



**For Immediate Release:**

November 29, 2023

**Media Contact:**

[media@calexpo.com](mailto:media@calexpo.com)

Sanjida Nahar, [snahar@actumllc.com](mailto:snahar@actumllc.com)

**Cal Expo Wins Big at 2023 International Association of Fairs & Expositions Awards**

**SACRAMENTO** — Cal Expo is thrilled to announce its remarkable success at the 2023 International Association of Fairs & Expositions (IAFE) Awards, a prestigious event recognizing the highest standards of excellence in the international fair community.

The dedicated team at Cal Expo collected 12 IAFE awards, underscoring the state venue's commitment to innovation and excellence in the fair industry.

Highlighting the list of awards, the 2023 California State Fair was awarded **1st place for the Best Marketing Campaign**. This top honor celebrates effective and creative approaches in promoting one of California's most iconic events.

In addition to the Best Marketing Campaign Award, Cal Expo was recognized with:

1. **1st Place** – California State Fair Cannabis Awards & Exhibit for the best-evolved program/exhibit promoting agriculture or a current agricultural issue.
2. **1st Place** – California Fresh Exhibit for the best program designed to educate consumers on the Story of Food.
3. **1st Place** – Cal Expo's September Recap Video for the best Video Used to Promote Your Facility.
4. **1st Place** – Marketing campaign for the 9-11 Memorial Ceremony for Best Social Media (Facility Specific).
5. **2nd Place** – CA Jr. Chef Challenge Design-a-Round Contest for best Contest Activity Occurring During the Year.
6. **2nd Place** – Multicultural Festival for best 1st Year Event NOT produced by Facility Staff.
7. **2nd Place** – Farm Tours website for best website campaign promoting a facility-specific event.
8. **2nd Place** – Upgraded fencing for Best Facility Beautification Project.
9. **2nd Place** – Partnership with Sacramento Republic FC for best Facility Partnerships.
10. **3rd Place** – Social Walls for Miscellaneous Marketing.
11. **3rd Place** – Photo series by the California State Fair for Competitive Exhibit (Photo Series).

“These achievements are a testament to the hard work, dedication, and creativity of our entire team”, said Tom Martinez, CEO of Cal Expo & California State Fair. “Our team's collective efforts continue to set new standards in the fair industry, further strengthening our commitment to providing exceptional experiences for all our visitors.”