval**
- City-Provided Festival and Event Process Coordination and Assistance Systems**
(For example: Existence of a City Events Department; 'One-Stop Shopping' for Permitting and Municipal Service Needs; Shared Resource Programs for Volunteer Recruitment/Management, Non-Proprietary Equipment Usage/Maintenance, Insurance/Music Licensing Provisions, etc.)
- Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events**
- Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events**
(For example: noise ordinances, traffic regulations, curfews, parking fees, fireworks regulations, ambush marketing control, alcohol service requirements, taxes, food safety, insurance requirements, etc.)
- City Provided Festival and Event Training Programs**
(For example: Marketing, Planning, Budgeting, Risk Management, Alcohol Service, City Department Introductions, Professional Certification, etc.)
- Direct Industry Involvement / Memberships by Any of the Above**



Section 4. Non-Governmental Community Support of Festivals and Events

Goal: The information in this section should help us to understand the commitment to festivals and events and direct support provided by community individuals and non-governmental organizations. Without this type of support most festivals and events could not achieve the level of success that these important partnerships help to build.

- Please define or describe how each of the following elements/organizations (a-l) below (if applicable) lends their support to ensure the success and outreach of local festivals and events completely and accurately as possible.
- Answers should be provided as an overview reflective of the entire community versus an individual event/organization, with enough detail to provide a clear picture of support.
- If a section or element does not apply to your city, please state this within your entry and why it does not apply and/or what you may have/use instead.

a. Volunteer Involvement

b. Sponsorship Support (include in your answer a list of the ten (10) most prominent corporate sponsors in your market)

c. Media Support

d. Chamber of Commerce / Convention & Visitors Bureau Support

(Promotion and marketing activities, familiarization tours, travel writer access, material creation, information distribution, grant funding, visitor hosting, etc.)

e. Downtown Associations

(Support by Downtown merchants and businesses)

f. Organizations to Assist Individuals with Disabilities

g. Local Event Cooperatives

h. Sports Commissions

i. Educational Institution Support

j. Special Incentives/Discounts Provided to Festivals and Events by Local Venues

k. Access to Industry Suppliers in the Local Market

(For example: banners and decorations; generators; portable toilets; merchandise; generators; stage, lights & sound; golf carts; security; chairs; barricades; ATM's; communication services; etc.)

l. Direct Industry Involvement / Memberships by Any of the Above

Section 5. Leveraging 'Community Capital' Created by Festivals & Events

Goal: The information in this section should help us to understand how the City and its non-governmental partners maximize the 'community capital' created by festivals and events in your market.

- Please define or describe how your City uses the branding and marketing images/opportunities provided by your local festivals and events to leverage return in other areas.
- These may include, the items below, among others.
- If a section or element does not apply to your city, please state this within your entry and why it does not apply and/or what you may have/use instead.

a. Community Branding (How are local festivals and events used promote and build upon the positive image of the city?)

b. Promoting Tourism (How are local festivals and events used to promote tourism visits?)

c. Convention Marketing (How are local festivals and events used to recruit conventions to the city during the times that festival or event activities may serve as an extra incentive for choosing a destination?)

d. Corporate Recruiting Efforts (How are local festivals and events used by Economic Development efforts to recruit new businesses to consider choosing your market for their operations?)

