

BIO

FOOD

FIT


MUSIC

FAMILY

FESTIVAL, WHICH PLANTS A SEED IN YOUR MIND

FINAL REPORT

 23. – 24. 9. 2017

 Prague Exhibition Grounds

 www.evolution.cz



EVOLUTION
— festival —



Dear friends,

we would like to thank you again for your participation in the first Autumn Festival Evolution. We are pleased that the new Autumn Festival was so well received by the satisfied visitors, participants and exhibitors. We are glad that the Festival is doing so well – it motivates us to rise to the challenges, to continue, and to improve. We are going to maintain both the Spring and the Autumn Festival concepts. The original Spring Festival is again going to be held in the entire Industrial Palace, the new Autumn Festival will be held in the Central Hall and in the Right Wing of the Industrial Palace, as well as on the outside of the Palace.

We look forward to meeting you again during the Spring Festival Evolution on March 23-25, 2018, as well as during the Autumn Festival Evolution on September 22-23, 2018.

Best Regards,

Cirad Hemelík and the Festival Evolution Team



BASIC DATA

EVENT DATES 23. – 24. 9. 2017
EVENT ORGANISER Festival Evolution s.r.o.
VENUE Prague Exhibition Grounds,
Industrial Palace – Middle Hall, Right Wing, Outdoor Area

NUMBER OF EXHIBITORS 216
NUMBER OF VISITORS 8 237 persons
EXHIBITION AREA/NET 3 186 sq.m.



FESTIVAL MAP



ADMISSION

1-day ticket in pre-sale: 130 - 150 CZK

1-day ticket: 150 CZK

1-day reduced ticket: 100 CZK (students to 26 years, seniors from 65 years, disabled)

2-day ticket: 200 CZK

Free of charge: children to 12 years, disabled with assistance

Exhibitor's guests ticket: 61 CZK



REPRESENTED COUNTRIES

11 countries: Bali, Czech Republic, Germany, Great Britain, Jamaica, Mexico, New Zealand, Slovakia, South Korea, Switzerland, USA

PARTNER EVENTS

MINI RawFest by Lifefood Czech Republic s.r.o.

Minifair of fairtrade products by Fairtrade Česko a Slovensko, z.s.



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PARTNERS

GENERAL PARTNER


PARTNER OF THE FESTIVAL
PROGRAM

OFFICIAL SPRING WATER OF
THE FESTIVAL


PARTNERS







GENERAL MEDIA PARTNER




MEDIA PARTNERS































ARTICLES AND LINKS, INVITATIONS, ADVERTISEMENT: PRINTED MEDIA

Bylinky Revue, Diochi Sféra, Enigma, Exkluziv, Instinkt, Jóga dnes, Kvalitní život, Legalizace, Meduňka, METRO, MF DNES (příloha RODINA), Miminko, Nový Fénix, Paní domu, Pravý domácí časopis, Pražský přehled kulturních pořadů, Pražský zpravodaj, Regenerace, Rozmaryna, Sedmá generace, Sedmička, Šifra, Týden, Ve hvězdách & Lidový léčitel, Zdraví, Žena a život

RADIO

Partnership: – Rádio Impuls, Český rozhlas Region Dab Praha

Spots: 402 broadcasting – Blaník Praha a Střední Čechy, Blaník Severní Čechy, Blaník Východní Čechy, Blaník Západní Čechy, Country rádio, Evropa 2, City Praha, Hitrádio Dragon ZČ, Hitrádio Faktor JČ, Hitrádio FM (Most/Labe), Hitrádio FM Plus ZČ, Hitrádio Magic VČ, Hitrádio Magic Brno JM, Hitrádio Orion (Olomouc a Valašsko) SM, Hitrádio Orion (Severní Morava) SM, KISS, Rádio1

