



## Messe Frankfurt named Award Winner of the 19th International Fair Poster Competition

Paris/ Plovdiv: 30 September 2015: The jury of the 19th International Fair Poster Competition has announced the 2015 winner for this one-of-a-kind exhibition industry design competition. Organised by UFI, the Global Association of the Exhibition Industry and International Fair Plovdiv (Bulgaria), this unique forum recognises contemporary poster art which supports the international exhibition industry. Trade fair organisers from 18 countries submitted 68 posters to take part in this year's race for "Best Generic Poster Promoting the Exhibition Industry as a whole".

The international jury of exhibition industry professionals and graphic designers assessed the 2015 entries based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and the exhibition's technical details.

The poster presented by Messe Frankfurt, designed by wob AG was unanimously chosen as the Grand Award winner of the 2015 International Fair Poster Competition.

The complete list of awarded posters follows:

Winner:

1<sup>st</sup> Place Messe Frankfurt with their entry "Creative World"

2<sup>nd</sup> Place Mashad International Exhibition Company with their entry "ElectroWater"

Runners-Up:

Messe Duesseldorf with their entry "Out of the Box – Festival for shoes and accessories";

Fiera Bolzano with their poster series "Interpoma, Biolife and Hotel";

Belgrade Fair with their poster series "The place where men cry of happiness";

UBM India with their entry Concrete "Show India"; and

IFEMA, Fiera de Madrid with their entry "Salon Look Internacional"

At the 82nd UFI Congress to be held from 4 November to 7 November 2015 in Milan, Italy, the Award winner and second place will be presented with a unique statuette created by the sculptor Yanko Nenov.

Note: The winning poster graphics are available online. You are invited to use these designating the name and designer in each case.

\*\*\*

**About UFI - The Global Association of the Exhibition Industry**

*UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI represents over 650 member organisations in 83 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

**For more information about UFI:**

*Angela Herberholz, UFI Marketing and Communications Manager  
Email: [angela@ufi.org](mailto:angela@ufi.org), [www.ufi.org](http://www.ufi.org)*