



Dear UFI Colleague,

We are pleased to inform you that the 15th edition of the International Fair Poster Competition will take place from 13 to 16 April 2011. The Competition is open to all UFI members.

This unique art-of-the-fair event has been organized by International Fair Plovdiv since 1997, and UFI – The Global Association of the Exhibition Industry has been taking part in its organization since 2003.

The International Fair Poster Competition 2010 was held with the participation of 26 fair and exhibition organizers from 17 countries, presenting 136 posters in both categories: Generic Promotion Poster and Exhibition Event Poster. All the award-winning posters and runner-up finalists from the previous editions of the Competition can be viewed on our website at:

http://www.fair.bg/en/events/PanaiarenPlakat010_addon_1.htm

In 2011, the participants are invited to submit their entries only in the Exhibition Event Poster Category. All poster entries will be displayed during the International Exhibition of Printing Communications PRINTCOM 2011. The award-winner and the runner-up posters will be labelled accordingly.

The Grand Award will be presented to the winner at the annual UFI Congress in November 2011 in Valencia.

For each poster entry, please complete the attached application form and mail it to:

INTERNATIONAL FAIR PLOVDIV

Marketing Dept.

mailbox@fair.bg

37, Tzar Boris III Obedinitel Blvd.

4003 Plovdiv, BULGARIA

Please forward a copy of the application forms to UFI Headquarters:

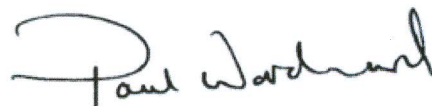
Ms Lili Eigl - UFI Communications Manager

lili@ufi.org

The posters shall be accepted and assessed in accordance with the enclosed 2011 Competition Regulations. The deadline for submitting your posters is 14 March 2011.

We look forward to receiving your entries for the 15th International Fair Poster Competition.

Yours faithfully,



Paul Woodward
UFI Managing Director



Velichka Gergova
Chair of the Board of Directors
International Fair Plovdiv AD

- Encl. 1. Application form
2. Regulations of the International Fair Poster Competition 2011