

FESTIVAL EVOLUTION



BIOSTYL

8TH FAIR OF ORGANIC FOOD AND NATURAL COSMETICS



ZDRAVÍ

8TH FAIR OF HEALTHY NUTRITION AND HEALTHY LIFESTYLE



ECOWORLD

5TH ECOLOGY AND SUSTAINABLE DEVELOPMENT TRADE FAIR



ESOTERIKA

9TH FAIR OF ALTERNATIVE LIFESTYLE



INSPIRACE

3RD FAIR OF EDUCATION AND PERSONAL EVOLUTION

FINAL REPORT OF THE FAIRS 2013

19. - 21. 4. 2013

Prague Exhibition Grounds - Holesovice

www.festivalevolution.cz

FINAL REPORT OF THE FAIRS BIOSTYL, ZDRAVÍ, ECOWORLD, ESOTERIKA, INSPIRACE 2013

Dear exhibitors and business partners,
we would like to thank you once again for participating in one of the fairs Biostyl, Health, Ecoworld, Inspirace or Esoterika 2013. We appreciate your trust and we are pleased that the number of exhibitors is increasing each year. At the same time also increases the quality of exhibitors and number of professional visitors. This positive trend confirms that this is the most important event in this field in the Czech Republic.

Thank you for your support and we look forward to seeing you next year, which will be held on the **11th - 13th April 2014** again at the Prague Exhibition Grounds.

The team of Felicius Media s.r.o.

BASIC DATA

DATE OF THE EVENT

19. - 21. 4. 2013

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

339

EXHIBITION AREA / NET

3 165 sq. m.

NUMBER OF VISITORS

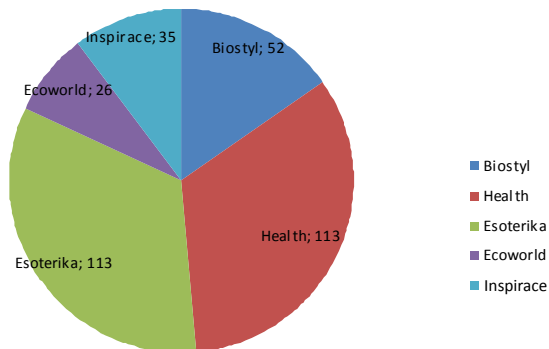
14 426 people

- **BIOSTYL** - 8th fair of organic food and natural cosmetics
- **ZDRAVÍ** - 8th fair of healthy nutrition and healthy lifestyle
- **ECOWORLD** - 5th ecology and sustainable development trade fair
- **ESOTERIKA** - 9th fair of alternative lifestyle
- **INSPIRACE** - 3rd fair of education and personal evolution

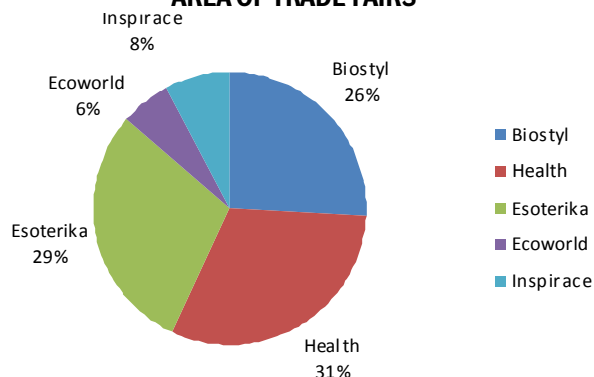


BASIC DATA

COMPOSITION OF EXHIBITORS



AREA OF TRADE FAIRS



COMPARISON WITH PREVIOUS YEARS

	2008	2009	2010	2011	2012	2013
Number of exhibitors	268	248	247	320	328	339
Exhibition area/net, sq.m.	1 682	1 685	1 760	2 862	2 945	3 165
Number of visitors	16 858	12 215	12 300	14 231	15 748	14 426

REPRESENTED COUNTRIES

Austria, Brazil, Czech Republic, Germany, Great Britain, India, Italy, Philippines, Russia, Slovakia, Slovenia, South Korea, Switzerland, USA



