



# Veletřh fiktivních firem Olomouc

Trade Fair of practice firms Olomouc

Dear business partners,  
We would like to invite you to **the Tenth Trade Fair of Practice enterprises** in Olomouc, which will be held on **January 25, 2023** and **January 26, 2023** in the Exhibition grounds Flora Olomouc.  
([www.flora-ol.cz](http://www.flora-ol.cz))

## PROGRAM

### Wednesday, January 25, 2023

08:00 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. – 05:00 p. m.	trading, jury evaluation, company presentations,
05:00 p. m. – 06:00 p. m.	announcement of the first part winners

### Thursday, January 26, 2023

09:00 a. m. – 12:00 a. m.	Fair of practice enterprises - presentations - trading in the presence of public - jury evaluation „My favorite company“
12:00 a. m. – 12:30 a. m.	an announcement of the competition results for individual categories
12:30 a. m.	the end of the exhibition, cleaning stalls and departure home

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## 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
2. **The best video** - advertising spot - in electronic form
  - the maximum length of the spot is 30 seconds
  - Spot must be created by students, **WITHOUT** shots from videobank and **WITHOUT** a help of anybody who is not from the practise company
  - promotion of the company, goods or services
  - English version is required
3. **The best catalogue** - Presentation of goods sold – in printed form
4. **The best slogan in English** - in printed form
5. **The best company logo** (logotype) - in printed form
6. **The best business card** - in printed form
7. **The best leaflet** - Special Offer of goods sold – in printed form

The materials in **electronic form** should be sent to [veletrhff@sslch.cz](mailto:veletrhff@sslch.cz).

Materials in printed form should be sent **to 9. 12. 2022** in one packet to the following address: **Střední škola logistiky a chemie**, Olomouc, Trade fair of Practise firms in Olomouc 2019, **U Hradiska 29, 779 00 Olomouc**.

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## COMPETITIONS JUDGED DURING THE TRADE FAIR

### 1. The best company

- Knowledge of the offered goods
- Communication with a client
- Promotional materials
- Offers and discounts

### 2. The best presentation

- Length of presentation max 5 minutes
- English version is necessary

### 3. The best business communication – English

### 4. The best trade stall

- stall decoration
- promotional materials
- business communication
- mascot of the company

### 5. The best representative

- Appearance
- Knowledge about Products
- Business skills

### 6. My favorite company

- It will be evaluated by students
- Marketing approach to students

Activity for students Competition will be judged by a jury.

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## TERMS AND ADDITIONAL INFORMATION

- Application fee is **300 CZK** (12 Euro - 1 firm)
- application for trade fair needs to be sent until **November 30, 2022**
- Materials for the competition should be sent until **December 9, 2022**.
- The accommodation is available on the Hostel of Secondary school of logistics and chemistry, Olomouc, **200 CZK** (8 Euro) per person, if you are interested in please write [rauserova@sslch.cz](mailto:rauserova@sslch.cz)

### Information about the Trade Fair you can find:

<http://veletrh-fiktivnich-firem-olomouc.estranky.cz/>

### Contact:

Ing. Jiřina Letochová, [Jirina.letochova@sslch.cz](mailto:Jirina.letochova@sslch.cz), +420 720 621 871

We are looking forward to seeing you ☺

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