



International Association of Fairs and Expositions  
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**Andrea Simeone Joins International Association of Fairs and Expositions (IAFE) as Marketing Development Coordinator**

Springfield, Mo. — The International Association of Fairs and Expositions (IAFE) is pleased to announce the appointment of Andrea Simeone as the full-time Marketing Development Coordinator, effective November 13, 2023. Simeone, who has been an integral part of the team since August in a part-time capacity, brings with her a wealth of experience and a passion for creative marketing strategies.

“The IAFE is lucky to have Andrea on our team. She is a fast learner, innovative thinker, and stellar graphic designer,” Brittney Harper, Director of Marketing and Communications, said. “She has a way of thinking outside of the box with a positive can-do attitude that any employer would value. We look forward to accomplishing many things with Andrea on our team.”

With over a decade of experience in design and marketing, Simeone is a seasoned professional whose journey began as the Graphic Designer for the South Florida Fair. During her 12-year tenure, her creative expertise contributed to the fair's success, establishing her as a visionary in marketing communications and event promotions.

Beyond her professional pursuits, Andrea finds inspiration in nature's embrace, often exploring new trails through hiking, casting a line while fishing, or navigating serene waters via kayaking. Her adventurous spirit seamlessly intertwines with her work ethos, bringing a fresh perspective to her creative endeavors.

The International Association of Fairs and Expositions (IAFE), based in Springfield, MO, is a voluntary, nonprofit corporation serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all interested in improving fairs, shows, expositions, and allied fields. For more information, visit [www.fairsandexpos.com](http://www.fairsandexpos.com), follow the IAFE on Facebook or Instagram, or call 800.516.0313.

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