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# 10<sup>th</sup> International Fair Poster Competition Selects 2006 Winners

Paris/Plovdiv: June 7 2006 – Partnered by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria) the 10th Edition of the International Fair Poster Competition has selected winners in two poster categories. Entries from 24 nations were submitted for this milestone graphic arts event. The 165 posters are representative of the trade fair and exhibition industry's successful integration of a classic graphics art form with contemporary marketing techniques.

The posters were evaluated by an international jury using the following criteria: ability of the poster to promote the exhibition industry or an exhibition event, design concept and interpretation of the exhibition topic, and the creative and effective presentation of the event's technical parameters.

Judges evaluated entries in two categories: Category I relates to poster art promoting the overall benefits of participation and attendance in trade fair events.

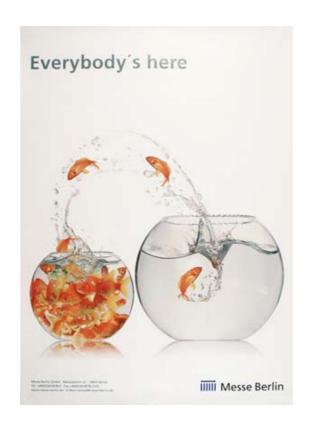
#### Grand Award Winner for Category I

MESSE Berlin, "Everybody's Here"

Designer: Messe Berlin - Marketing Department

Berlin, Germany

Photographer: Gaudee Vasau



### Runner-Up for Category I:

**Tabriz International Exhibition Company,** "Promotion" Tabriz, Iran

Designer: Neda Alipourjavidi

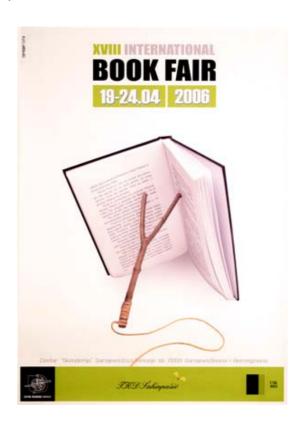




The jury's members of international graphic designers and exhibition professionals also selected the following Grand Award Winner in Category II for posters promoting a specific exhibition event.

#### Grand Award Winner for Category II

Centre Skenderija Sarajevo International Book Fair 2006 Sarajevo, Bosnia and Herzegovina Designer: Pekmez Zijad



## Runners-Up for Category II (in order of selection):

Daegu Exhibition and Convention Center, EXCO

DAMEX 2006 - series of 2 posters

Daegu, S. Korea Designer: EXCO

Daegu Exhibition and Convention Center - EXCO

DAFOOD, Daegu International Food Industry Exhibition

Daegu, S. Korea Designer: EXCO

Flanders Expo SA

BBS – Belgian Boat Show Gent, Belgium

Designer: TBWA

Feria Valencia

FIM 2006 - 43RD International Furniture Fair

CDIM – Design Awards

Valencia, Spain

Designer: Pepe Gimeno – Proyecto Grafico

Messe Berlin GmbH

IT PROFITS

Berlin, Germany

Designer: Messe Berlin - Marketing Dept.





Ms Lili Eigl, UFI Communications Manager and Chairman of the Jury, commented that, "The quality of this year's 10th International Poster Competition entries was truly exciting. Each year we have seen progress in communicating ideas and information in this classic graphics art form. This is a marriage of marketing and art which merits the distinction we are honoured to bestow on the winners!"

The consistently high achievement of the Bulgarian exhibition posters (As Host, they were not allowed to participate in the Competition) was very appreciated by the Jury.

Print quality photos of the Grand Award winners and the runners-up may be downloaded at www.ufi.org in the UFI activities/Poster Competition section. The full range of poster entries since 1997 may be seen at www.fair.bg.

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UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 286 member organisations, including the world's leading show organisers and fairground owners, industry partners, and 39 national and international associations, UFI is present in 72 countries in 162 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world.

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