

**event of
the year**

FESTIVAL WHICH PLANTS A SEED IN YOUR MIND

www.festivalevolution.cz

FINAL REPORT



festival evolution

24. – 26. 3. 2017
Prague Exhibition Grounds

Bio style

Health

Eco world

**Personal
Development**

Alternative

Dear friends,

I would like to thank you for your participation in the Spring Festival Evolution.

The festival has been growing year by year in terms of the number of visitors and exhibitors as well as in terms of the quality of activities and services offered. We are pleased to see that our festival keeps attracting new exhibitors, new visitors, new experts and business professionals. We do our best to provide professional facilities, pleasant atmosphere, and new business opportunities.

We are glad that festival is doing so well – it motivates us to rise to the challenges, to continue, and to improve. Thus, we are organizing Festival Evolution also in the autumn this year.

We trust that the Spring Festival met your expectations and hope to see you again on September 23 - 24, 2017.

Ctirad Hemelík
Founder of Festival Evolution



BASIC DATA

EVENT DATES 24. – 26. 3. 2017

EVENT ORGANISER Felicius Media s.r.o.

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

NUMBER OF EXHIBITORS 408

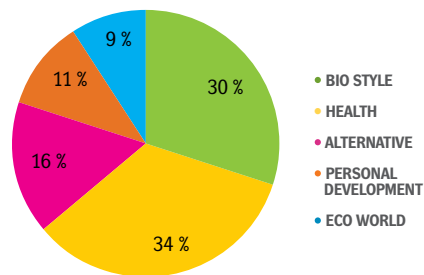
NUMBER OF VISITORS 16 076 persons

EXHIBITION AREA/NET 4 023 sq.m.

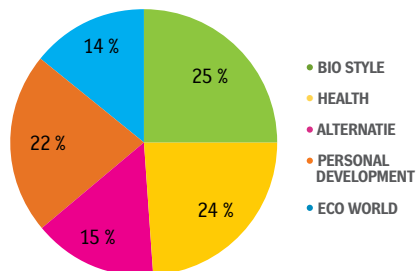
FESTIVAL PROGRAM

- 3 days
- 172 programs
- 7 stages
- 4 exhibitions

SPACE OF EACH SECTION



SECTIONS BY POPULARITY



COMPARISON WITH PREVIOUS YEARS

| Year | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Number of exhibitors | 320 | 328 | 339 | 357 | 384 | 399 | 408 |
| Net exhibition area in sq.m. | 2 862 | 2 945 | 3 165 | 3 506 | 3 948 | 3 975 | 4 023 |
| Number of visitors | 14 231 | 15 748 | 14 426 | 14 562 | 15 598 | 16 107 | 16 076 |

REPRESENTED COUNTRIES

11 countries: Australia, Columbia, Czech Republic, Germany, Great Britain, Peru, Slovakia, South Korea, Switzerland, Ukraine, USA



ADMISSION

1-day ticket in pre-sale: 170 - 200 CZK

1-day ticket: 230 CZK

1-day reduced ticket: 150 CZK (students to 26 years, seniors from 65 years, disabled)

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

Exhibitor's guests ticket: 61 CZK



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PARTNERS

GENERAL PARTNER

flowee

PARTNER OF THE FESTIVAL PROGRAM

MAITREA
inspirace srdcem

OFFICIAL SPRING WATER OF THE FESTIVAL

RAJEC

PARTNERS

bigmedia
PREMIUM DIGITÁLNÍ

NISSAN

ROSSMANN
Drogerie, Parfumerie

Od začátku spolu...
ROSSMANEK
Všechny výrobky papírů

RAW FEST

PRO-BIO

occto

ProRegion



MEDIA PARTNERS

IMPULS
Rádío

ŽENA ŽIVOT

JENPROŽENY.cz

ZDRAVÍ

rozmarýna

Sedmíčka

Instinkt

TÝDEN

EXKLUZIV

JENŽENY.CZ

tiscali.media

Health&Beauty

hyperimzerte

Meduňka

JÓGADNES

Regena

Bio-info
Horní planá (okres Mladá Boleslav)

sféra

FÉNIX

Englita

PANÍ-DOMU

TRAFIC
KONTAKT
SAGITTE

VE HVĚZDÁCH
zdravých věcí

SIFRA
Cestovní průjmy, Nehtová onemocnění

ČESKÝ

ČESKÝ

ORGANISER

FELICIUS MEDIA
s.r.o.

