

## **WESTERN CANADA FARM PROGRESS SHOW TAKES TOP HONORS AT BEST OF CAMA** *Total of seven awards recognize agri-marketing achievements*

### **For immediate release**

Regina, Saskatchewan --- The 2007 Western Canada Farm Progress Show received “*Best of Show*” and six other awards at the 2007 Best of CAMA, held November 14<sup>th</sup> in Regina, Saskatchewan.

Of the seven awards received by the Western Canada Farm Progress Show, five were Awards of Excellence (winners) and two were Awards of Merit (runners-up). In addition to the “*Best of Show*”, the other Awards of Excellence were for “*Product Sales – Direct Marketing*”; “*Advertising Produced in Canada for Foreign Markets – Print Ads, Literature, Publications*”; “*Total Campaigns - \$250,000 to \$500,000*”; and “*Television Commercials – Single*”. The Awards of Merit were for “*Print Ads – Series*” and “*Writing – Publications, Sales Promotion, Marketing, Advertorials*”.

“*Best of Show – Marketing & Advertising Campaigns*” is the top award handed out by CAMA (Canadian Agri-Marketing Association). It recognizes the overall marketing achievements of an entire advertising campaign prepared and implemented within the past year. Competition in this category would have included several high-profile agricultural advertising agencies in Canada.

Awards were handed out in more than 40 categories and each was judged according to specific criteria such as clearly-defined business needs, target audiences, strategic solutions, budgeting and resources, tactical implementation and measurement of marketing plan against objectives.

Neil Donnelly, Vice-President of Marketing and Events at IPSCO Place, says, “Not only are these awards a collective achievement for the Show itself, but they’re also a solid tribute to the talented and creative marketing and event planning staff working behind the scenes of the Western Canada Farm Progress Show.”

Donnelly says the award recognition also has significant value for the show’s exhibitors. “The Show has always been committed to bringing in qualified buyers and proven sellers. To do that, we have to be sure that we’ve targeted the right audience and that the message we’re sending out is what those audiences want to hear. The CAMA awards reflect our commitment to marketing professionalism because they recognize the effectiveness of messaging, branding and marketing to specific agricultural audiences. We are extremely proud to see our marketing efforts recognized in this manner through Best of CAMA.”

CAMA is a network of agricultural marketing professionals located in five Canadian provinces (Alberta, Saskatchewan, Manitoba, Ontario and Quebec). The CAMA Chapters promote and develop excellence in the marketing of agricultural products, services and programs. Throughout the year each chapter provides their members with educational and networking opportunities and they gather annually at the “Best of CAMA” awards to honor their colleagues and to celebrate their achievements.

Established in 1978, the Western Canada Farm Progress Show is the largest dryland farm technology and equipment show in Canada featuring over 1.4 million square feet of exhibits from 700 major agriculture equipment manufacturers, shortline manufacturers and agricultural service sectors. The show has established itself as Canada’s National Farm Show and is one of the top farm shows in the world. It is produced and hosted by IPSCO Place, one of the largest event complexes in the country.

### **For more information:**

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