



festival evolution

FINAL REPORT
FESTIVAL EVOLUTION 2014

BIOSTYL • HEALTH • ECOWORLD • ALTERNATIVA • INSPIRACE

11.-13.4.2014

Prague Exhibition Grounds - Holešovice

www.festivalevolution.cz

BASIC DATA

EVENT DATES

11. – 13. 4. 2014

EVENT'S ORGANISER

Felicius Media s.r.o.

VENUE

Prague Exhibition Grounds - Holešovice, Industrial Palace – Left Wing,
Middle Hall, Right Wing; outdoor area

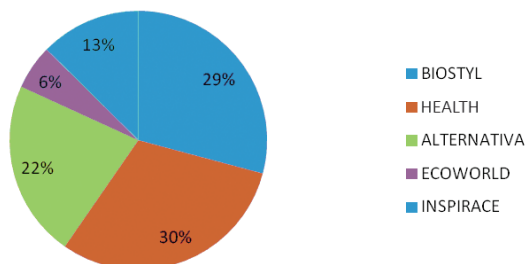
NUMBER OF EXHIBITORS 357

NUMBER OF VISITORS 14 562 people

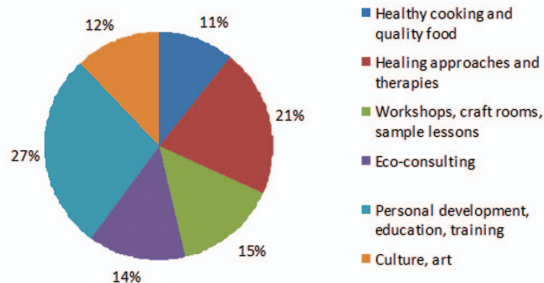
EXHIBITION AREA/NET 3 506 sq.m.

- **BIOSTYL** 9th Fair of Organic Food and Natural Cosmetics
- **HEALTH** 9th Fair of Healthy Nutrition and Healthy Lifestyle
- **ALTERNATIVA** 10th Fair of Alternative Lifestyle
- **ECOWORLD** 6th Ecology and Sustainable Development Fair
- **INSPIRACE** 4th Fair of Education and Personal Evolution

SPACE OF EACH FAIR



FESTIVAL PROGRAM COMPOSITION



FESTIVAL PROGRAM

- 3 days
- 8 stages
- 6 thematic areas
- 160 programs

COMPARISON WITH PREVIOUS YEARS

	2010	2011	2012	2013	2014
Number of exhibitors	247	320	328	339	357
Net exhibition area in sq.m.	1 760	2 862	2 945	3 165	3 506
Number of visitors	12 300	14 231	15 748	14 426	14 562

REPRESENTED COUNTRIES

15 countries: Czech Republic, India, Italy, Cameroon, Kazakhstan, Hungary, Mexico, Germany, Netherlands, Poland, Russia, Slovakia, Slovenia, U.S.A., Great Britain



ADMISSION

All-day Admission Basic Ticket: 200 CZK

All-day Admission Reduced: 125 CZK (seniors, children, youth, students, disabled)

Three-day Admission Basic Ticket: 500 CZK

All-day Admission Discounted (after registration): 150 CZK (after registration at www.festivalevolution.cz)

Tickets for Exhibitor's Guests: 61 CZK (each exhibitor could order tickets for their guests or customers and use the tickets as prizes in competitions or as a gift with purchase, etc.)

2 PARTNERS

Organiser: Felicius Media s.r.o.

Partner of the Fairs: Incheba Praha spol. s r. o.

