

## 20th International Fair Poster Competition - Call for entries

The annual International Fair Poster Competition celebrates the best posters produced by tradeshow organisers around the world.

Launched by International Fair Plovdiv in 1997, the Competition has been run together with UFI, The Global Association of the Exhibition Industry, since 2003. Today it is widely recognised as the global award for excellence in exhibition poster creation.

International Fair Plovdiv is happy to host the jury in 2016, and will coordinate the judging of poster entries.

UFI members are invited to submit their finest posters; whether they promote a specific exhibition, or the industry as a whole.

### GLOBAL RECOGNITION

All posters will be displayed at the International Technical Fair 2016 in Plovdiv, Bulgaria, from 26 September to 1 October. At this event, the winners will be selected by an international jury of renowned graphic designers and artists, UFI representatives, and exhibition industry experts.

The winners will be honoured at a prestigious award ceremony during the 2016 UFI Congress in Shanghai and benefit from complimentary registration to the Congress.

Winning posters are promoted throughout the exhibition industry thanks to UFI's website and active presence on Facebook, Twitter and LinkedIn. They also gain significant press coverage in UFI Info and other major international tradeshow publications.

### 2016 PARTICIPATION

The Competition is open to UFI members and participation is free of charge.

Each poster can be submitted in:

- Category 1:** Generic promotion. General image posters promoting the exhibition industry as a whole; or
- Category 2:** Event posters related to a specific fair or exhibition.

The jury will evaluate all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic;
- Design concept;
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name and more.

Tempted to take part? Please complete the application form and submit it by email before **10 June 2016**. We look forward to receiving your entries!

In 2015, 68 posters were submitted by trade fair organisers from 18 countries. View all posters by award-winners and runners-up in past editions online.

Visit [www.ufi.org/postercompetition](http://www.ufi.org/postercompetition) and review the 2016 Participation Regulations and find the application form.