- e. Relocation Packets and Information** (How are local festivals and events used in information designed to entice individuals / organizations to relocate to your city?)
- f. Familiarization Tours** (How are local festivals and events used by your City and Convention & Visitors Bureau as part of 'Familiarization Tours' for visiting meeting planners, VIP's, etc.)
- g. Out-of-Market Media Coverage** (How are local festivals and events used to secure interest in coverage from out-of-market media sources, travel writers, etc.?)
- h. Enhancing Exposure to the Arts and Other Causes** (How are local festivals and events used to feature, highlight, expose new audiences to, or drive support for the arts and other causes?)
- i. Creating Highly Visible Public Relations Campaigns for City Facilities and Services** (How are local festivals and events used to drive positive public relations campaigns for things like police image, parks usage, fire safety, EMT roles and support needs, use of local transportation options, marketing of/exposure to local venues, support of local bond issues, etc.?)
- j. Encouraging Community Bonding, Participation, and Celebration** (How are local festivals and events used by the City to bond all of the diverse elements of the community together, encourage community involvement and support, and celebrate who we are when we are at our best?)
- k. Highlighting or Developing Underused Venues or Sections of the Community** (How are local festivals and events used to encourage usage of or exposure to underused venues or city neighborhoods, underdeveloped sections of the City, etc.?)
- l. Creating Legacies and Images Beyond the Event** (How are local festivals and events used to create lasting legacies (venues, programs, infrastructures and images of the City after and in-between events?)

Section 6. Extra Credit

This section provides an opportunity to highlight any other programs, services, resources, activities, etc., that may not have been included or covered in the previous sections. Some examples may include the items below, among others,

- a. Skills Development - Availability of Certificate or Degree Programs in Festival & Event Management through a Local University or Private Provider**
- b. Members of Your Event Community Who Currently Hold a Certified Festival & Event Executive (CFEE) Designation**
- c. Secondary School System Graduation Requirements that Encourage Volunteerism and Community Service during Festivals and Events**
- d. A Festival and Event Shared Resource Program in Your City**
(For example: shared warehousing, office space, equipment, staff, etc.)
- e. Efforts to Actively Recruit New Events to Your City**
(Please include reference to any applications made/secured if this area pertains)
- f. Other Creative Endeavors**





IFEA World Festival & Event City Award[®] APPLICATION

Entry Deadline: 5:00 p.m. (MST) Wednesday, July 14th, 2014

Submit Entries, Entry Form and Payment to: Email: nia@ifea.com (preferred method of receiving entry.)

If shipping entry, send to: IFEA World Festival & Event City Award[®] • 2603 Eastover Terrace, Boise, ID 83706 USA

Phone: +1-208-433-0950 ext: 3 - nia@ifea.com

CITY APPLICANT INFORMATION (Please print clearly)

Applicant City Name (If including information from surrounding market or suburb communities, please note those in parenthesis): _____

State / Province or Territory: _____

Country: _____

Global Region: (Choose one)

Africa Asia Australia / New Zealand Europe Latin America The Middle East (MENASA) North America

Note: Politically connected islands and territories should choose the region of their most direct affiliation.

Other (If you choose 'Other' please clearly specify location below.)

Population Level (select one): Under 1 million Over 1 million

PRIMARY CONTACT INFORMATION (Please print clearly)

The following information should pertain to the primary individual with whom the IFEA should communicate with, as necessary, throughout the award judging and selection process.

Name: _____ Title: _____

Organization: _____

Mailing Address: _____

City, State, Country, Postal Code: _____

Phone (Business): _____ Phone (Mobile): _____

Fax: _____ E-Mail: _____

Note: The Recipient City will receive a complimentary membership for one year in IFEA through our appropriate global affiliate. If different from the Primary Contact please let us know who should receive this membership.

RELEASE & USAGE

- By submitting your entry to the IFEA World Festival & Event City Award[®], you automatically grant the IFEA the right to use any materials from your entries for editorial, analytical, promotional or any other purpose without additional compensation. All materials and photos submitted as part of the application will become the property of the IFEA.
- Winning applicants agree that the IFEA may use their City name and representative photos in all press releases and program marketing materials, both hard copy and electronic versions.
- Your entry into the competition is acknowledgement of these terms.

