



Dear Colleagues,

We would like to invite you to participate in the 25th Annual International Fair Poster Competition. International Fair Plovdiv has organized the competition since 1997 and is proud to coordinate the entries and host this year's jury once again. Since 2003, UFI, the Global Association of the Exhibition Industry, has also taken part in its organization.

The competition will take place in September 2023 during the International Technical fair in Plovdiv, Bulgaria, 14th-17th September 2023.

Open only to UFI members, participants are invited to take part in this art-of-the-fair competition in the following categories:

- ♦ **Category 1 – Generic Promotion: General image posters promoting the exhibition industry as a whole.**
- ♦ **Category 2 – Exhibition Event Posters: Promotion of the exhibition industry on the subjects of "Face-to-Face" or post-pandemic recovery.**

To apply, we kindly ask you to send the posters in real size in vector format (appropriate formats AI, EPS, CDR, PDF) or raster file TIFF 110-300 dpi to:

Mr. Emil Zahariev

Marketing and International Relations Manager

e-mail: e_zahariev@fair.bg

and to UFI Marketing and Communications Manager:

e-mail: mina@ufi.org

All posters will be displayed during the event, with the winner and nominations gaining special visibility during the event. Winners will be presented with the Grand Award, an original statuette and a certificate. The deadline to submit your posters is 5th September 2023.

The posters will be assessed in accordance with the 2022 Competition Regulations, enclosed.

We look forward to receiving your entries.

Sincerely,

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 2023



INTERNATIONAL FAIR POSTER COMPETITION 2023

Participation Regulations

1. The International Poster Competition 2023 will be held in September 2023.
2. All UFI members are eligible to apply.
3. Participation in the Competition is free of charge.
4. Participants in the International Poster Competition 2023 shall present posters in the two categories:
 - ♦ **Category 1 – Generic Promotion: General image posters promoting the exhibition industry as a whole.**
 - ♦ **Category 2 – Exhibition Event Posters: Promotion of the exhibition industry on the subjects of “Face-to-Face” or post-pandemic recovery.**
5. These posters must not have been entered in any previous editions of the International Fair Poster Competition.
6. Each poster shall be submitted in three hard copies, together with a picture in .jpg format. The entry deadline is 05/10/2023.
7. The applicant shall complete one application form per poster. The number of unique submissions is not limited.
8. The minimum size of the poster is: 50 x 70 cm
9. Only posters created for exhibition events held during the three-year period from 2022 to 2023 are eligible to apply.
10. The fair and exhibition organizer submitting posters for the International Fair Poster Competition 2023 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.
11. The assessment of the posters is done by an International Jury comprising renowned graphic designers, UFI representatives, famous artists and exhibition industry experts.
12. Assessment criteria:
 - ♦ Interpretation of the exhibition topic
 - ♦ Design concept
 - ♦ Integrity and original presentation of the event’s technical parameters, dates, venue, exhibition name, etc.
13. The Grand Award winner will be presented with an original statuette and a certificate.
14. The runner-up poster entrants will receive an honorary certificate. Certificates are also 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 2023
14.9.–17.9.2023



Application deadline: **05.9.2023**

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 _____				

Please fill in the form for each poster and send it back by e-mail or along with the entry.

Date: _____

Signature: _____