



Dear Colleagues,

We would like to invite you to participate in the 23rd International Fair Poster Competition open to all UFI members. This unique art-of-the-fair event has been organized by International Fair Plovdiv since 1997, and since 2003 UFI, the Global Association of the Exhibition Industry, has also taken part in its organization.

This year, fair and exhibition organizers are invited to participate in the International Fair Poster Competition **in Category 2 only – Event posters related to a specific fair or exhibition**. All posters will be displayed at the International Technical Fair 2019 in Plovdiv from 23.09. to 28.09.2019. The award winner and the nominated posters will have special visibility during this event.

The winners will be presented with Grand Award - an original statuette and a certificate.

Open only to UFI members, you can apply for participation by completing the attached application form and mailing one for each poster entry to:

INTERNATIONAL FAIR PLOVDIV
Marketing Dept.
37, Tzar Boris III Obedinitel Blvd.
4003 Plovdiv, BULGARIA
e-mail: e_zahariev@fair.bg

Please forward **one copy of the application forms only** to UFI Headquarters
Ms Monika Fourneaux-Ceskova – UFI Marketing and Communications Manager
monika@ufi.org

The posters shall be accepted and assessed in accordance with the enclosed 2019 Competition Regulations. The deadline for submitting your posters is **15 July 2019**.

We look forward to receiving your entries for the 23rd International Fair Poster Competition.

Yours faithfully,


Kai Hattendorf
UFI Managing Director


Tsetomir Gergov
CEO of International Fair Plovdiv AD

Enclosed: 1. Application for participation
2. Regulations for participation in the International Fair Poster Competition 2019

INTERNATIONAL FAIR POSTER COMPETITION 2019

Participation Regulations

1. *The International Poster Competition 2019 will be held during the International Technical Fair from 23 to 28 September 2019 in Plovdiv, Bulgaria.*
2. *All UFI members are entitled to submit posters related to any of their exhibition events.*
3. *Participation in the Competition is free of charge.*
4. *Participants in the International Poster Competition 2019 are invited to enter posters only in Category 2 – Event posters related to a specific fair or exhibition. (Posters promoting the Global Exhibitions Day: Artwork promoting the exhibition industry as a whole in Category 1 are invited every two years.)*
5. *These posters should not have been entered in any previous editions of the International Fair Poster Competition.*
6. *Each poster shall be submitted in 3 hard copies together with a digital picture in .jpg format. The entry deadline is 15 July 2019. The applicant shall complete an application form for each poster. The number of submitted posters is not limited.*
7. *The minimum size of the poster entries is: 50 cm x 70 cm.*
8. *Only posters created for exhibition events held during the three-year period from 2017 to 2019 are eligible to apply.*
9. *The fair and exhibition organizer submitting posters for the International Fair Poster Competition 2019 shall grant UFI and International Fair Plovdiv the right to reproduce the posters for the purposes of the competition and its award ceremony or for the sole purpose of promoting the International Fair Poster Competition.*
10. *The assessment of the posters is done by an International Jury comprising renowned graphic designers, UFI representatives, famous artists and exhibition industry experts.*
11. *Assessment criteria:*
 - ◆ *Interpretation of the exhibition topic;*
 - ◆ *Design concept;*
 - ◆ *Integrity and creativity in the presentation of the event's technical parameters, dates, venue, exhibition name, etc.*
12. *The Grand Award winner in Category 2 will be presented with an original statuette and a certificate. The runner-up poster entrants will receive honorary certificates. Certificates will also be given to the poster designers, the designer's studios and designated photographers who have participated in the preparation of the award-winning and runner-up posters.*

APPLICATION FORM FOR PARTICIPATION
INTERNATIONAL FAIR POSTER COMPETITION 2019
23-28.09.2019



Application deadline: **15.07.2019**

A	EXHIBITOR:	Fair organisation: _____		
	ADDRESS			
	P.O.Box _____	Street: _____		
	Postal code: _____	Town: _____	Country: _____	
	Tel.: _____	Fax: _____		
	E-mail: _____	http:// _____		
Contact person _____				
Category 1	Poster Acronym _____			
	The name of the designer or the creative studio _____			
	The name of the photographer _____			
Category 2	Poster acronym _____			
	Event title _____			
	Date and sequence of the respective event _____			
	Scope of branches _____			
	The name of the designer or the creative studio _____			
The name of the photographer _____				

Date: _____

Signature: _____