PROGRAM ORGANISER

PRAŽSKÉ BRÁNY



3 PUBLICITY

ARTICLES AND LINKS, INVITATIONS, ADVERTISEMENT:

PRINTED MEDIA

Bio&Life, Bio&Natur, Buďte zdraví!, Diochi Sféra, Enigma, Exkluziv, Faktor S, Health&Beauty, Chvilka pro tebe, Instinkt, Jóga dnes, Kvalitní život, Madam Business, Medium, Meduňka, METRO, Miminko, Nová Regena, Nový Fénix, Paní domu, Pochutnej si se STOBem, Pravý domácí časopis, Pražský přehled kulturních pořadů, Puls, Revue 50 plus, Rozmarýna, Rytmus života, Sedmička, Šifra, Týden, Ve hvězdách & Lidový léčitel, Vědomí, Wellness magazín 40+ Moje generace, Zdraví, Žena a život

RADIO

Partnership: Spots + editorial support – Český rozhlas Regina DAB Praha
Spots: 640 broadcasts - Blaník Praha a Střední Čechy, Blaník Severní Čechy, Blaník Východní Čechy, Blaník Západní Čechy, 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 and Valašsko) SM, Hitrádio Orion (Severní Morava) SM, Rádio 1

TV, INTERNET STREAM

Partnership: TV Barrandov
Reports and live shots in broadcasting: TV Barrandov, Prima TV, Cesty k sobě, Příznaky transformace TV, Akademie soběstačnosti, TV Mozaika

WEB

Ac24.cz, Aha.cz, Ahaprozeny.cz, Alternativnimedicina.cz, Azrodina.cz, Babinet.cz, Babyoffice.cz, BeFresh.cz, Bez-chemie.cz, Bio-info.cz, Bioobchod.cz, Borovice.cz, Bubnujeme.cz, Casopis-rozmaryna.cz, Casopis-sifra.cz, Casopissofie.cz, Celostnimedicina.cz, Ceskenoviny.eu, Cestyksobe.cz, Citybee.cz, Cma.cz, Cosmeticannatura.cz, Ctidoma.cz, Ctiradhemelik.cz, Dama-online.cz, Dejsibio.cz, Denik.cz, Diochi.cz, Dokonalazena.cz, Doma.cz, Drevoastavby.cz, Ekoista.cz, Ekolist.cz, Ekozena.cz, Eliatv.cz, Epuls.cz, E-regena.cz, Esoterika.cz, Esoterikem.cz, Evensi.com, Eventaro.com, Everydaymagazin.cz, Exherbis.cz, Ezobanka.cz, Ezofest.sk, Ezoterici.cz, Felicius.cz, Festivalovasezona.cz, Festivaly.sk, Festivaly-cesko.cz, Flowee.cz, Fitstyl.cz, Forme.cz, Gastroplus.cz, GastroTV.cz, Hyperbydleni.cz, Hyperinzerce.cz, Hypermedia.cz, Chvilkaprotebe.cz, Chytrazena.cz, Ibestof.cz, I-journal.cz, Impuls.cz, Informuji.cz, Jimehlavou.cz, Joga-online.cz, Jogadnes.cz, Jogavirtual.cz, Jomagazin.cz, Kafe.cz, Kamposcesku.cz, Kamzajdem.cz, Kdykde.cz, Kosmetika-wellness.cz, Kudyznudy.cz, Kulturio.cz, Kvalitnizivot.com, Laikut.cz, Lifefood.cz, Lineatoscana.cz, Luxus.cz, Madambusiness.cz, Masaze.cz, Mebio.cz, Medunka.cz, Mesicnikzdravi.cz, Meziznamami.cz, Mojegenerace.cz, Mojemedunka.cz, Muzemejistzdraveji.cz, My89.cz, Naboso.cz, Nepropasni.cz, Osobnosti.cz, Perfectwoman.cz, Permakulturacs.cz, Plinky.cz, Prague.eu, Praguemoon.cz, Pravydomaci.cz, Prazanda.cz, Primazena.cz, Probio.cz, Prozdravi.cz, Rossmanninspiruje.cz, Rozhlas.cz, Spojujenasjoga.cz, Stob.cz, Story-kafe.cz, Strankyprozeny.cz, Stylmagazin.cz, Svetkolemnas.cz, Tiscali.cz, Trendyzdravi.cz, Tyden.cz, Udalostivpraze.cz, Vegan.cz, Vegan-fighter.com, Vegmania.cz, Vehvezdach.cz, Vezdravi.cz, Vitalsenior.cz, Vitalvibe.eu, Vlasta.cz, Vstupenkov.cz, Vykladzive.cz, Vystavistepraha.cz, Vyvazenezdravi.cz, Wellnesslife.cz, Yogapoint.cz, Zdraviaspport.cz, Zena3t.cz, Zenysro.cz a další...