PAYMENT TOTAL

IFEA Member

Non IFEA Member

IFEA World Festival & Event City Award[®]: Number of Entries: _____ x \$695 USD Per Entry \$895 USD Per Entry = \$ _____

PAYMENT INFORMATION

Please select your method of payment:

VISA MasterCard American Express Check (Made payable to the IFEA) Wire Transfers: (Contact Bette Monteith at bette@ifea.com for details)

Print Cardholder Name: _____

Signature: _____

Credit Card Number: _____

Expiration Date: _____ CVN Code: _____ (VISA/MC-3 digit code back) (AMX-4 digit code front)

DID YOU REMEMBER TO:

- Complete the entry form providing contact and payment information?
- Submit a one (1) paragraph description of your city (to be used for promotional purposes by the IFEA)?
- Submit an email list of your local media in Excel format for IFEA to use to announce the selected recipients?
- Submit an individual photograph representing your city. (A least 300 dpi in size)?
- Submit a three (3) minute video presentation representing your city?
- Submit a one (1) page introductory letter stating why your City should be selected to receive the IFEA World Festival & Event City Award[®]?
- Submit your overall completed IFEA World Festival & Event City Award[®] Entry providing responses and supporting information for Sections 1-6? Is this entry submitted as one (1) singular entry piece/document/ PowerPoint/Pdf, etc.? Is this entry provided on a disk, USB Flash Drive or electronically in a Word, PowerPoint, PDF or other standard format?

Past IFEA World Festival & Event Cities

Each year, the International Festivals & Events Association announces the recipients of the IFEA World Festival & Event City Award, presented by VISA at the Annual IFEA Convention & Expo. The IFEA would like to congratulate each winning city. For more information about each winning city - go to: www.ifea.com / Industry Awards / IFEA World Festival & Event City Awards / Past Event Cities

2013 IFEA World Festival & Event City Award Recipients

- Nice, Côte d'Azur, France
- Boston, Massachusetts, United States
- Hwacheon-Gun, Gangwon-do, South Korea
- Ottawa, Ontario, Canada
- Rotorua, Bay of Plenty, New Zealand
- Salvador, Bahia, Brazil
- Sydney, New South Wales, Australia

2012 IFEA World Festival & Event City Awards

Under 1 Million Population:

- Hampyeong-gun, Jeonlanam-do, Korea
- Grapevine, Texas, United States of America
- Campos do Jordão, São Paulo, Brazil
- Maribor, Slovenia
- Ballito-KwaDukuza, KwaZulu-Natal, South Africa
- Lhasa, Tibet Autonomous Region, People's Republic of China
- Newcastle, New South Wales, Australia
- Dublin, Ohio, United States of America
 - *Judges Selection for Most Outstanding Global Entry in Population Category*

Over 1 Million Population:

- London, England
- The Republic of Trinidad and Tobago
- Sydney, New South Wales, Australia
- Denver, Colorado, United States of America
- Dubai, United Arab Emirates
 - *Judges Selection for Most Outstanding Global Entry in Population Category*

2011 IFEA World Festival & Event City Award Recipients

Population Level: Under 100,000

- Meizhou Island of Putian City, Fujian Province, China
- Gimje-si, Jeollabuk-do, South Korea
 - *Judges Selection for Most Outstanding Global Entry in Population Category*

Population Level: 100,000 to 1 Million

- Joinville, Santa Catarina, Brazil
- Reykjavik, Iceland
 - *Judges Selection for Most Outstanding Global Entry in Population Category*

Population Level: Over 1 Million

- Johannesburg, Gauteng, South Africa
- São Paulo, São Paulo, Brazil
- Indianapolis, Indiana, United States
- Dubai, United Arab Emirates
- Shanghai, China
- Sydney, New South Wales, Australia
 - *Judges Selection for Most Outstanding Global Entry in Population Category*

2010 IFEA World Festival & Event City Award Recipients

Population Level: Under 100,000

- Taupo - New Zealand
 - *Judges Selection for Most Outstanding Global Entry*
- Hidalgo - Texas, United States
 - *Top North American City for the population category*
- Geumsan-gun - Chungcheongnam-do, Korea
- Top Asian City for the population category

