



Messe Frankfurt, Germany, and Corferias of Bogota, Columbia, are the Grand Prize winners in the 12th International Trade Fair Poster Competition

Paris/Plovdiv, 24 June 2008: The jury of the 12th International Trade Fair Poster Competition has announced the 2008 winners for this one-of-a-kind design competition. Organised by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique forum recognises contemporary poster art which supports the international exhibition industry. A total of 161 posters were submitted in two categories: a) general promotional posters supporting the exhibition industry; and b) posters promoting a specific exhibition event.

The international jury of exhibition industry professionals and graphic designers assessed the 161 posters from 26 countries that were submitted by 49 exhibition organisations on three continents – Europe, Asia and South America. Selections were based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and exhibition technical details.

The series of posters presented by Messe Frankfurt and designed by Saatchi & Saatchi, Frankfurt, Germany, was unanimously chosen as the Grand Award winner based on its ability to graphically support the exhibition as a strong marketing medium. Bogota, Columbia's Corferias was awarded the Grand Award for its design supporting a specific exhibition for its poster created by Toro Vasarez Mora Fischer for the 21st International Book Fair.

The complete list of poster winners and runners-up follows:

The Grand Award in Category 1 - Generic Exhibition Promotion

“FACES” – series of 6 posters

MESSE FRANKFURT GMBH – Frankfurt, Germany

Designer: Saatchi & Saatchi, Frankfurt, Germany

Runner-up:

“MEET THE FUTURE”

POZNAN INTERNATIONAL FAIR – Poznan, Poland

Designer: << Grupa Eskadra Sp. z o.o.

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The Grand Award in Category 2 – Exhibition Event Posters

21ST INTERNATIONAL BOOK FAIR OF BOGOTA

Reading gives you a lot to talk about

CORFERIAS – Bogota, Columbia

Designer: <<Toro Vasarez Mora Fischer

Runners-up:

BAU 2007 /Dragonfly/

MESSE MÜNCHEN – Munich, Germany

Designer: wob AG, Munich office

EXPO PRINT & IMAGING 2008

INTER EXPO AND CONGRESS CENTER – Sofia, Bulgaria

Designer: <<Lada Yankova

MSOO 2008 - International Salon of Ophthalmologic Optics

EXPOCENTR – Moscow, Russia

Designer: <<Andrey Kamayev

FIERAGRICOLA 2008

VERONA FAIR – Verona, Italy

Designer: <<Studio FERRI, Verona, Italy

MADRID INTERNATIONAL AUTO SHOW – SERIES OF 4 POSTERS

IFEMA - Feria de Madrid- Madrid

Designer: Replica, Madrid, Spain

The Grand Award winners will be presented with unique statuettes created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers. Lili Eigl, Chairperson for the jury, stated that, “the quality of this year’s entries was outstanding. We are delighted with the strong graphic quality which is created to support this dynamic marketing medium.”

The Grand Awards will be presented at the UFI Annual Congress to be held from 12 -15 November in Istanbul, Turkey.

Please find attached the two Grand Award winner graphics for your use in publications.

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world’s leading show organisers and exhibition centres, national and international professional associations and industry partners, UFI is present in 84 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 186 venues around the world.

For additional information on UFI, the Global Association of the Exhibition Industry, please go to UFI’s website at www.ufi.org, or contact:

*Lili Eigl, UFI Communications Manager
35bis, rue Jouffroy-d’Abbans,
F-75017 Paris, France
Tel: +33 (0)1 42 67 99 12
Email : lili@ufi.org*