



BIOSTYL

7th FAIR OF HEALTHY NUTRITION AND HEALTHY LIFESTYLE



EVOLUTION

2nd FAIR OF EDUCATION AND PERSONAL EVOLUTION



ECOWORLD

4th ECOLOGY AND SUSTAINABLE DEVELOPMENT TRADE FAIR



ESOTERIKA

8th FAIR OF ALTERNATIVE LIFE STYLE



FINAL REPORT 2012

20. - 22. 4. 2012

Prague Exhibition Grounds, Czech Republic

www.mojeveletrhy.cz

FINAL REPORT OF THE FAIRS BIOSTYL, EVOLUTION, ECOWORLD AND ESOTERIKA 2012

Dear exhibitors and business partners,

we would like to thank to all exhibitors for their participation in the spring fairs Biostyl, Evolution, Ecoworld and Esoterika 2012. By all measurable parameters, this year we were again one step further than in previous years. In particular, we are pleased with the growing number of visitors at the time when other fairs generally showed a drop in average by 15%. The reactions of both exhibitors and visitors are showing that this year's fair had a very pleasant atmosphere, visitors were lively interested in offered products and services and appreciated the rich accompanying program.

Thank you again for your support and we are looking forward to meeting you in the next year's fairs, which take place on 19 - 21 April 2013 again at the Prague Exhibition Grounds.

The team of Felicius Media s.r.o.

BASIC DATA

DATE OF THE EVENT

20. - 22. 4. 2012

EVENT'S ORGANIZER

Felicius Media s.r.o.

VENUE

Prague Exhibition Grounds, Industrial Palace – Left Wing, Middle Hall, Right Wing, Outdoor Area

NUMBER OF EXHIBITORS

328

EXHIBITION AREA / NET

2945 m²

NUMBER OF VISITORS

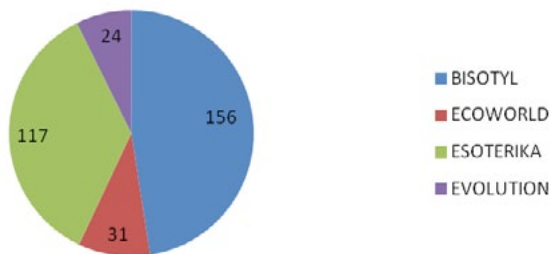
15 748 people

- **BIOSTYL** - 7th fair of healthy nutrition and healthy lifestyle
- **ESOTERIKA** - 8th international trade fair of alternative lifestyle
- **ECOWORLD** - 4th ecology and sustainable development trade fair
- **EVOLUTION** - Fair of education and personal progress



BASIC DATA

The composition of exhibitors at trade fairs



COMPARISON WITH PREVIOUS YEARS

	2008	2009	2010	2011	2012
Number of exhibitors	268	248	247	320	328
Exhibition area/net, sq.m.	1 682	1 685	1760	2862	2945
Number of visitors	16 858	12 215	12 300	14 231	15 748

REPRESENTED COUNTRIES

Holland, India, Italy, Cameroon, Hungary, Poland, Russia, Rwanda, Slovakia, Switzerland, Spain, Tunisia, USA

PATRONAGE

Under the patronage of Minister of Agriculture, Mr. Petr Bendl



ENTRANCE FEE

One day – Full admission: 200 CZK

One day – Reduced: 120 CZK (seniors, children, students, disabled)

Three days – Full admission: 500 CZK

One day – pre-registered: 120 CZK (registration on www.mojeveletrhy.cz)

Special offer (1 + 1 free): 100 CZK (voucher in magazines Kuchyně, Enigma, Paní domu, special leaflets)

Tickets for guests of exhibitors: 60 CZK (Each exhibitor could order tickets for his guests or customers, or use them in competitions or as a gift to purchase, etc.)

PARTNERS OF THE FAIRS

Organizer: Felicius Media s.r.o.