ENTRANCE FEE

One day – Full admission: 200 CZK

One day – Reduced: 125 CZK (seniors, children, students, disabled)

Three days – Full admission: 500 CZK

One day – pre-registered: 150 CZK (registration on www.festivalevolution.cz)

Tickets for guests of exhibitors: 61 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

Partners: Occto, OGkava, Vstupenkov.cz, You Travel, PG restaurant Evolution

Main media partners: Moje psychologie, Vlasta

Media partners:

BIO&Life, Český rozhlas Regina, Dáma.cz, Dieta, Ekobydlení, Ekolist.cz, Evzdělávání.cz, Fitweb.cz, Hybrid.cz, Květy, Literární noviny, Maminka.cz, Medium, Meduňka, MMportal.cz, Moje zdraví, Praktická žena, Radio 1, Regena, Regenerace, Sféra, Spirit, Ve hvězdách, Vzdělání.cz, Xantypa, Záhady života, Zdraví, Zdravá potravina.cz



ADVERTISING

PRESS CONFERENCE

19.4. 11:00 – PRO-BIO Association of Organic Farmers 's PC

The main themes were Czech organic food and local ecological farming. There was also presented information about the competition Organic Product of Czech Republic.

DISCUSSION

19.4. 14:00 – PR FOR ORGANIC FOOD AND FARMING

Discussion about the importance of of the conceptual PR for ecological farming.

PRINTED MEDIA

Advertising, PR Articles:

Akce.cz, AktualniZpravy.cz, Atlasceska.cz, Bety.cz, Bio-info.cz, Bioklub.cz, Boiospotřebitel.cz, Brokolicka.cz, BusinessInfo.cz, Bydleni.mzf.cz, Ceskoctedetem.cz, Citybee.cz, Dáma.cz, DejsiBio.cz, Doktorka.cz, E15.cz, Ekobydleni.eu, Ekolist.cz, Ekozemedelstvi.cz, Ententyky.cz, Euro, euro.e15.cz, Expats.cz, Fitprozivot.cz, Food-life.cz, Gastroplus.cz, hravezdrave.blogspot.cz, Hybrid.cz, Chytrazena.cz, Idnes.cz - hobby, Idnes blogy, iProsperita.cz, Jedtesdetmi.cz, Jenzeny.cz, Jóga dnes, Kam s dětmi, Kids in Prague, Kultura21.cz, Libimseti.cz, Literární noviny - Harmonie života, Mé bio - facebook, Mebio.cz, Meduňka, Mestoprodeti.cz, MF dnes, Mmportal.cz, Mojecelebrity.cz, Novinky.cz, Olgapath.cz, Ona Dnes, Onadnes.cz, Praguecityline.cz, Pragueout.cz, Praguewelcome.com, Praha.eu, Prahavolnocasova.cz, Prazskypatriot.cz, Profit.cz, Regiony impuls, Retailinfo.cz, Rssportal.cz, TrendyZdravi.cz, Vlasta.cz, Vzdelani.cz, Webreporter.cz, Wellnessnoviny.cz, Xantypa.cz, Xnovinky.cz, Zdravapotravina.cz, Zdravavyziva.cz, Zdraví, ženy.tiscali.cz

Invitations to the Fair:

Bio and Life, Blesk pro ženy, Blesk zdraví, City magazín, ČRo 2, Čro Regina, ČT 24 Ekonomika, ČT Události, Dieta facebook, Ekobydlení - facebook, Enviweb.cz, Etickespotřebitelstvi.cz, Gastronom.cz, Glanc, Ihned.cz, ikondice.cz, In magazín, Kudyznudy.cz, Květy, Metro, Mezizenami.cz, MF dnes, Novinky.cz, Oldiesradio.cz, Praguewelcome.com, Praktická žena facebook (Holký v akci), Právo, Radio 1, Radio Ethno, Rádio Sázava, Sedmagenerace.cz, Svět ženy - facebook, Svethomeopatie.cz, Tina, Týden.cz, Vasevec.cz, Vlasta facebook, Xantypa, Žena a život, Žijemenapln.cz

Banners and Advertising:

Bio and Life, Bio and Nature, Dama.cz, Dieta, Doktorka.cz, Ekobydleni.eu, Ekolist, Evzdelavani.cz, Fitweb.cz, Hybrid.cz, Libimseti.cz, Literární noviny, Maminka.cz, Médium, Meduňka, Mmportal.cz, Moje psychologie, Moje zdraví, Praktická žena, Regena, Regenerace, Sféra, Spirit, Týdeník Květy, Ve hvězdách, Vlasta, Vzdelani.cz, Xantypa, Záhady života, Zdraví, Zdravi.cz, Zeny.cz, Interspar

Internet Campaign:

Portals: Seznam.cz, Super.cz, Horoskopy.cz, Doktorka.cz

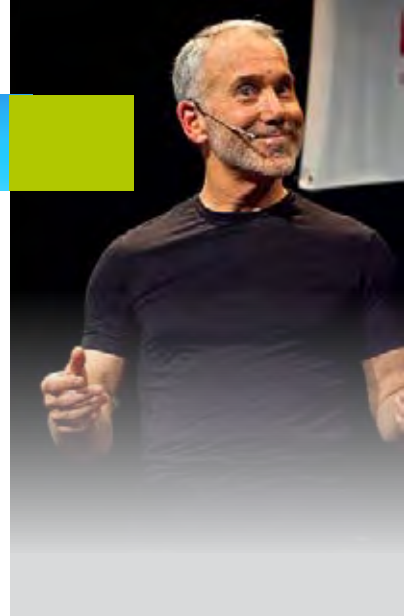
PPC Advertising - Internet network - over 250 targeted sites

PPC facebook, Sklik, Google, partner 's sites

The Facebook advertising - Reach 2.5 million users, over 5.5 million views

RADIO AND TV

Interviews: ČT Sama doma, ČT Události, Radio Wave, Radio.cz, Radio Ethno, TV Barrandov, Čro2 -Styl, Čro Regina, Čro Radiožurnál, Čro 2, Čro Vltava, Radio1



COMPETITIONS FOR TICKETS IN THE MEDIA

Český rozhlas 2, Ekobydlení - facebook, Fitweb.cz, MF, Radio 1, Vzdelani.cz, Xantypa, Zdraví, Žena a život, Zdravá potravina.cz

DIRECT MAILING

more than 1.5 million users interested in the field (own database, mailing in cooperation with Bio Nature, Bio-info.cz, Enviweb.cz, libimseti.cz, Vzdelani.cz)

INDOOR AND OUTDOOR

Posters A1 - carriers, roundels, columns (near metro) - 4000 pcs

Billboards - 44 pcs (located in Prague)

Benches - stickers - 110 pcs (located in Prague)

Leaflets - distribution in stores, bookstores, tea rooms, libraries, clubs, schools, hotels, etc.

- A5 in Czech, 2 x 40 000, Interspar 5 500

EXHIBITION JOURNAL

There has been released two numbers of **Exhibition Journal** - 1 electronic and 1 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

- advertising in shopping centers - printed banners



EVOLUTIONS - 10 PROJECTS

We supported 10 selected projects, which bring something new, beneficial or unique. Selected projects were given free presentation area.



PRESENTATION OF EXHIBITORS

WEBS: www.festivalevolution.cz, more than 120,000 unique visitors

FACEBOOK: *Eso Bio Eco*, currently 4800 relevant users

- Website of the fair - exhibitors have the opportunity each year to send us their presentations, which are published in the News section
- Website of the fair – publication of the exhibitors, their booth´s numbers and web sites in the exhibitors section
- Facebook page - publishing news from the fair
- Exhibition Journal – presentation in the section Window of Exhibitors
- Press releases - bringing of interesting companies
- Catalogue of exhibitors - basic entry - free, various types of advertising
- The possibility of appearance in the accompanying program
- 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, ...
- Possibility to grant prizes to competitions
- Other marketing opportunities - see offer on www.festivalevolution.cz

VISITORS COMPETITION

The visitors competition was held during the fair. In the competition was included each visitor who correctly completed competition form.