INTERNET CAMPAIGNS

- 1) PPC advertisement - Sklik, Google AdWords – 1,9 mill. projection
- 2) RTB advertisement - 2,3 mill. projection
- 2) Banners and advertisements on partner webs – 50 partner webs
- 4) Facebook advertisement – over 2,4 mill. users, over 5,5 mill. views

DIRECT MAILING

More than 1 500 000 users interested in given fields. Contact database Felicius Media.



INDOOR AND OUTDOOR

Posters 106 x 19 – in metro trains C (Prague) – 60 pcs – March
Frames 49 x 49 – in metro trains A, B (Prague) – 60 pcs – March
Posters A3 – bus stops (Prague)– 250 pcs – March
Posters A1 – poster boards (Prague) – 50 pcs – March
Posters B1 – sport centres (Prague) – 50 pcs – March
Billboards, Bigboards, Smartboards (Czech Rep.) – 60 pcs – February, March
Trams – Q-size (Prague) – 40 pcs – March

LEAFLETS

Format A5, printed 18 000 pcs – distribution health food stores, bookstores, tea rooms, libraries, medical facilities, Rossman drugstores, letter-boxes etc.



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PRESENTATION OF EXHIBITORS

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

FACEBOOK: Festival Evolution – currently 11 175 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.
9. Facebook competition Wheel of Fortune - 400 gift packages.



5 FESTIVAL EVOLUTION - FESTIVAL PROGRAM

- 7 stages
- 183 speakers
- 172 programs
- 10 workshops
- 5 consulting rooms
- 4 exhibitors

Our festival introduced 183 participants both from the Czech Republic and abroad. Asdrubal Torres „Mamo“, spiritual leader of the Native American tribe Arhuacos, flew from Columbia. **Philip Lymbery**, director of the organization Compassion in World Farming, came from Great Britain. **Alexander Senchenko**, certified consultant of the famous neurologist Dr. Joe Dispenza, flew from Switzerland. **Inga Bylinkina**, director of Academy of Healing Nutrition, travelled from the United States.

Tatána Gregor Kuchařová introduced herself both as a successful model and as the representative of the non-profit organization Beauty of Help. **David Svoboda**, modern pentathlete and Olympic winner of London 2012, along with **Jan Mühlfeit** discussed key factors of success and happiness in life. On Friday evening we had a unique opportunity to enjoy an original transformational performance „Awakening of Joy“, created especially for Festival Evolution by **Gabriela Filippi, Veronika Diamantová, Petr Piňos, Michal Haman, and P.I. Kopecký. Hanka Zemanová**, best-selling author of The Organic Cookery Book (Biokuchařka) and BioAbecedář, talked with **Petra Kruntorádová**, founder of The Real Home-Made Magazine, about the development of healthy nutrition in the last ten years, about when we can rely on our common sense and when we need to seek information outside. The mathematician and visionary **Karel Janeček** introduced the national citizen game President 21. Professor **Anna Strunecká** contemplated the possibilities of stopping the tsunami of modern lifestyle diseases. The famous professional astrologist **Milan Gelnar** presented in an entertaining and easy-to-understand way the principles of astrology. The orthopaedist Doc. MUDr. **Martin Repko**, Ph.D., who specializes in the diseases of spine, focused in his shows on the benefits of yoga in prevention and healthcare. Other 166 speakers, lecturers, teachers and „practitioners“ presented their topics within the three festival days.



6 CONTACTS

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23. - 25. 3. 2018
Prague Exhibition Grounds



NEXT FESTIVAL DATE



EVOLUTION
— festival —

23. – 24. 9. 2017

Prague Exhibition Grounds

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