Partner of the fairs: Incheba Praha

General partner of the fair Biostyl: INTERSPAR ČR

Professional partner of the fair Biostyl: PRO-BIO Association of Organic Farmers

Professional partner of the fair Ecoworld: CENIA – Czech Environmental Information Agency

Partners: Evolution.cz, Hub Praha, Occto, Pražské brány, Vstupenkov.cz, Zelené trhy

Main media partners: Český rozhlas Radiožurnál, Doktorka.cz, Moje psychologie, Tiscali Media

Media partners:

Bioměsíčník, Biospotřebitel.cz, Český rozhlas Radiožurnál, Český rozhlas Regina, Dáma.cz, Dieta, Doktorka.cz, Ekolist, Ekologické bydlení.eu, Enigma, Enviweb.cz, Evzdelávání.cz, EZO TV, Fitweb.cz, Kuchyně.cz, Literární noviny, Maminka.cz, Medium, Meduňka, Metro, Mladá fronta, MM Portal, Moje astrologie, Moje psychologie, Moje zdraví, Paní domu, Phoenix, Potravinářská revue, Potravinářský zpravodaj, Psychologie.cz, Radio Blaník, Radio City, Regena, Regenerace, Sféra, Statuss, Tiscali Media, TV Cesty k sobě, Ve hvězdách, Vzdělání.cz, Wellness noviny.cz, Záhady života, Zdraví, Ženy.cz



ADVERTISING

PRESS CONFERENCES

20. 4. 10:30 - PRO-BIO Association of Organic Farmers's PC

20. 4. 13:30 - George Egely's PC

PRINTED MEDIA - ADVERTISING, PR ARTICLES

Bio&Natur, Bioměsíčník, Bydlení, City magazín, Dieta, Dolce Vita, Doma Dnes, Ekolist, Enigma, Harmonie života, Jackie, Kuchyně, Lidové noviny, Literární noviny, Love star, Medium, Meduňka, Metro, Metro - Praha, Mladá fronta Dnes, Moje psychologie, Moje zdraví, Paní domu, Phoenix, Potravinářská revue, Potravinářský zpravodaj, Právo, Pražský Deník, Regena, Regenerace, Sféra, Spirit, Spy, Statuss, Style, The Prague Post, Tina, Ve hvězdách, Záhady života, Zdraví

INTERNET

advertising, PR articles, banners (the list on www.mojeveletrhy.cz)

banner campaign on more than 200 pages (list on www.mojeveletrhy.cz)

PPC campaigns and Facebook - Sklik, Google, Google Banner Advertising, Facebook

PR - RÁDIA

Český rozhlas - ČRO 2 (interview), Český rozhlas - Radiožurnál (weekly competition, Tip in the Reports, 15x spot), Český rozhlas - Regina (weekly competition for the tickets, commercials, interviews), Rádio City (spots), Rádio Blaník (spots), Rádio 1 – (invitation, advertisement)

PR - TV

Česká televize - News - reportage, The Week in regions, From the metropolis - trailer, Ekonomika ČT 24 - interview, Cesty k sobě (interview), TV Metropol - City koktejl (interview), EZO TV (advertising in the broadcast)

COMPETITIONS FOR TICKETS IN THE MEDIA

webs - 17, printed media – 5, radios – ČRO Radiožurnál, ČRO Regina

DIRECT MAILING

more than 100,000 users interested in the fields

INDOOR A OUTDOOR

Posters A1 - carriers, roundels, columns (near metro) - 4300 pcs, **Billboards** - 37 pcs (located in Prague), **Bigboard** – 1 pc, **Benches** - stickers – 40 pcs (located in Prague), **Trams** - stickers – 15 pcs (located in Prague), **Leaflets** – distribution in stores, bookstores, tea rooms, libraries, clubs, schools, hotels, etc. - A5 in Czech, load 8000 pcs, **DL format in Czech** - load 2500 copies, DL format in English - 2,000 units (hotels)

EXHIBITION JOURNAL

There has been released four numbers of Exhibition Journal - 3 electronic and one printed, which was in an edition of 4000 pieces distributed to libraries, restaurants, clubs, shops, etc.

