



Competition regulation

1. General provisions

The Exhibition Marketing Award competition (hereinafter the “Competition”) is an event focused on improving the efficiency of companies' participation in the PRIMEXPO exhibitions (hereinafter the “Exhibitions”) by diplomas and marks of distinction awarding the employees, who are responsible for the companies' participation in the Exhibitions (hereinafter the “Employees”) for their outstanding achievements in the exhibition marketing.

The competition is organised by PRIMEXPO, part of the ITE Group (hereinafter the “Competition Organiser”).

2. Competition tasks

- Stimulate the Employees for maximum effective use of the Exhibitions potential at all stages: before, during and after the Exhibition;
- Improve the efficiency of companies' participation in Exhibitions.

3. Competition participants

After the Exhibition participation is paid, Employees of exhibitors become the Competition participants automatically.

Both Employees of Russian and foreign exhibitors can become the Competition participants.

4. Competition assessment criteria

The Competition participants shall be assessed according to the following criteria:

- effectiveness of the advertising campaign aimed to attract visitors to the exhibitor's stand, including assessment of click-through rate to the visitor registration form on the Exhibition website according to individual visitors Internet registration of the exhibitor;
- Quality of design and rationality of the exhibitor's stand space use;
- effectiveness of the team on the exhibitor's stand, including awareness of the products displayed on the exhibitor's stand and working conditions, number of the stand team members, their appearance and other parameters affecting the efficiency;
- availability, decoration and content of printed promotional materials on the exhibitor's stand;
- availability of all necessary information about company in the exhibitor's Personal account on the Exhibition website;
- regularity of the exhibitor's news placement on the Exhibition website;
- dynamic communication with the Exhibition Organising Committee and rapid decision-making;
- commitment to professional development, including attendance of training seminars aimed at improving the efficiency of company's participation in Exhibitions;
- creative approach to the company's exhibiting preparation and efficient use of the Exhibition potential at all stages: before, during and after the Exhibition.

5. Competition results

The Competition results are summarised in 2 (two) weeks after the Exhibition closing at a General meeting of the Exhibition Organising Committee by discussing and selection by simple majority of the best Employees matching the abovementioned criteria.

Diplomas and marks of distinction are sent to the Competition winners by registered mail or courier.

The Competition results are published on the Exhibitions official websites and in official media publications about the Exhibitions.