TV

Partnership: TV Barrandov

Reports and live shots in broadcasting: TV Barrandov, Cesty k sobě, Goscha TV

WEB

General media partner: OnaDnes.cz

Azrodina.cz, Babyoffice.cz, BeFresh.cz, Bio-info.cz, Blesk.cz, Borovice.cz, Casopis-rozmaryna.cz, Casopis-sifra.cz, Celostnimedicina.cz, Cestyksobe.cz, Csfed.cz, Ctiradhemelik.cz, Dama.cz, Databazeknih.cz, Diochi.cz, Dokonalazena.cz, Doktorka.cz, Drevoastavby.cz, Epochaplus.cz, Evensi.com, Eventaro.com, Ezobanka.cz, Ezofest.sk, Ezoterici.cz, Felicius.cz, Festivalovasezona.cz, Festivaly.sk, Festivaly-cesko.cz, Flowee.cz, Forme.cz, Hyperbydleni.cz, Hyperinzerce.cz, Hypermedia.cz, Chytrazena.cz, Idnes.cz, Ihned.cz, Impuls.cz, Informuji.cz, Jak-zit-zdrave.cz, Jenprozeny.cz, Joga-online.cz, Jogadnes.cz, Jogavirtual.cz, Jomagazin.cz, Kampocesku.cz, Kamsdetmi.com, Kamzajdem.cz, Kdykde.cz, Kudyznudy.cz, Kulturio.cz, Kvalitnizivot.com, Lidovky.cz, Lifefood.cz, Lineatoscana.cz, Maminka.cz, Managerka.cz, Medunka.cz, Mesicnikzdravi.cz, Mezizenami.cz, Moжебetyнка.cz, Moжебыlinky.cz, Moжеgenerace.cz, Moжемедунка.cz, Nepropasni.cz, Novyfenix.cz, Prague.eu, Praguemoon.cz, Pravydomaci.cz, Prazanda.cz, Primazena.cz, Prozdravi.cz, Regenerace.cz, Rossmanninspiruje.cz, Rozhlas.cz, Sedmagenerace.cz, Sedmicka.cz, Spojujenasjoga.cz, Strankyprozeny.cz, Styl-zivota.cz, Tiscali.cz, Trendyzdravi.cz, Tyden.cz, Udalostivpraze.cz, Ugo.cz, Vareni.cz, Vegan.cz, Vehvezdach.cz, Vezdravi.cz, Vitalvibe.eu, Vystavistepraha.cz, Vyvazenezdravi.cz, Wellnesslife.cz, Womanandstyle.cz, Yogapoint.cz, Zdrave.cz, Zdraveomlazení.cz, Zdraviasport.cz, Zelenezpravycy, Žena.cz and others...

INTERNET CAMPAIGNS

- 1) PPC advertisement - Sklik, Google AdWords – 1,9 mill. projections
- 2) RTB advertisement - 2,5 mill. projections
- 2) Banners and advertisements on partner webs - 50 partner webs
- 4) Facebook advertisement: over 2,4 mill. users, over 5,5 mill. views



INDOOR AND OUTDOOR

Posters 106 x 19 – in metro trains C (Prague) – 60 pcs – September
Frames 49 x 49 – in metro trains A, B (Prague) – 80 pcs – September
Posters A2 – bus stops (Prague)– 250 pcs – September
Posters A1 – poster boards (Prague) – 50 pcs – September
Billboards - (Czech Rep.) – 30 pcs – September
Trams – Q-size (Prague) – 40 pcs – September

LEAFLETS

Format A5, printed 15 000 pcs – distribution health food stores, bookstores, tea rooms, libraries, medical facilities, letter-boxes etc.



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PRESENTATION OF EXHIBITORS

WEB: www.evolution.cz – more than 120 000 unique visitors

FACEBOOK: Festival Evolution – currently 11 705 relevant users

1. Publication of presentations in the section Exhibitors Novelties.
2. Display of the logo in section of Exhibitors.
3. Online List of exhibitors - free basic entry, booth number, the logo, link to website.
4. Festival guide - a list of exhibitors, the possibility of different types of advertising.
5. Facebook page – publishing news from the fairs.
6. Press releases - bringing news.
7. Opportunity to perform in the festival program
8. Leaflet distribution, various forms of partnership, opportunities for presentation within the space of Industrial Palace, opportunities for presentation within the space of the Exhibition Grounds, partnerships in media campaigns.



5 FESTIVAL PROGRAM

- 2 days
- 5 stages
- 126 programs
- 8 workshops

During the two festival days, there were 76 performances on 5 festival stages, introducing 126 presenters (14 of them were from abroad). There were also 8 daylong sites offering workshops, creative workshops, and other accompanying activities including a children's corner.

On Saturday, we had the opportunity to attend the lecture of the American writer, psychologist, and physician **Raymond Moody**, author of the bestselling book *Life After Life*. **Phillip Lymbery** from Great Britain shared alarming information regarding animal husbandry and cruelty to animals. **Gregorio Méndez Moraeno** from Mexico spoke about fair-trade coffee production. **Barbara Miller** from Germany focused on blood testing and fats beneficial for our health. **Petra Eatjuicy** (Bali) discussed physical and mental health. **Gianni Coria** from Switzerland told visitors about the natural treatment of hair loss. **Piter Caizer** from Germany talked about the benefits of raw food, **Roger Green** from New Zealand explained the principles of food for longevity. **Garry Wriath** from Great Britain showed what can be made of pumpkins. **Deva Presence** (USA) advised how to heal our relationships. **Teal Swan** (USA) spoke about conscious upbringing. The spiritual teacher **Mooji** joined the festival visitors for a live satsang. The festival programme embraced a wide spectrum of topics, ranging from healthy food (including demonstrations of meal preparation), personal development, new trends in education and training, to tips for a healthy living. We enjoyed presentations promoting healthy body and soul, other lecturers focused on our relationships or inner worlds. As always, visitors could take part in physical and sports activities. Many outstanding music performances featured e.g. **Suvereno**, **Maok**, **Vesna**, and the final concert was performed by **Vojta Dyk and B-Side Band**.



6 CONTACTS

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NEXT
FESTIVAL DATE:




EVOLUTION
— festival —

23. – 25. 3. 2018
Prague Exhibition Grounds



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 **22. – 23. 9. 2018**

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