

Basic information

30th International Trade Fair of Practise Enterprises

organized by the student company Antre, s. r. o.,
at the Business Academy, Praha 10, Heroldovy sady 1

The theme of the fair Universe Unites Us

Date: March 19th – 21st, 2025
Place: Křižík Pavilion B, Exhibition Center Prague



CONTENTS

1	30th INTERNATIONAL TRADE FAIR OF PRACTISE ENTERPRISES	3
1.1	TIME SCHEDULE OF THE FAIR FOR THE EXHIBITORS	3
2	STANDS OF COMPANIES	3
2.1	STAND EQUIPMENT – STANDARD	3
2.2	STAND MARKING	4
2.3	STAND EQUIPMENT – ABOVE STANDARD	4
3	TRANSPORTATION, ACCOMODATION AND ADDITIONAL PROGRAM	5
3.1	TRANSPORTATION	5
3.1.1	ACCOMODATION AND ADDITONAL PROGRAM	5
4	CONDITIONS AND SCHEMES OF THE COMPETITIONS AT THE FAIR	5
4.1	SCHEME OF THE COMPETITIONS AT THE FAIR	6
4.1.1	THE BEST COMPANY OF THE FAIR	6
4.1.2	THE BEST STAND COMPETITION	6
4.1.3	THE BEST CATALOGUE COMPETITION	7
4.1.4	THE BEST INSTAGRAM PROFILE COMPETITION	7
4.1.5	THE BEST COMMERICAL SPOT COMPETITION	8
4.1.6	90 SECONDS IN THE ELEVATOR (CEFIF COMPETITION)	8
4.2	VOLUNTARY PARTICIPATION	8
4.2.1	THE BEST COMPANY PRESENTATION COMPETITION	8
4.2.2	COMPANY MEMBERS PHOTOGRAPH REFLECTING THE THEME OF THE FAIR COMPETITION	9
4.3	NON-COMPLIANCE WITH THE CONDITIONS OF COMPETITIONS	9
4.4	ANNOUNCEMENT OF THE COMPETITION RESULTS	9
5	COMMON INFORMATION	10
5.1	APPLICATION INFORMATION	10
5.2	PAYMENT	10
5.3	CANCELLATION OF APPLICATION	11
6	CULTURAL PROGRAM	11
7	BINDING DEADLINES	11
8	IMPORTANT NOTICE	12

1 30th INTERNATIONAL TRADE FAIR OF PRACTISE ENTERPRISES

1.1 TIME SCHEDULE OF THE FAIR FOR THE EXHIBITORS

The conditions below are binding.

The fair will take place on **March 19th – 21st, 2025.**

Wednesday March 19th, 2025

- 09:00 – 13:00 – Presentation of companies to the organizer and preparation of exhibitions
- 13:00 – 14:00 – Opening ceremony of the fair with the participation of guests
- 14:00 – 16:00 – Trading between companies
- Cultural program

Thursday March 20th, 2025

- 09:00 – 16:00 – Presentation of companies to the public
- Cultural program

Friday March 21st, 2025

- 09:00 – 14:00 – Presentation of companies to the public
- Cultural program
- 12:00 – 13:00 – Announcement of competition results
- Closing ceremony of the fair
- 13:00 – 14:00 – Cleaning of the stands, handing over the stands to the organizer

Please adjust your time of departure from the fair to the time it ends. The stand must not be closed before the official closing hours of the fair, the director of the practise enterprises and the teaching staff are responsible for the cleanliness of the stand, as well as for the final cleaning. The stand is handed over to the organizer of the fair (Antre, s. r. o.) on Friday March 21st, between 13:00 and 14:00.

2 STANDS OF COMPANIES

2.1 STAND EQUIPMENT – STANDARD

The participation fee of 7,500 CZK (330 EUR) includes:

Stand dimensions: 3 m x 1 m

Equipment:

- electrical connection 1×
- table 1×
- chairs 3×
- spotlight 1×
- floor covering

The stand consists of three walls made of white laminate and is equipped with the name of the company, the name of the country, the name of the school and the number of the stand.

It is possible to install decorations through hanging or sticking, but nothing can be hammered into the walls. Wi-fi connection will not be available during the fair.

The capacity of the stand is a maximum of 5 people + 2 people providing pedagogical supervision.

