

**event of
the year**

FESTIVAL WHICH PLANTS A SEED IN YOUR MIND

www.festivalevolution.cz

FINAL REPORT



festival evolution

18. – 20. 3. 2016

**Prague Exhibition Grounds
– Holešovice**

Bio styl

Health

Eco world

**Personal
Development**

Alternative

Every year we do our best to ensure that the Evolution Festival offers professional facilities and background as well as pleasant and kind atmosphere. We wish the Evolution Festival became a place of mutual inspiration, meetings, and recharging the right energy. This year has been the most successful of all in the festival's thirteen-year history; both as far as the final numbers and as far as the feedback of visitors and exhibitors are concerned. I would like to thank you all for contributing to the success of the festival – exhibitors, lecturers, partners, visitors, and my colleagues. The rising importance and prestige of the festival challenge us and motivate us for the future, and inspire our growth. I look forward to planting a seed in our heads in 2017 again...

Ctirad Hemelík, CEO
 Felicius Media, s.r.o.



1 BASIC DATA

EVENT DATES

18. – 20. 3. 2016

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

399

NUMBER OF VISITORS

16 107 people

EXHIBITION AREA/NET

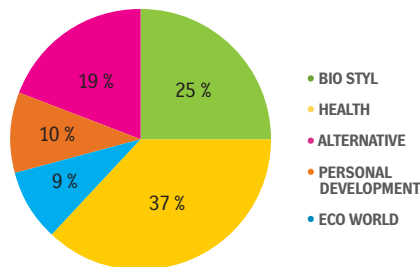
3 975 sq.m.

- **BIO STYL**
- **HEALTH**
- **ECO WORLD**
- **ALTERNATIVE**
- **PERSONAL DEVELOPMENT**

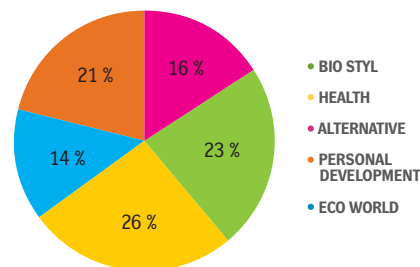
11th Fair of Organic Food and Natural Cosmetics
 11th Fair of Healthy Nutrition and Healthy Lifestyle
 8th Ecology and Sustainable Development Fair
 12th Fair of Alternative Lifestyle
 6th Fair of Education and Personal Evolution



SPACE OF EACH FAIR



FAIRS BY POPULARITY



FESTIVALOVÝ PROGRAM

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



COMPARISON WITH PREVIOUS YEARS

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

REPRESENTED COUNTRIES

10 countries: Austria, Cameroon, Czech Republic, Great Britain, Hungary, India, Poland, Slovakia, South Korea, USA



ADMISSION

All-day Admission Basic Ticket: 200 CZK

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

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



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PARTNERS

UNDER THE AUSPICES OF THE
MINISTER OF AGRICULTURE ING.
MARIAN JUREČKA



PARTNER OF THE FESTIVAL
PROGRAM



OFFICIAL SPRING WATER OF
THE FESTIVAL



PARTNERS



MEDIA PARTNERS



ORGANISER



PROGRAM ORGANISER



3 PUBLICITY

ARTICLES AND LINKS, INVITATIONS , ADVERTISEMENT:

PRINTED MEDIA

Baby Lamour, Bio&Life, Bio&Natur, Bioměsíčník, Buďte HEALTH!, Deník, Deník plný života, Diochi Sféra, Ekologické Česko – příl. Lidových novin, Health&Beauty, Chvilka pro tebe, Jóga dnes, Kvalitní život, L´amour, Madam Business, Medium, Meduňka, METRO, Miminko, Nová Regena, Nový Fénix, Pochutnej si se STOBem, Popron, Pravý domácí časopis, Pražský přehled kulturních pořadů, Puls, Regenerace, Regenerace Extra, Regenerace Speciál, Revue 50 plus, Rozmarýna, Rytmus života, Šifra, Ve hvězdách & Lidový léčitel, Vědomí, Vlasta, Wellness magazín 40+ Moje generace, HEALTH

RADIO

Partnership: Spots + editorial support – Rádio Impuls, Český rozhlas Regina DAB Praha, Český rozhlas Region 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 a Valašsko) SM, Hitrádio Orion (Severní Morava) SM

TV

Partnership: Nova TV
Reports and live shots in broadcasting: ČT24, Prima TV, Cesty k sobě, Goscha TV

