**INVITATION**

Dear business partners,

We would like to invite you to **the Fourth Trade Fair of Practise firms** in Olomouc, which will be held **on December 10**, **2015** and **December 11**, **2015**.

 **PROGRAM**

 **Thursday, December 10, 2015**

 **8:00 a. m. – 12:00 a. m.** arrival of the firms, accommodation, preparation of stalls

**12:00 a. m. – 12:30 a. m.** opening of the fair, introducing of the jury, practice firms

**12:30 a. m. – 5:00 p. m.** trading, **jury evaluation,** company presentations,

 **5:00 p. m. – 6:30 p. m.** dinner

 **7:00 p. m. – 10:00 p. m.** social evening (announcement of the first part winners)

 **Friday, December 11, 2015**

 **9:00 a. m. – 12:00 a. m.** Fair of practice firms

* presentation
* trading in the presence of public
* competition for public
* lectures for teachers (creative marketing)

**12:00 a. m. – 12:30 a. m.** announcement of the competition results for individual categories

**12:30 a. m** the end of the exhibition, cleaning stalls and departure home



 **COMPETITIONS**

This year the competition will be divided **into two categories**:

* Competition assessed in advance, **before the start of the fair**
* Competition assessed **directly at the fair**

**COMPETITIONS ASSESSED BEFORE THE TRADE FAIR**

1. **The best electronic presentation** - in electronic form
* Graphic Page
* approximately 10 slides
1. **The best video** - advertising spot - in electronic form
* the maximum length of the spot is 30 seconds
* only Windows Media Player is available for playing spots (only \* .avi with basic Windows codec)
* Spot must be created by students
* promotion of the company, goods or services
* English version is required
1. **The best catalogue**- Presentation of goods sold – in printed form
2. **The best slogan in Native language** - in printed form
3. **The best slogan in English** - in printed form
4. **The best company logo** - in printed form
5. **The best business card** - in printed form
6. **The best leaflet** - Special Offer of goods sold – in printed form

**The materials** **in electronic form** should be sent to: jirina.letochova@gmail.com, letochova@sslch.cz

**The** **materials in printed form** should be sent in one packet to the following address: **Střední škola logistiky a chemie, Olomouc, Trade fair of Practise firms in Olomouc 2015 U Hradiska 29, 779 00 Olomouc**. The catalogue will be returned at the fair.

**COMPETITIONS JUDGED DURING THE TRADE FAIR**

1. **The best company**
* Knowledge of the offered goods
* Communication with a client
* Promotional materials
* Offers and discounts
1. **The best presentation**
* Length of presentation max 5 minutes
* English version is necessary
1. **The best business communications** - in native language
2. **The best business communication** - English
3. **The best trade stall**
* stall decoration
* promotional materials
1. **The best representative**
* Appearance
* Knowledge about Products
* Business skills
1. **The best Mascot of the firm**
* Voluntary contest
* The best mascot of the Fair is chosen

Competition will be judged by a jury.

All firms will be given the final ranking 

**TERMS AND ADDITIONAL INFORMATION**

* Application **fee is 200 CZK (8 Euro - 1 firm)**
* **Accommodation and dinner on 10 December 2015** will be provided for **FREE**
* **Accommodation** is provided at the youth hostel
* **application for traid fair** send until **October, 18, 2015** and **application for accommodation** send **until October, 18, 2015**
* **Materials for the competition** should be sent **until November, 20, 2015**. After this date, your materials cannot be evaluated.
* **Dinner will provided in BEA campus Olomouc**
* **The social evening is going to take place in U-Klub Olomouc**

Information about the Trade Fair you can find:

**http://veletrh-fiktivnich-firem-olomouc.estranky.cz/**

We are looking forward to seeing you

Practise firms of Secondary school of chemistry and logistics, Olomouc, Czech Republic

