



Corporate Communication Team

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Dear Exhibitors,

We would like to invite you to participate in the **Acanthus Aureus** Competition organised by the Poznań International Fair since 2003. In this competition the Acanthus Aureus statuettes are presented to the best designed stands adjusted to the implementation of corporate marketing strategies. According to the new rules, awards are presented by exhibitors who enter a stand to the competition.

The aim of the competition is to grant awards to the best architectural and graphic solutions that are conducive to direct communication with customers and underline a positive corporate image.

According to the rules, the Competition Jury uses the following criteria when evaluating stands: objectives of the company's participation in the fair in the context of the implementation of the company's marketing strategy, stand script, spatial organisation, layout of exhibits and display design. The quality of stand construction is also a crucial criterion.

All exhibitors interested in the participation in the competition should complete the entry form and attach materials specified in the Rules of the Competition. All necessary competition entry documents are available from the website of each individual fair.
Participation in the competition is free of charge.

Please send entry forms and attachments to:

**Poznań International Fair, Ltd.
Corporate Communication Team
ul. Głogowska 14
60-734 POZNAŃ, Poland**

Exhibitors whose stands will be selected as winners by the competition jury will be notified and invited to the official presentation of medals and diplomas during the fair.

Participate in the Poznań International Fair Acanthus Aureus Competition. We are convinced that this award may help you strengthen the positive image of your company.

Should you have any questions, do not hesitate to call us or to e-mail us. Person responsible for organisational issues:

Anna Smolińska

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Best regards,

Corporate Communication Team, PIF

