

## ENTRY FORM

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Submissions for the **BRAND EXPERIENCE & TRADE FAIR DESIGN ANNUAL 2026** are only possible via this entry form! Please complete the pages electronically in PDF format and sign them digitally with a scanned signature and, if applicable, a stamp on the last page. Together with the required material, simply return the document to [jahrbuch@PLOTmag.com](mailto:jahrbuch@PLOTmag.com). If you have any questions, please do not hesitate to contact us at the same address!

### CONDITIONS OF ENTRY:

Eligible are all (SPATIAL) BRAND EXPERIENCES – in particular trade fair stands or all real-digital trade fair environments (from digital platforms to hybrid presentations to virtual metaverses), projects that were realised instead of a trade fair construction (in-house fairs, roadshows, pop- and set-ups, sales tools, etc.), brand spaces (showrooms, corporate exhibitions and installations) as well as Expo pavilions (or similar) that were / will be used in the period **SPRING 2024 TO JUNE 2025**.

*Fields marked with \* are obligatory!*

Entrant\* \_\_\_\_\_

Entrant's e-mail\* \_\_\_\_\_

Author / lead agency (concept and design)\* \_\_\_\_\_

Address\* \_\_\_\_\_

Contact person\* \_\_\_\_\_

E-mail\* \_\_\_\_\_

Website\* \_\_\_\_\_

**Exhibitor/client\*** \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

E-mail \_\_\_\_\_

Website\* \_\_\_\_\_

**Trade fair / occasion**

Title\* \_\_\_\_\_

Date / time period\* \_\_\_\_\_

Location\* \_\_\_\_\_

Size (in square metres – for physical performances)\* \_\_\_\_\_

**Awards/publications** \_\_\_\_\_

**Involved disciplines (company name, city)** *Example: Hinz & Kunz GmbH & Co. KG, Average City*

Architecture/design \_\_\_\_\_

Scenography / exhibition design \_\_\_\_\_

Graphics/communication \_\_\_\_\_

Lighting \_\_\_\_\_

Media/films \_\_\_\_\_

Development/programming \_\_\_\_\_

Construction \_\_\_\_\_

Others \_\_\_\_\_

All participants are listed in alphabetical order within the respective discipline. Should you wish to have them sorted differently, please indicate this here. \_\_\_\_\_

### Description/text

The textual description should provide information on the following questions in **max. 1,500 characters**:

- What was the initial situation? How did the project come about? What was the occasion?
- What was the basic conceptual idea / central message and how was this realised in terms of design?
- How were the brand values staged?
- What terms can be used to describe the concept perfectly?
- What do you consider particularly unique or innovative about this project? What distinguishes it from others?
- Were special/innovative technologies applied or developed?
- **What was particularly intelligent and/or courageous?**
- Which (sustainable) materials were used and how?
- What were the biggest challenges, but also opportunities and possibilities?
- How is the project integrated into the client's communication strategy?
- Who is the target group? Why is the project so unusual for the visitors/users?

Your description serves our selection process and is not adopted 1:1 as the publication text: The editors are responsible for the content.

### Lead/quote

This year, we want to focus **on creative and conceptual courage**: Please formulate in **two to three short sentences (max. 350 characters)** what courage and attitude it takes today to realise relevant brand experiences.

Which moments in your work require a particularly high level of courage. How courage can be expressed creatively in times of pressure of expectations and cost-cutting measures. What it takes to make more courage possible. And what kind of courage you would like to see more often in your industry.

Feel free to formulate your personal views, **but please remain general and do not explicitly refer to your project.**

Please formulate the sentences in such a way that we can print them as a quote for the lead of your article. Please also state the **name of the person providing the quote** and their position in the company.