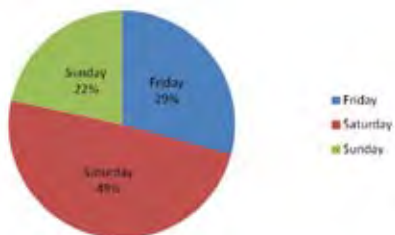
- 1. prize** One week holiday package for 2 persons from company YOU TRAVEL to Tunisia, Club Hotel El BOUSTEN, all inclusive, June 2013
- 2.-10. prize** vouchers for purchase in stores INTERSPAR, gift packets, vouchers for tickets on events from www.vstupenkov.cz



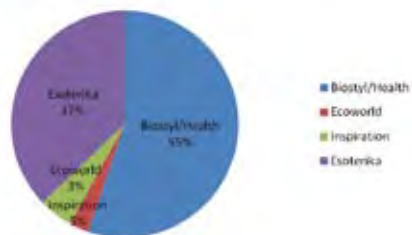
VISITOR STATISTICS

Web form was filled by 1179 persons.

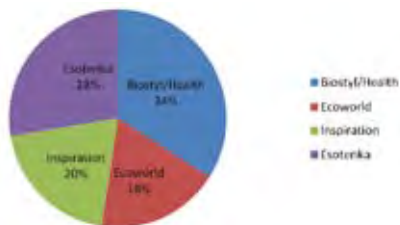
WHICH DAY YOU PLAN TO VISIT THE FESTIVAL?



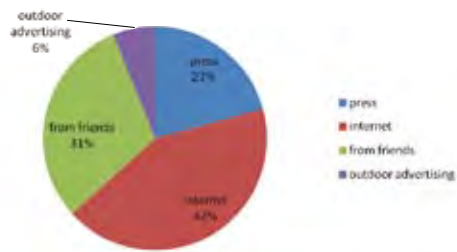
WHICH OF THE FAIRS IS MOST INTERESTING TO YOU?



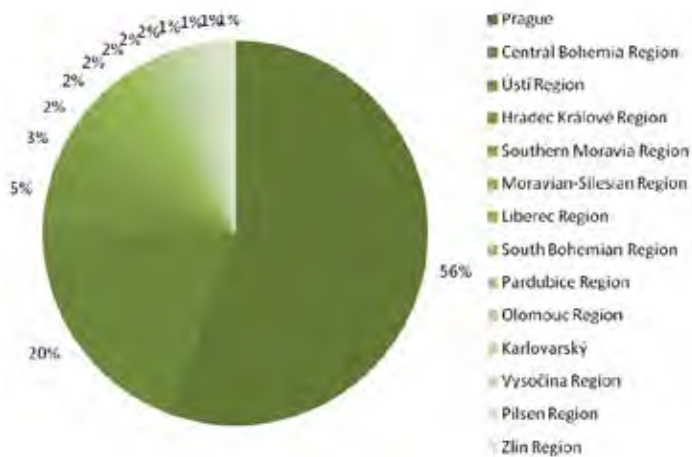
FAIRS BY POPULARITY



WHERE DID YOU HEAR ABOUT THE FESTIVAL?



VISITORS BY REGION

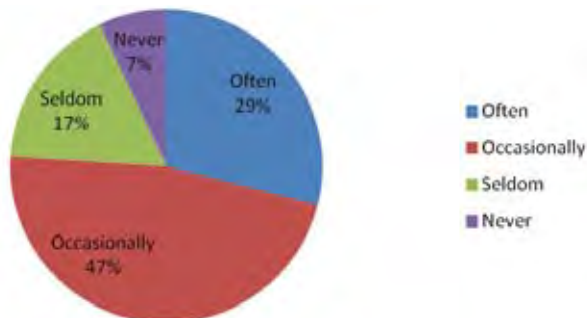


FESTIVAL EVOLUTION – ACOMPANYING PROGRAM

Accompanying program was held on 10 stages, in 161 programs performed 16 foreign participants and 169 Czech performers, 22 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.



ARE YOU VISITING THE ACCOMPANYING PROGRAM?



DATE OF NEXT FAIR
11. – 13. 4. 2014

CONTACTS ON THE TEAM



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