After the end of the fair, the stand must be handed over in the same condition in which it was taken over from Antre, s. r. o., on the first day after registration.

2.2 STAND MARKING

The stand marking is the same for all participants according to the model below:

CARMEN, s. r. o.
CZECH REPUBLIC
Obchodní akademie, Praha 10, Heroldovy sady 1 Heroldovy sady 1, 101 00 Praha 10
stand number

Note: the stand number will be given by Antre, s.r.o

2.3 STAND EQUIPMENT – ABOVE STANDARD

You can order additional stand equipment with payment in CZK or EUR in addition to the participation fee. The actual invoice will be issued during the fair (according to the actual over-standard equipment).

Item	Dimensions	Price in CZK	Price in EUR*
Showcase	1 m × 0,5 m	900	40
Counter	1 m × 0,5 m	400	17
Shelf	1 m × 0,5 m × cca 2 m	650	29
Chair	–	90	4
Table	1 m × 0,5 m	140	7

*Prices are calculated according to the exchange rate of 23 CZK/EUR and rounded up.

3 TRANSPORTATION, ACCOMODATION AND ADDITIONAL PROGRAM

3.1 TRANSPORTATION

Transportation

For fair participants traveling to Prague by air, Praginfo provides transportation from the airport to the hotel and back. It is also possible to book transportation in Prague and outside the city. If you are interested in transport services, please contact Mr. Lohynský or Mrs. Lohynská through e-mail: jan.lohynsky@praginfo.cz or lohynska@praginfo.cz.

3.1.1 ACCOMODATION AND ADDITONAL PROGRAM

Praginfo, a long-term partner of the fair, also provides accommodation and an additional program for participants.

Accommodation

Accommodation for participants is provided close to the Holešovice Exhibition Center and at the same time not far from the city center. There are several categories of accommodation to choose from according to prices and services offered by hotels and hostels. Reservations must be made well in advance; accommodation capacities are limited. Therefore, please contact Praginfo as soon as possible by e-mail jan.lohynsky@praginfo.cz or lohynska@praginfo.cz, you can also use the phone number: + 420 728 198 784.

Additional program

Evening cruise on the Vltava River – Thursday, March 20th, 2025 from 18:00 to 19:00

A guided cruise on the Vltava river with commentary and the possibility of ordering drinks at bar is prepared for all participants of the fair.

Price: 250 CZK/person (10 €/person)

Orders at jan.lohynsky@praginfo.cz. Location, time of the meeting and other details will be communicated by e-mail.

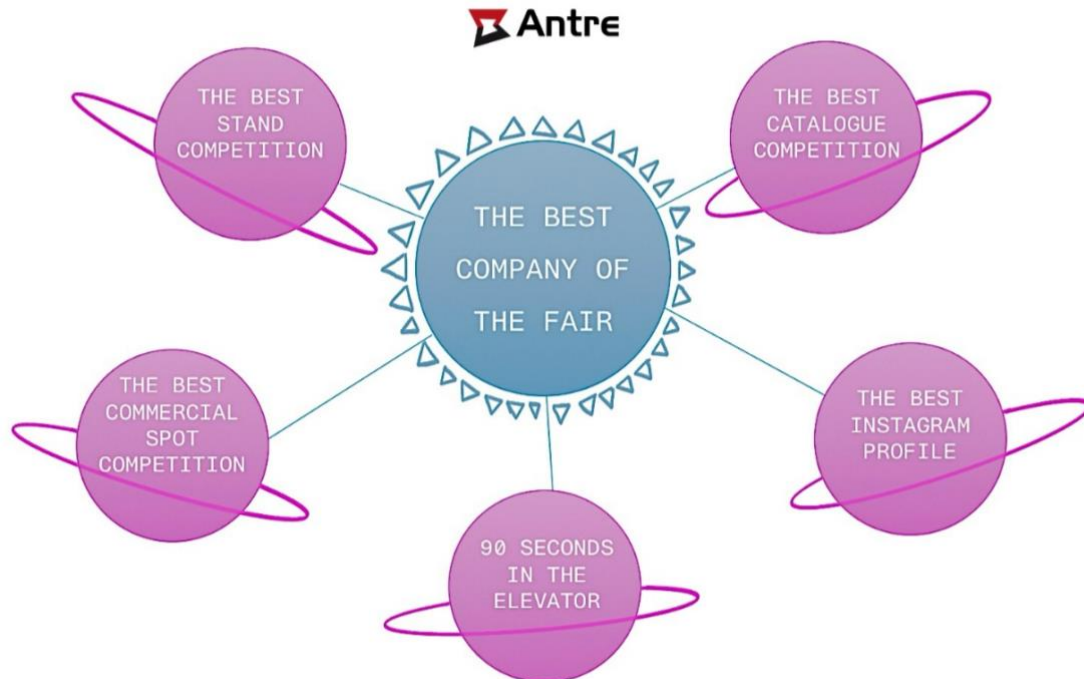
If you have any questions regarding the accommodation, additional program or transportation please do not hesitate to contact Praginfo on the e-mail address jan.lohynsky@praginfo.cz, or the phone number: +420 728 198 784.