General Partner of Biostyl: SPAR Czech Republic

Professional Partner of Biostyl: PRO-BIO Association of Organic Farmers

Professional Partner of Ecoworld: CENIA, Czech Environmental Information

Partners: Occto s.r.o., Vstupenkov.cz, ProRegiony, Pražské Brány

Cooperation: Zelená domácnost, Goscha TV, Dajána, Zdravá potravina

Media Partners:

Moje zdraví, Dieta, Maminka, Bio&Life, Zdraví, Regena, Regenerace, Chuť a styl, Vlasta, Květy, Pravý domácí časopis, Meduňka, Sféra, Záhady života, Ve hvězdách, Cesty k sobě, Joga Dnes, ČR Regina, Žena a život, E15



3 PUBLICITY

ARTICLES AND LINKS, INVITATIONS, ADVERTISEMENT:

Printed media

AC24 - Vědomí, Bio and Nature, Bio&Life, CITY magazín, Dieta, E15, Fit pro život, Glanc, Chuť a styl, Joga Dnes, Květy, Lidový léčitel, Listy Prahy 1, Maminka, Mediaplanet, Médium, Meduňka, Moje zdraví, Osobní rozvoj, Phoenix, Prague post, Pravý domácí časopis, Pražský deník, Regena, Regenerace, Sféra, Tina, Ve Hvězdách, Vlasta, Záhady života, Zdraví, Zen magazín, Žena a život

Radio and TV

Cesty k sobě, ČRo Dvojka, ČRo Regina, Česká televize, Gastro plus TV, Goscha TV, Radio BBC, Radio Blaník, Radio Express, Radio Kiss 98, Rádio Sázava / Radio Color, TV Metropol, TV Pohoda / Palladium



Web a facebook

aerobic.cz, agric.cz, azrodina.cz, bio-info.cz, biospotrebitel.cz, Blesk.cz, borovice.cz, doktorka.cz, Dřevo & Stavby, econnect ecn.cz, Ekolist, ententyky.cz, enviweb.cz, euro-media.cz, fitstyl.cz, chytrazena.cz, iglanc.cz, invarena.cz, jogadnes.cz, kafe.cz, Kalorické tabulky.cz, kamsdetmi.cz, kudyznudy.cz, kultura21.cz, marianne.cz, nastrojzdravi.cz, Naše Praha 7.cz, newsletter Ententyky.cz, ona.idnes.cz, osobnirozvojonline.cz, peknyden.cz, prazanda.cz, prazskypatriot.cz, prodamy.cz, protišedi.cz, prozeny.blesk.cz, rodice.com, S Děťmi v Praze, sedmagenerace.cz, streetzurnal.cz, superrodina.cz, superzenska.cz, tyden.cz, vasedeti.cz, vlasta.cz, web Kudy z nudy, vweb Magazin zdravého a etického životního stylu, web Maurerův výběr, web S dětmi v Praze, web Zdravotní registr, web žena a život, wellnessnoviny.cz, zahradnickykalendar.cz, Zdravapotravina.cz, ZEN magazin.cz, zena-in.cz

Internet Campaigns

- Main portals super.cz, horoskopy.cz, bleskprozeny.cz, prozeny.cz, novinky.cz, idnes.cz
- PPC advertisement – internet networks – over 270 targeted servers, PPC Facebook, Sklik, Google, partner websites
- Facebook advertisement – approached 2,3 million of users, over 5,4 mill. views

DIRECT MAILING

More than 1 500 000 users interested in given fields

INDOOR AND OUTDOOR

Posters A1: carriers, roundels, columns (near subway) - 4000 pcs (posted in Prague)

Billboards, printed banners: 20 pcs (posted in Prague)

Leaflets:

Leaflet 1 format A5, printed 40 000 pcs – distribution shops, bookstores, tea rooms, libraries, clubs, schools, hotels, etc.

Leaflet 2 format A5 – Interspar stores, printed 5500 pcs

Benches: posted 98 posters (Prague)

FESTIVAL JOURNAL

2 editions of the Festival Journal – 1 electronic and 1 printed (4000 copies of printed journal has been distributed to libraries, restaurants, clubs, shops, etc.)