Population Level: 100,000 to 500,000

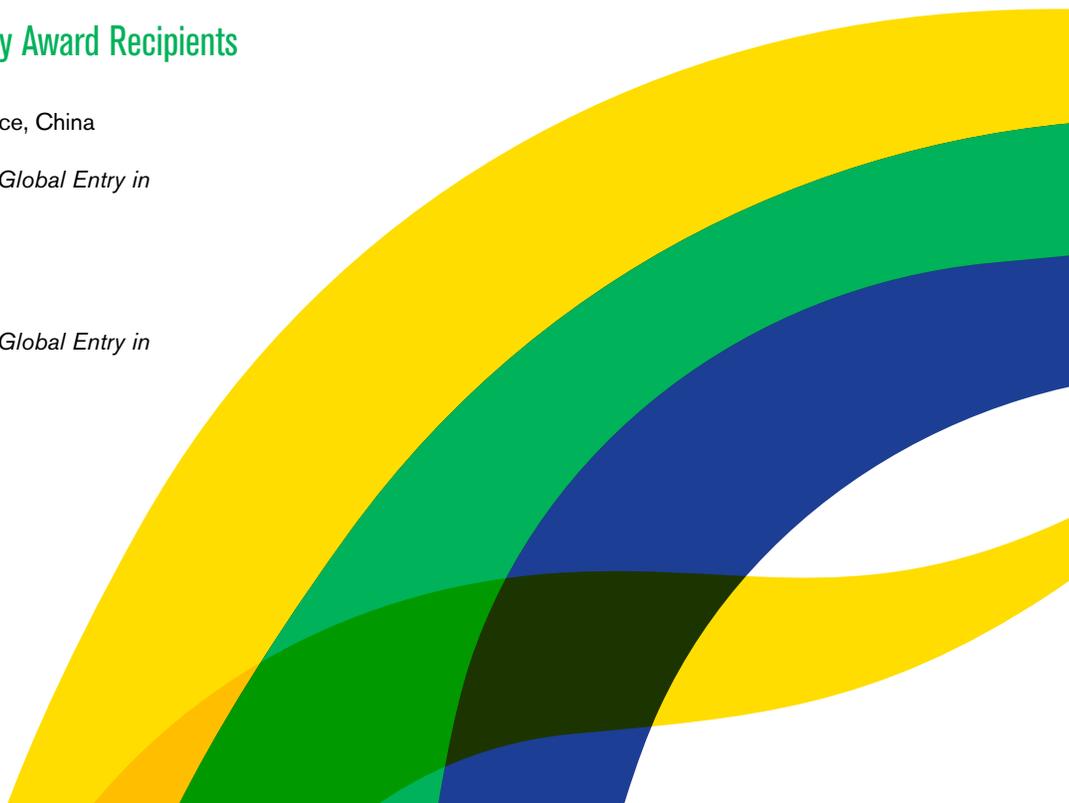
- Edinburgh - Scotland
 - *Judges Selection for Most Outstanding Global Entry*
- Norfolk - Virginia, United States
 - *Top North American City for the population category*
- Jinju-si - Gyeongsangnam-do, Korea
 - *Top Asian City for the population category - tie*
- Boryeong-si - Chungcheongnam-do, Korea
 - *Top Asian City for the population category - tie*

Population Level: 500,000 to 1 Million

- Rotterdam - The Netherlands
 - *Judges Selection for Most Outstanding Global Entry*
- Ottawa - Ontario, Canada
 - *Top North American City for the population category*

Population Level: Over 1 Million

- Sydney - New South Wales, Australia
 - *Judges Selection for Most Outstanding Global Entry*
- Louisville - Kentucky, United States
 - *Top North American City for the population category*
- Salvador - Bahia, Brasil
 - *Top Latin America City for the population category*





International Festivals & Events Association

2603 W. Eastover Terrace, Boise, Idaho 83706 - U.S.A.

Phone: +1-208-433-0950 • Fax: +1-208-433-9812

www.ifea.com