## Photographs

We require **10 to 15 motifs**: printable digital data (**300 dpi, CMYK, PSO coated v3 / FOGRA51**) in the size of approx. 31 x 23 cm (portrait format) and approx. 46 x 31 cm (landscape format). Please also attach images in screen resolution (**72 dpi, RGB**) for the selection process. Due to the layout requirements, we need **at least one or two images in portrait format!** Please also pay attention to the **quality** of the images: We prefer professional pictures. Your image preference changes during the selection process? No problem: Just let us know!

**Photos/visualisations\* (company name, city)** \_\_\_\_\_

Please note that photos cannot be published without naming the rights holder, rights must be clarified before submission and the publisher does not accept any photo fees.

## Plans

For spatial understanding, please attach a floor plan or similar for each project, preferably to scale but without dimension chains, in PDF or EPS format, as a printable vector-based graphic. For digital projects, overviews, plan views, isometrics etc. are desirable.

## Digital bonus content (optional)

With our image recognition app [ayscan](#), you have the option of making **films, interviews, streamings, making-ofs etc.** about your project available to the readers. Please provide us with **up to five links**, for example to video platforms such as YouTube or Vimeo, to landing pages of the project, or simply send us additional image material (no videos!) as individual files that we can link directly as a scrollable gallery.

Please name your images, plans as well as the bonus content clearly according to the following structure:

**author\_client\_project\_image number**

**PLEASE NOTE: Hand in your images and plans as required, otherwise there will be additional costs, which we will have to charge you.**

### **Submission address**

Please send the documents via download link (e.g. WeTransfer, SwissTransfer, Dropbox) to  
[jahrbuch@PLOTmag.com](mailto:jahrbuch@PLOTmag.com).

### **Submission deadlines**

Project material can be submitted as of now, but no later than **30 June 2025**.

### **Selection/notification/approval**

Authors and publishers will make the selection independently and finally in **August 2025**. You will then be notified whether the project has been included in the annual. In case of publication, you will receive a PDF for approval before going to press.

### **Contract partner**

In case of publication contract partner will be:

av edition GmbH | Verlag für Architektur und Design

Senefelderstr. 109

DE-70176 Stuttgart

Register court: Local court Stuttgart

HRB number: 747066

The exclusive place of jurisdiction for disputes arising from and in connection with this contract is the registered office of the publisher. Exclusively German law shall govern all claims arising from or in connection with this contract.

**Copyright / confirmation of authorship**

We herewith confirm that we hold all rights of use and exploitation to the illustrations and floor plans / plans made available to av edition for the realisation of the title “Brand Experience & Trade Fair Design Annual”, and that we make them available to the publisher for an unlimited period of time and territory as long as they are used within the scope of the publication, its licences, and co-editions. This consent applies to use in print and digital media, online and offline, as well as for press purposes.

We further confirm that we do not infringe the rights of third parties by providing the images and that we have clarified these rights in advance. Furthermore, we confirm that we are the sole authors of the submitted project and that we do not infringe any copyright claims of third parties. If applicable, we shall be liable for all claims or demands of third parties.

**Privacy policy**

In the case of publication, we confirm the right to pass on to the publisher the data provided (contact persons, customers, suppliers, project information) for the purpose of processing and fulfilling the order. We agree that the data collected will be used and processed exclusively within the framework of the book production and its handling. For the fulfilment of the contract, the publisher has the right to pass on the data to the company commissioned with the delivery, insofar as this is necessary.

**Cost of participation**

In case of publication, we undertake to purchase **ten copies at the special price of 79.00 Euro each incl. VAT plus shipping** (regular retail price: 88.00 Euro). The invoice amount is due with the selection of our entry, against invoicing by the publisher. The delivery of the books as well as a free copy will take place after publication (January 2026).

**Billing address\***

Name \_\_\_\_\_

Address \_\_\_\_\_

Sales tax ID number \_\_\_\_\_

**Delivery address, if different from above**

Name \_\_\_\_\_

Address \_\_\_\_\_

**We confirm that all information given above is correct.\***

Name of entrant \_\_\_\_\_

Signature (legally binding) \_\_\_\_\_

City, date \_\_\_\_\_