



Imaging and more

# photokina

world of imaging

[www.photokina.de](http://www.photokina.de)

## Call for Entries for Photography Exhibition at photokina 2010

Photography exhibitions at photokina are an indispensable part of the trade fair's impressive supporting program. With images that are fascinating, moving, informative, and enlightening, the photokina organizers create true added value for their visitors from all over the world and ensure that the visit is a unique experience.

photokina always puts special emphasis on the fascination of the image. That's why there will be many impressive photography exhibitions on view throughout the fair in 2010, inviting visitors to explore the very diverse forms of creative expression offered by the medium of photography and by talented photographers.



The photography exhibitions at the fair have become even more attractive and popular among visitors each time the fair has taken place in recent years. In order to offer high-quality exhibitions suitable for satisfying this demand at photokina 2010, for the first time a call for exhibition entries is being made: This is intended to ensure above all that the themes of the individual exhibitions will be of current interest and original in character.



## Call for entries for photography exhibitions

### Who is eligible

Interested parties who offer photography exhibitions are invited to submit entries for one of the coveted exhibition spaces at photokina.

- Organizers of photography competitions
- International organizations, associations, publishers, or clubs that would like to address a contemporary theme by means of an exhibition
- Professional photographers whose work is concentrated on a specific theme

### Conditions

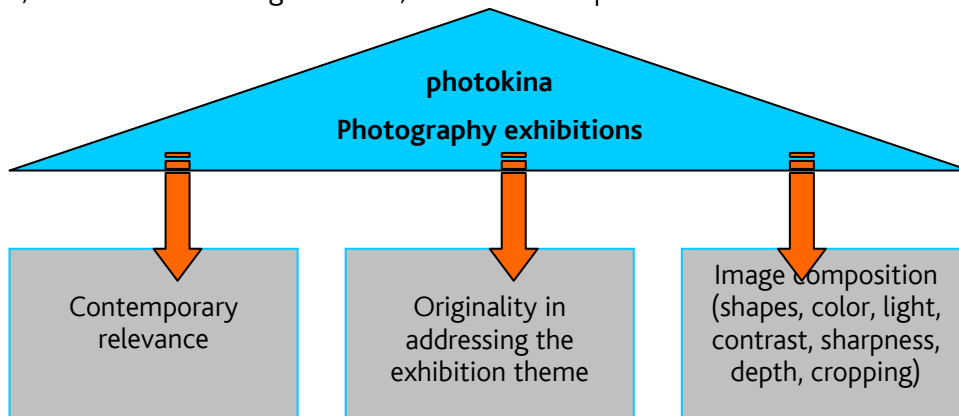
- The medium of the image — in other words, professional photography — is to be the main focus of the exhibition. The exhibition itself can be displayed in the form of a classic photo wall or as any other type of image presentation (e.g. electronic).
- Acceptance of the agreements and copyright considerations in the Conditions of Participation
- A binding signature

### The judges

The exhibition entries will be evaluated and selected by the photokina organizers

### The criteria

In addition to professional-level skills, the most important criteria include the exhibition's contemporary relevance, success in illustrating its theme, and creative implementation





## The categories

Entries that are selected and approved for an exhibition at photokina 2010 will be divided into two categories:

### Category 1

The photokina organizers want to draw special attention to the importance of these selected exhibitions and are sponsoring them with support corresponding to 100% of the services listed.

### Category 2

photokina believes these photography exhibitions deserve to attract many visitors and therefore promotes them by covering part of the costs of an exhibition space at photokina 2010, corresponding to the listed services.

## The services

Depending on the category in question, photokina will provide the services listed below at no charge. Fees will be charged for any other services that may be desired. photokina will not cover the costs of any photography work, including for example developing, enlarging, mounting, and framing.

### Classic photo wall

All photography exhibitions will be presented with a uniform corporate identity corresponding to that in the image on the first page of this document. In correspondence to Categories 1 and 2, the services include:

- The exhibition space
- Display/photo wall, wallpapered and painted
- Spotlights/power supply
- Graphic/lettering
- **Category 2:** Cost: €249 per running meter

### Other image presentations

In terms of exhibition space, construction, and equipment, the services for photography exhibitions that use a form of image presentation other than the classic photo wall will

- **in Category 1** be provided by photokina on an individual basis and by prior arrangement
- **in Category 2** be offered for a fee to be determined on a case by case basis and by prior arrangement, with photokina covering part of the cost



## Marketing communications

- For visitors: guided tours of the photography exhibitions
- Daily news
- photokina press releases to recipients on an international mailing list
- Direct advertising/newsletter
- Presentation at <http://www.photokina-cologne.com/>

## Entries

Please submit your thoroughly prepared entry applications to the contact person indicated below

- by means of the electronic form
- by regular mail, with the following content
  - a portfolio with at least 15 images
  - description of the concept
  - title of the photography exhibition
  - scope of the exhibition (quantity and dimensions of images)
  - description of the theme/idea
  - references to previously presented photography exhibitions
  - references to publications

## Deadline

The deadline for submitting entries is **March 31, 2010**. The exhibitions will be announced on April 30. The applicants will be informed in writing.

### **Contact:**

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Dennis Wilson  
Event Manager  
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50679 Köln, Germany  
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