OTHER ADVERTISING

Shops Interspar Czech Republic - advertising flyers, radio spots, posters and brochures in stores, about 150,000 items

a walking advertisement in the city center the day of the exhibition

advertising in shopping centers - printed banners



PRESENTATION OF EXHIBITORS

Webs: mojeveletrhy.cz, biostyl.cz, veletrhesoterika.cz, veletrhecoworld.cz, veletrhevolution.cz, evolution.cz

Facebooks: Eso Bio Eco, veletrh Biostyl, veletrh Esoterika, veletrh Evolution, veletrh Ecoworld, evolution.cz

- 1) Website of the fair - exhibitors have the opportunity each year to send us their presentations, which are published in the News section
- 2) Website of the fair – publication of the exhibitors, their booth´s numbers and web sites in the exhibitors section
- 3) Facebook page - publishing news from the fair
- 4) Exhibition Journal – presentation in the section Window of Exhibitors
- 5) Press releases - bringing of interesting companies
- 6) Catalogue of exhibitors - basic entry - free, ad type A - free of charge, various types of advertising
- 7) The possibility of appearance in the accompanying program
- 8) Distribution of leaflets, various forms of partnership, the possibility of presentation within the Industrial Palace, the possibility of presentation within the exhibition area, a partnership of media campaigns, ...
- 9) Possibility to grant prizes to competitions
- 10) Other marketing opportunities - see offer on www.mojeveletrhy.cz



COMPETITIONS

VISITORS COMPETITION

The visitors competition was held during the fair. In the competition was included each visitor who correctly completed competition form. A total of 21 winners were then determined by the tipping question which was: „How many olives are in the jar?“ There were really a lot of answer and in a large margin. The correct tip was 1911 olives.

- 1. price** The weekly tour for 2 persons from company YOU TRAVEL to Tunisia, Club Hotel EI BOUSTEN, June 2012, ALL INCLUSIVE



EXHIBITORS COMPETITION

The exhibitors competition was organized this year for the first time. The prices were drawn, every exhibitor had in the drum the number of coupons corresponding to the ordered sq.m.

1. price a tour for two persons to Tunisia - company LASKA DALBOSS
2. price 20% discount for the ordered area for next year – company LIFEFOOD
3. price advertisement in the next year´s fair catalogue – company PRAGON

COMPETITIONS FOR TICKETS IN THE MEDIA:

Competitions for tickets in the media:

Webs - apetitonline.cz, biospotrebitel.cz, doktorka.cz, ekobydleni.cz, ekolist.cz, elle.cz, chytrazena.cz, kiss98.cz, kliknazdravi.cz, kuchyne.cz, marianne.cz, mmportal.cz, praguecityline.cz, romantickepobyty.cz, tiscali.cz, tvrtm.cz, vzdelani.cz

Printed media - Kuchyně, Enigma, Paní domu, MF Dnes, Statuss

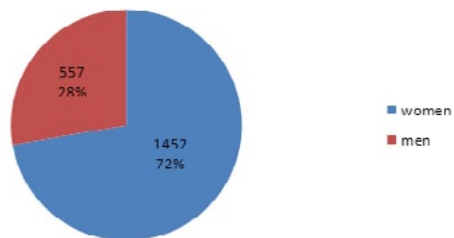
Radios - Český rozhlas Radiožurnál, Český rozhlas Regina



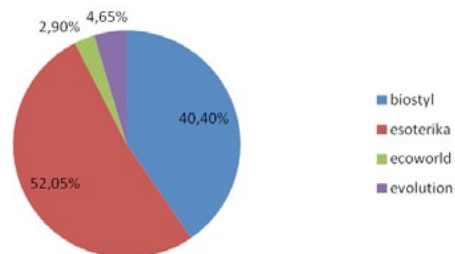
VISITOR STATISTICS

Web form was filled by 2009 persons.

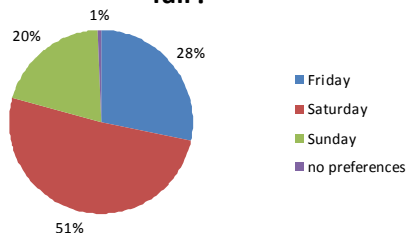
Respondents women/men



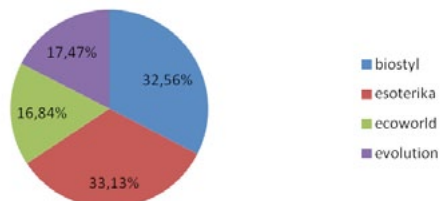
Which fair do you wish to visit?

