

## 21<sup>st</sup> International Fair Poster Competition - Call for entries

The annual International Fair Poster Competition celebrates the best posters produced by tradeshow organisers around the world.

Launched by International Fair Plovdiv in 1997, the Competition has been run together with UFI, The Global Association of the Exhibition Industry, since 2003. Today it is widely recognised as the global award for excellence in exhibition poster creation.

International Fair Plovdiv is happy to host the jury in 2017, and will coordinate the judging of poster entries.

UFI members are invited to submit their finest posters; promoting a specific exhibition.

### GLOBAL RECOGNITION

All posters will be displayed at the International Technical Fair 2017 in Plovdiv, Bulgaria. At this event, the winners will be selected by an international jury of renowned graphic designers and artists, UFI representatives, and exhibition industry experts.

The winners will be honoured at a prestigious award ceremony during the 2017 UFI Congress in Johannesburg, South Africa and benefit from one complimentary registration to the Congress.

Winning posters are promoted throughout the exhibition industry thanks to UFI's website and active presence on Facebook, WeChat, Twitter and LinkedIn. They also gain significant press coverage in UFI Info and other major international tradeshow publications.

### 2017 PARTICIPATION

The Competition is open to UFI members and participation is free of charge.

Each poster can be submitted in:

**Category 2:** Event posters related to a specific fair or exhibition.

The jury will evaluate all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic;
- Design concept;
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name and more.

Tempted to take part? Please complete the application form and submit it by email before **30 June 2017**. We look forward to receiving your entries!

In 2016, over 100 posters were submitted by trade fair organisers from 20 countries. View all posters by award-winners and runners-up in past editions online.

Visit [www.ufi.org/postercompetition](http://www.ufi.org/postercompetition) and review the 2017 Participation Regulations and find the application form.

