



The Global
Association of the
Exhibition Industry

35bis, rue Jouffroy-d'Abbans
F-75017 Paris, France

T: +33 (0)1 42 67 99 12
F: +33 (0)1 42 27 19 29

E: info@ufi.org
www.ufi.org

For Immediate Release

10th International Fair Poster Competition Selects 2006 Winners

Paris/Plovdiv: June 7 2006 – Partnered by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria) the 10th Edition of the International Fair Poster Competition has selected winners in two poster categories. Entries from 24 nations were submitted for this milestone graphic arts event. The 165 posters are representative of the trade fair and exhibition industry's successful integration of a classic graphics art form with contemporary marketing techniques.

The posters were evaluated by an international jury using the following criteria: ability of the poster to promote the exhibition industry or an exhibition event, design concept and interpretation of the exhibition topic, and the creative and effective presentation of the event's technical parameters.

Judges evaluated entries in two categories: Category I relates to poster art promoting the overall benefits of participation and attendance in trade fair events.

Grand Award Winner for Category I

*MESSE Berlin, "Everybody's Here"
Designer: Messe Berlin – Marketing Department
Berlin, Germany
Photographer: Gaudee Vasau*



Runner-Up for Category I:

*Tabriz International Exhibition Company, "Promotion"
Tabriz, Iran
Designer: Neda Alipourjavid*



The jury's members of international graphic designers and exhibition professionals also selected the following Grand Award Winner in Category II for posters promoting a specific exhibition event.

Grand Award Winner for Category II

*Centre Skenderija Sarajevo
International Book Fair 2006
Sarajevo, Bosnia and Herzegovina
Designer: Pekmez Zijad*



Runners-Up for Category II (in order of selection):

*Daegu Exhibition and Convention Center, EXCO
DAMEX 2006 - series of 2 posters
Daegu, S. Korea
Designer: EXCO*

*Daegu Exhibition and Convention Center - EXCO
DAFOOD, Daegu International Food Industry Exhibition
Daegu, S. Korea
Designer: EXCO*

*Flanders Expo SA
BBS – Belgian Boat Show
Gent, Belgium
Designer: TBWA*

*Feria Valencia
FIM 2006 - 43RD International Furniture Fair
CDIM – Design Awards
Valencia, Spain
Designer: Pepe Gimeno – Proyecto Grafico*

*Messe Berlin GmbH
IT PROFITS
Berlin, Germany
Designer: Messe Berlin – Marketing Dept.*



Ms Lili Eigl, UFI Communications Manager and Chairman of the Jury, commented that, "The quality of this year's 10th International Poster Competition entries was truly exciting. Each year we have seen progress in communicating ideas and information in this classic graphics art form. This is a marriage of marketing and art which merits the distinction we are honoured to bestow on the winners!"

The consistently high achievement of the Bulgarian exhibition posters (As Host, they were not allowed to participate in the Competition) was very appreciated by the Jury.

Print quality photos of the Grand Award winners and the runners-up may be downloaded at www.ufi.org in the UFI activities/Poster Competition section. The full range of poster entries since 1997 may be seen at www.fair.bg.

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 286 member organisations, including the world's leading show organisers and fairground owners, industry partners, and 39 national and international associations, UFI is present in 72 countries in 162 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world.

For more information please contact:

Lili Eigl, UFI Communications Manager

35bis, rue Jouffroy-d'Abbans

75017 Paris, France

T: +33 1 42 67 9912

Email: lili@ufi.org