



**FOR IMMEDIATE RELEASE**

## **International Fair Poster Competition**

**Paris/Plovdiv - March 5, 2003:** The [International Fair Poster Competition](#) is a unique showcase of the modern art of the international fair poster. This renowned event is held annually since 1997 within the context of the Impressia Art Fair at Plovdiv, Bulgaria. The seventh edition of this unique competition will take place under the auspices of UFI, the Union of International Fairs. The jury consists of graphic designers, artists, and professors from the Academy of Art as well as representatives of UFI and International Fair-Plovdiv.

The Regulations of the Competition stipulate that all fair organizers who are members of UFI may participate with their posters. The participation in the Competition is free and each fair organizer may send posters of fairs and exhibitions never previously entered in the Competition, whether they are of UFI approved events or not.

The assessment criteria are: originality of the expressive means of performance, format and rendition modes in representing the exhibition topic, integrity and originality in representing the exhibition technical parameters – dates, location etc.

During the Art Fair the exhibition of printing communication Printcom also takes place and the exhibitors and visitors of both exhibitions (advertising agencies, printing houses, computer experts, artists, students, designers, journalists) will have the opportunity to become acquainted with the latest achievements of fair poster design.

The winners of the Grand Prix are conferred an original statuette and Winner's Certificate and nominees are conferred an Honorary Certificate. Certificates are awarded as well to the artists and the creative studios involved in the preparation of the prize winning entries. At the annual UFI Congress held in October 2003 in Cairo, the results will also be announced and the Grand Prix will be presented to the winner.

**Please note that the deadline for submitting the poster entries is 30 April 2003.**

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*UFI (Union of International Fairs) is the international association representing the trade fair and exhibition industry worldwide. Via its 234 member organisations, including the world's leading show organisers and fairground owners, 37 professional associations and industry partners, UFI is present in 73 countries in 148 cities on 5 continents.*

*International Fair – Plovdiv was founded in 1892, it is a full member of UFI since 1936. The Fairground is situated on 360 000 sq. m with 24 multifunctional pavilions and open areas. The total exhibition area amounts to 95 000 sq. m., i.e. 60 000 sq. m indoor and 35 000 sq. m outdoors. The annual events calendar comprises over 20 trade fair and exhibition events and further more than 350 congresses, symposia, seminars, cultural and sporting events. Annually more than 6 500 companies from 55 countries participate in the fair and exhibition events and the total number of visitors from the country and abroad exceeds 600 000.*

**For additional information please contact:**

Ms Lili Eigl, UFI Communications Manager  
35bis, rue Jouffroy-d'Abbans, 75017 Paris, France  
Phone: +33 1 4267 9912 E-mail : [lili@ufinet.org](mailto:lili@ufinet.org) website: [www.ufinet.org](http://www.ufinet.org)

or

Ms Lydia Koytcheva – Marketing Manager - International Fair – Plovdiv  
37, Tzar Boris III – Obedinitel blvd., 4003 Plovdiv, Bulgaria  
Phone:+359 32 903 551 E-mail: [lydia@fair-plovdiv.com](mailto:lydia@fair-plovdiv.com) website: [www.fair-plovdiv.com](http://www.fair-plovdiv.com)