

Toulouse Expo and designer Bernard Cadène Win the 17th International Fair Poster Competition

Paris/Plovdiv, 16 May, 2013: The jury of the 17th International Fair Poster Competition has announced the winners for the 2013 international graphic design competition. Organized by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique forum recognizes contemporary poster art, which supports the international exhibition industry. A total of 64 posters from 24 fair and exhibition organizers in 17 countries were submitted. Each poster promoted a specific exhibition.

The international jury of exhibition industry professionals and graphic designers assessed the 64 posters based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and exhibition's technical details.

The poster presented by Toulouse Expo – Toulouse, France and designed by Bernard Cadène, was unanimously chosen as this year's Grand Award winner. The complete list of awarded posters follows:

Grand award

Toulouse Expo – Parc des Expositions – Toulouse, France
International Fair of Toulouse
Dates: 6 – 15 April 2013
Designer: Bernard Cadène

Runner-up finalists:

1. Cosmoprof Asia Ltd. - Hong Kong, CHINA
COSMOPROF ASIA
Dates: 13 – 15 November 2013
Designer: Leo Burnett
2. Zimbabwe International Trade Fair Company - Zimbabwe
ZITF – Zimbabwe International Trade fair
Dates: 23 – 27 April 2013
Designer: Charisma Agency
3. Inter Expo Center – Sofia, Bulgaria
Water Sofia 2013
Dates: 29-31 May 2013
Designer: Miroslava Rangelova
4. Inter Expo Center – Sofia, Bulgaria
BULCONTROLA 2013
Dates: 29-31 May 2013
Designer: Miroslava Rangelova

The Grand Award winner will be presented with a unique statuette created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers. The Grand Award will be presented at the 80th Congress to be hosted by AKEI from 13 -16 November 2013 in Seoul, South Korea.

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Note: The poster graphics are attached. You are invited to use these designating the name and designer in each case.

UFI is the global association of the world's leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI represents over 630 member organizations in 85 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information, please go to

www.ufi.org

or contact

Lili Eigl

UFI Communications Manager

lili@ufi.org