

ENTRY FORM

This year, submissions for the **BRAND EXPERIENCE & TRADE FAIR DESIGN ANNUAL 2022/23** 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. If you have any questions, please do not hesitate to contact us at the same address!

**Instruction*

CONDITIONS OF ENTRY:

Eligible are all 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 (road shows, set-ups, sales tools etc.) as well as expo pavilions (or similar) that were used during the period SPRING 2021 TO MAY 2022.

*Fields marked with * are obligatory!*

Entrant* _____

Entrant's e-mail* _____

Author (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, Musterstadt*

Architecture/design _____

Graphics _____

Lighting _____

Media/films _____

Development/programming _____

Construction _____

Others _____

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.

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? Did it have to be spontaneously rethought?
- What was the basic conceptual idea / central message and how was this realised in terms of design?
- 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?
- How were analogue and digital brand space interlinked?
- Were special technologies applied or developed?
- What was particularly sustainable?
- What materials were used and how?
- What were the biggest challenges?
- How is the project integrated into the client's communication strategy?

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

Furthermore, this year we ask you to formulate **two to three short sentences (max. 350 characters) on the brand experience**: What do you think makes a brand experience perfect in general? What makes the brand experience in particular so distinctive? Why is this project so extraordinary for visitors/users? Why is it so unique that it is and remains memorable? Please formulate the sentences in such a way that we can print them as quotes for the lead of your article. Please also add the name of the person who gave the quote as well as the position in the company.

Photographs

We need **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 the images for the selection process in screen resolution (**72 dpi, RGB**). Due to layout requirements, we need at least **one to two images in portrait format!**

Plans

For spatial understanding, please attach per project a floor plan or similar, preferably to scale or with a dimensional chain, 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 your company or your client, 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:

Please 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, Dropbox) to jahrbuch@PLOTmag.com.

Submission deadlines

Project material can be submitted as of now, but no later than **15 May 2022**. For projects completed after this date, the deadline is **31 May 2022**.

Selection/notification/approval

Authors and publishers will make the selection independently and finally in **June 2022**. 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 (December 2022).

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 _____