WEB

Ac24.cz, Aha.cz, Ahaprozeny.cz, Alassalabeuty.cz, Alternativnimedicina.cz, Amylonka.cz, Azrodina.cz, Babinet.cz, Babyoffice.cz, BeFresh.cz, Bez-chemie.cz, Bio-info.cz, Bioobchod.cz, Borovice.cz, Bubnujeme.cz, Casopis-rozmarýna.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, Everydaymagazin.cz, Exherbis.cz, Ezobanka.cz, Ezofest.sk, Ezoterici.cz, Felicius.cz, Festivalovasezona.cz, Festivaly-cesko.cz, Fitstyl.cz, Forme.cz, Gastroplus.cz, GastroTV.cz, Gourmet Facebook, Hyperbydleni.cz, Hyperinzerce.cz, Hypermedia.cz, Chvilkaprotebe.cz, Chytrazena.cz, Ibestof.cz, I-journal.cz, Informuji.cz, Jimehlavou.cz, Jogadnes.cz, Jogavirtual.cz, Jomagazin.cz, Kafe.cz, Kampocesku.cz, Kdykde.cz, Kinobox.cz, Kosmetika-wellness.cz, Kudyznudy.cz, Kulturio.cz, Kvalitnizivot.com, Lifefood.cz, Lineatoscana.cz, Madambusiness.cz, Masaze.cz, Mebio.cz, Medunka.cz, Mesicnikzdravi.cz, Mezizenami.cz, Mojegenerace.cz, Mojemedunka.cz, Muzemejistzdraveji.cz, My89.cz, Naboso.cz, Nasepraha.cz, Nepropasni.cz, OnaDnes.cz, Osobnosti.cz, Perfectwoman.cz, Permakulturacs.cz, Plinky.cz, Prague.eu, Pravydomaci.cz, Prazanda.cz, Primazena.cz, Probio.cz, Prozdravi.cz, Rawfest.cz, Regenerace.cz, Rossmanninspiruje.cz, Rozhlas.cz, Sphere.cz, Spojujenasjoga.cz, Stob.cz, Story-kafe.cz, Strankyprozeny.cz, Stylmagazin.cz, Svetkolemnas.cz, Tiscali.cz, TN.cz, Trendyzdravi.cz, Tyden.cz, Udalostivpraze.cz, Vegan.cz, Vegan-fighter.com, Vehvezdach.cz, Vezdravi.cz, Vitalsenior.cz, Vitalvibe.eu, Vlasta.cz, Vstupenkov.cz, Vykladzive.cz, Vystavistepraha.cz, Vyvazenezdravi.cz, Wellnesslife.cz, Zdraviasport.cz, Zena3t.cz, Zenysro.cz a další...

INTERNET CAMPAIGNS

- 1) PPC advertisement - Sklik – Google AdWords - 1,7 mil clicks
- 2) RTB advertisement – 2,1 mil clicks
- 3) Banners and advertisements on partner webs – 50 partner webs
- 4) Banners and advertisement in WSA network– 35 webs
- 5) 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. Contact database Felicius Media.

INDOOR AND OUTDOOR

Posters B1 - in C metro trains (Prague) - 8 pieces - February, March
Frames 49x49 - in metro trains A, B (Prague) - 40 units - February, March

Posters A2 - bus stops (Prague) - 180 pieces - March

Posters A3 - waiting rooms and surgeries (Prague) - 150pcs - February, March

Billboards, Bigboards, Smartboards (Czech Rep.) - 50 pcs - February, March

Trams - Q-size (Prague) - 40 pcs - February, March

LEAFLETS

Leaflet 1 - format A5, printed 18 000 pcs - distribution health food stores, bookstores, tea rooms, libraries, clubs, schools, hotels, etc.



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PRESENTATIONS OF EXHIBITORS

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

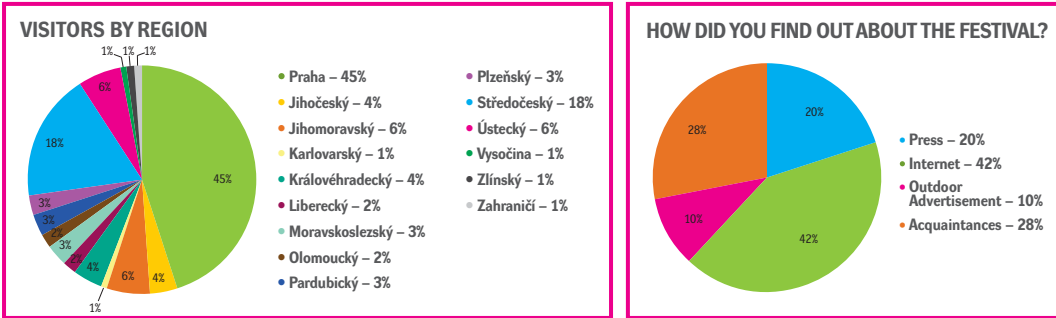
FACEBOOK: Festival Evolution - currently 9 850 relevant users

1. Publication of presentations in the section Exhibitors Novelties.
2. Display of the logo in section of Exhibitors.
3. List of exhibitors - free basic entry, booth number, the logo, link to website.
4. Festival guide and map - 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. Other marketing opportunities.



5 VISITOR STATISTICS

Website forms were filled by 1827 people.



6 FESTIVAL EVOLUTION - FESTIVAL PROGRAM

Festival program was held on 8 stages. 182 Czech performers and 16 international performers made an appearance in 175 programs, 6 press conferences, 5 exhibitions were installed, 11 book signings were held. There have been 11 hands-on workshops and sample lessons, for the entire duration of the festival it was possible to visit 4 interactive workshops.

The festival program is devoted to a wide range of topics - presented side by side with traditional doctors and therapists, along with them experts in alternative therapy and holistic medicine. Speakers were specialists on personal development and coaching, there were included lectures, focusing on new trends in child nutrition, training courses and methods of development of children's potential.

On the main stage were introduced many celebrities, such as Brandon Bays, Tim Wallace Muprhy and Svámí Gadžánand. The lectures of MUDr. Jan Hnízdil, prof. Anna Strunecká, Ing. Hana Střítecká or dr. Petr Fořt had great response. In the field of personal development the visitors were attracted by Jan Mühlfleit, Mark Dzirasa, Libor Malý, or one of the most important representatives of Yoga in daily life Mahámandaléšvar svámí Vivékpuri.





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DATE OF NEXT
FESTIVAL:



festival evolution

24. – 26. 3. 2017

Výstaviště Praha Holešovice



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