

TOP EXPO 2027

Competition for the best booth and promotional materials at the 35th year

COMPETITION CONDITIONS AND PRINCIPLES

Categories:

- I. The most interesting promotional material
- II. The most impressive booth up to 25 sq.m
- III. The most impressive booth up to 60 sq.m
- IV. The most impressive booth up to 100 sq.m
- V. The most impressive booth over 100 sq.m

Awards will be given in all categories:

- 1st prize – glass artefact + certificate
- 2nd prize – glass artefact + certificate
- 3rd prize – glass artefact + certificate

The jury may also award one extra prize (glass artefact + certificate) regardless of the competition category.

**The prizes will be announced and awarded during the fair.
Detailed information about the handover will be communicated
by the organizer.**

- Promotional materials must be submitted to the competition by the exhibitors based on the organizer's notice – information and a call for participation will be sent to the exhibitors by email.

The materials entered for the competition must be delivered in the consignment bearing the designation: **HW 2027 – COMPETITION**

to the address:
ABF, a.s.,
Beranových 667
199 00 Prague 9 - Letňany

Deadline for delivery: no later than **28 February 2027.**

Only HOLIDAY WORLD & REGION WORLD participants, namely exhibitors or co-exhibitors, may participate in the competition.

- Booths are not entered for the competition. All booths will be evaluated by the jury.

Basic criteria for evaluating promotional materials:

- total impression of the material in relation to its purpose – targeting
- content concept, quality and clarity of the text
- quality and use of photographs or, as the case may be, other graphic elements
- graphic design, clarity, creativity
- form and format of the material in the context of its purpose
- possible connection with electronic materials

Basic criteria for evaluating booths:

- architectonic expression and aesthetic level
- harmony with the exhibitor's characteristics and focus
- creativity and new interesting ideas
- use of graphic elements, interactive elements, etc. and their purposefulness
- use of active elements of addressing visitors, accompanying elements
- originality and overall combination of the whole and details of the booth, including furniture and graphics

Jury evaluation:

1. To evaluate promotional materials, the jury will meet in the offices of ABF, a.s. Having become acquainted with the materials submitted to the competition and having conducted individual assessment, the jury will meet for a joint discussion by prior agreement. On that day, evaluation of the above categories will be closed. All proposals are voted on; in cases of equality of votes, the jury chairman has a casting vote.
2. The jury's work to evaluate booths will start on 18 March 2027 and is going to continue on 19 March 2027 on the trade fair premises.
3. Each juror will independently propose 5 candidates for awards in each category before the jury meets. The proposed booths will be ranked as follows: 1st place (5 points) to 5th place (1 point)
4. The points will be added up at the joint meeting of the jury, and the jury will make a decision. In the absence of clear agreement on any item, the jury will jointly assess the problem.
5. The jury will decide on the final order by vote, with each juror having 1 vote. In cases of equality of votes, the jury chairman has a casting vote. The jury will also make a decision on awarding a special prize.

The jury consisting of experts on tourism, marketing and exhibition sector will have 3 members and will be appointed by the trade fair organizer – **ABF, a.s.**