

The PIF Gold Medal has had a long tradition and reputation in the modern history of the Poznań International Fair. It has been awarded since 1979 and has been a distinction highly respected by both Polish and foreign exhibitors. It is an appreciated form of product promotion and an excellent marketing instrument. Companies and corporations are eager to display the graphic representations of the Gold Medal on their products and in their promotional materials.

The Gold Medal is a distinction highly valued by professionals who often make purchasing decision motivated by the decision of the Competition Jury.

**Manufacturers, whose products have been awarded the PIF Gold Medals, claim that their sales have grown by 10-30%.**

Representatives of the press, radio, television and other media give extensive coverage to the products awarded with the medal. They carry feature articles about them in branch publications and promote about them extensively on the radio and television.

The list of PIF Gold Medal winners and the list of the winner products is then extensively publicized. BIT Business – Innovations – technologies developed a strategy for the promotion of the products nominated and awarded in the competition, which we will present to you separately.

The Competition Jury makes its first assessment on the basis of the application and the required supporting documentation, and on this basis qualifies products for further assessment at the second stage according to the criteria set in the rules and regulations. This assessment is made before the commencement of the trade event. I wish to emphasize that this is a very important step in product assessment. Careful preparation of the documentation plays a very important role; the Competition Jury is able to thoroughly examine the product entered into the competition and make their decision to qualify it for the assessment at the second stage. BIT Business – Innovations – Technologies offers information and assistance regarding the regulation criteria. At the second stage products nominated for the award are evaluated at the stand, following which the Competition Jury makes its final decision and determines the list of products, which it awarded with the PIF Gold Medal.

We would highly appreciate your participation in the competition for the trophy of the Poznań International Fair, which, while acknowledging your efforts in the production of the best product, can contribute to your success.

#### **Organization of the competition:**

##### **BIT Business – Innovations – Technologies**

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