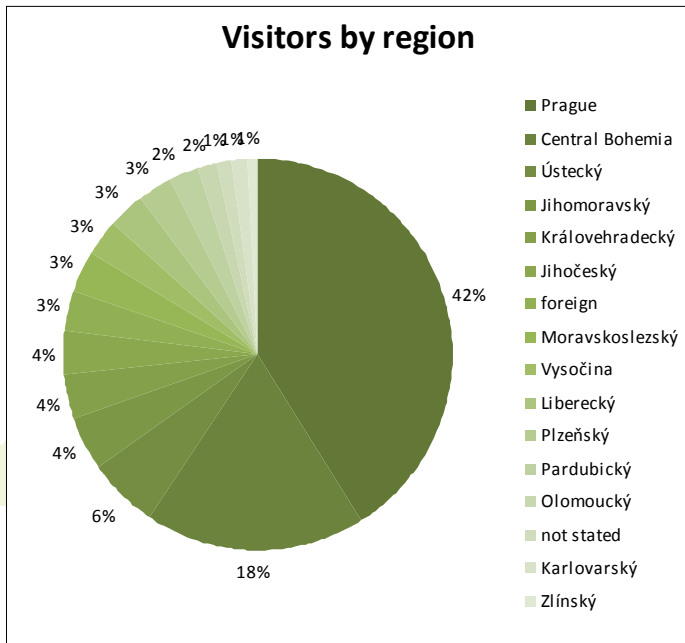


Which day you want to visit the fair?



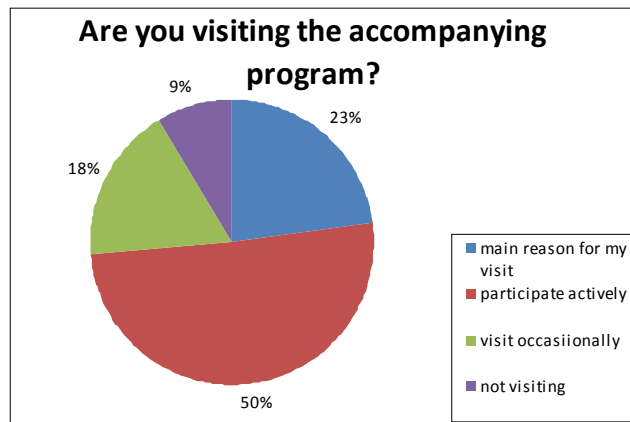
The order of interest for each fair (score - 4 to 1 point)





FESTIVAL EVOLUTION – ACOMPANYING PROGRAM

Accompanying program took place on 8 stages, in 126 programs performed 19 foreign participants and 111 Czech performers, 18 films were projected in the fair cinema and 9 exhibitions were installed, 4 book signings were held. No special admission was charged for the program.



DATE OF NEXT FAIR
19. – 21. 4. 2013

CONTACTS ON THE TEAM



Ctirad Hemelík

+420 222 544 304

director of the company

veletrhy@feliciusmedia.cz

Alžběta Syrovátková

+420 774 846 634

manager of the fairs Biostyl, Ecoworld, Evolution, Esoterika,

alzbeta@feliciusmedia.cz

Sandra Dangová

+420 731 344 235

sales manager

sandra@feliciusmedia.cz

Gabriela Kolářová

+420 606 666 214

sales manager

gabriela@feliciusmedia.cz

Adéla Tlachačová

+420 737 747 473

manager of accompanying programs

adela@felicius.cz

Jan Zeman

+420 776 785 729

marketing, media

jan.zeman@feliciusmedia.cz

Vít Vrbický

+420 603 786 170

manager of accompanying programs

vit@feliciusmedia.cz

Michal Hájek

+420 777 264 479

catalogue, advertising

michal@feliciusmedia.cz

