



Dear Colleagues,

We would like to invite you to participate in the 24nd 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.

International Fair Plovdiv is happy to host the jury for 2021 again and to coordinate the poster entries. In 2021 the participants are invited to take part in the Competition in two categories:

◆ **Category 1** - Global Exhibitions Day:

Artwork promoting the exhibition industry as a whole;

◆ **Category 2** - Exhibition Event Posters

For the 24 edition of the International Fair Poster Competition, we have decided to dedicate the award promoting the exhibition industry as a whole to those posters that are produced to promote the power of „Face to Face“ in the context of „Global Exhibitions Day 2021“.

All posters will be displayed at the International Fair Plovdiv from 15.10. to 15.11.2021. 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
37, Tzar Boris III Obedinitel Blvd.
4003 Plovdiv, BULGARIA
Mr. Emil Zahariev
Marketing and International Relations Manager
e-mail: e_zahariev@fair.bg

Please forward **one copy of the application forms only** to UFI Headquarters -Ms.

Mina Al Fawazi — UFI Marketing and Communications Manager e-mail: mina@ufi.org

The posters shall be accepted and assessed in accordance with the enclosed 2021 Competition Regulations. The deadline for submitting your posters is **10 October 2021**.

We look forward to receiving your entries for the 24nd International Fair Poster Competition.

Yours faithfully,

Kai Hattendorf
UFI Managing Director

Tsvetomir Gergov
CEO of International Fair Plovdiv AD

Enclosed: 1. Application for participation

2. Regulations for participation in the International Fair Poster Competition 2021



INTERNATIONAL FAIR POSTER COMPETITION 2021

Participation Regulations

1. *The International Poster Competition 2021 will be held in October 2021.*
2. *All UFI members are entitled to submit posters.*
3. *The participation in the Competition is free of charge.*
4. *Participants in the International Poster Competition 2021 shall present posters in two categories:*
 - ◆ *Category 1 - Generic Promotion: General image posters promoting the exhibition industry as a whole*
 - ◆ *Category 2 - Event posters related to a specific fair or exhibition.*

For the 24 International Fair Poster Competition, we have decided to dedicate the award promoting the exhibition industry as a whole to those posters that are produced to promote the power of "Face to Face" in the context of „Global Exhibitions Day 2021.“
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 picture in .jpg format. The entry deadline is 10 October 2021. The applicant shall complete an application form for each poster. The number of the submitted posters is not limited.*
7. *The minimum size of the poster entries is: 50 x70 cm.*
8. *Only posters created for exhibition events held during the three-year period from 2018 to 2021 are eligible to apply.*
9. *The fair and exhibition organizer submitting posters for the International Fair Poster Competition 2021 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 original presentation of the event's technical parameters, dates, venue, exhibition name, etc.*
12. *The Grand Award winner in Category 1 and Category 2 will be presented with an original statuette and a certificate.*

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 2021
15.10.–15.11.2021



Application deadline: **10.10.2021**

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: _____