ADDITIONAL ADVERTISING

- Interspar stores Prague – advertising in Interspar and Spar flyers, recorded voice advertisement in stores, posters and leaflets in stores (banners in leaflets - approx. 150.000 pcs)
- Advertising in shopping centers – banners and placards



4 PRESENTATIONS OF EXHIBITORS

WEBSITE: www.festivalevolution.cz – more than 120 000 unique visitors

FACEBOOK: Eso Bio Eco – currently 6 280 relevant users

1. Exhibition website – exhibitors have an opportunity each year to send us their presentation, which we will publish in the News section
2. Exhibition website – publication of exhibitors, their booth number and website in the section Exhibitors
3. Facebook page – publishing news from the fairs
4. Festival Journal – presentation in column „Exhibitor’s Corner“
5. Press news – news presentations
6. Festival Guide – basic Exhibitor entry free of charge, options for various types of advertisement
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, ...
9. Opportunities to donate prizes for competitions
10. More marketing opportunities – please, visit our website at www.festivalevolution.cz



5 COMPETITIONS FOR VISITORS

- A. Competition for Facebook fans
- B. Competition for visitors right at the festival

We have distributed over 60 attractive prizes to winners of our competitions, each averaging between 2 – 5 000 CZK.

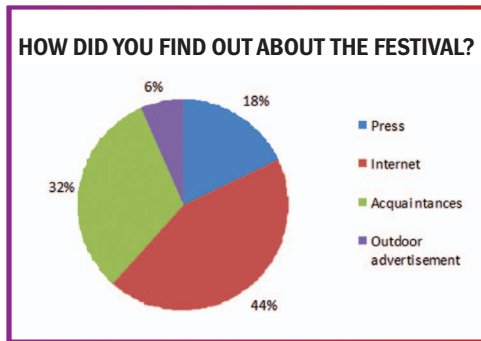
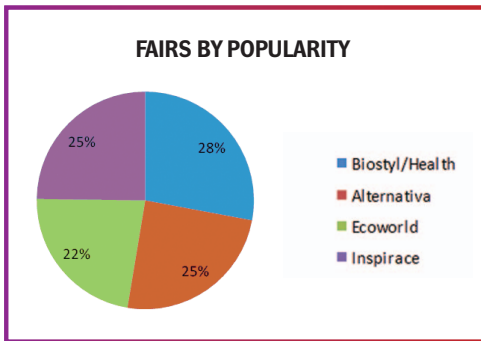
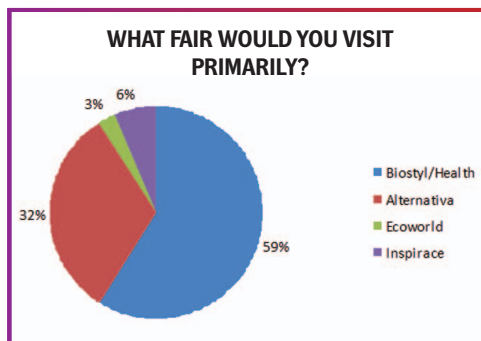
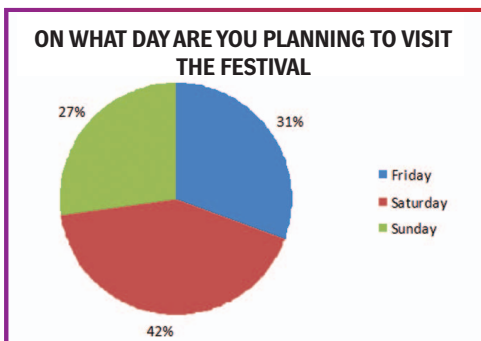
PRIZES WERE PROVIDED BY:

Spar Czech Republic, Herbadent, Vitalvibe, Linea Toscana, Iswari Superfood, Knižní klub, eStudánka, Felicius, Kalisek.cz, Life Direction – Martina Smíšková, Příležitost k podání ruky, Kolínská voda, Pastelový svět, Martina Slabá, COCO24, Achtenberg Publishing, METAFORA Publishing, BioProtect, KvalitniZivot.com and Provitex



6 VISITOR STATISTICS

Website forms were filled by 1392 people.



7 FESTIVAL EVOLUTION – FESTIVAL PROGRAM

Festival program was held on 8 stages. 176 Czech performers and 15 international performers made an appearance in 162 programs, 5 exhibitions were installed, 5 book signings were held. There have been 28 hands-on workshops and sample lessons, for the entire duration of the festival it was possible to visit 4 interactive workshops. The above mentioned programs were available for no additional charge.



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Date of next year's
festival:



festival evolution

17.-19.4.2015

Prague Exhibition
Grounds - Holešovice



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