4 CONDITIONS AND SCHEMES OF THE COMPETITIONS AT THE FAIR

General conditions

- if a company wants to be evaluated in the competitions, its members must be actively present at the fair at their stand for all three days
- every company must be trading at the fair

4.1 SCHEME OF THE COMPETITIONS AT THE FAIR



Basic information

- evaluations of some of the competitions will take place before the fair (the best catalogue competition, the best presentation competition, the best Instagram profile competition, the best company photograph competition, the best commercial spot competition)
- the competition for the best stand will be evaluated during the fair
- all participants of the fair will be able to participate in the evaluation of the best stand competition
- the evaluators are teachers who will have signed up in the registration form (when filling out the application for the fair via website www.antreprague.cz), the teachers from Business Academy, Heroldovy sady 1, Praha 10 and students from Antre, s. r. o.

4.1.1 THE BEST COMPANY OF THE FAIR

The best company of the year award can only be won by a company that participates in all five mandatory events competitions (the best stand competition, the best catalogue competition, the best commercial spot competition, the best Instagram profile, 90 seconds in the elevator).

4.1.2 THE BEST STAND COMPETITION

Process of evaluation

- overall appearance of the stand (originality, design)
- approach to the customer (sales ability, appropriate communication, speaking skills in a foreign language, quality of product/service presentation)
- the catalogue will be available to the customers at the stand
- best stand competition will also be evaluated by the visitors of the fair, that means the winner will be announced based on the voting of the visitors of the fair

Conditions

- the company's stand must be read the first day of the fair, March 19th, 2024, by 13:00

4.1.3 THE BEST CATALOGUE COMPETITION

The created catalogue must be sent in PDF format to the e-mail address of the event organizer, **antre@heroldovysady.cz**, by **February 10th, 2025** and also submitted in physical form at the reception on the first day during company registration to the fair, **March 19th, 2024**.

Process of evaluation

- grammatical and stylistic correctness
- originality and graphic processing
- interestingness of the offer
- clarity
- overall impression
- currency compliance (CZK, EUR)
- bilingualism
- physical form of the catalogue

Conditions

- the catalogue must be original (you cannot use one from previous years, even if the the subject of your activity has not changed)
- the physical form of the catalogue must be handed in at the reception the first day of the fair, March 19th, 2025
- the catalogue must be created by students working in the company
- currency compliance (CZK, EUR)
- use of native language and English (that means two catalogues or one bilingual catalogue)
- compliance with the name of the file "companyname_catalogue.pdf"

4.1.4 THE BEST INSTAGRAM PROFILE COMPETITION

The Instagram profile must be created at the time of submitting the application form and its name must be stated in the application form. If the company does yet have an Instagram profile created at the time of submitting the application, they will fill in "SUBSCRIBED" in the relevant field and send the name together with a link to their Instagram profile to the e-mail address of Antre, s. r. o. (**antre@heroldovysady.cz**) by **November 30th, 2024**.

● Process of evaluation

- conditions compliance
- profile activity
- originality
- grammatical correctness
- graphic processing
- overall impression of the profile
- bilingualism

Conditions

- minimum number of posts: 2 posts per month, starting November
- „post“ means a picture or a video on the profile
- by February 28th, 2025 there must be at least 8 posts
- Instagram stories do not count into the minimum number of posts
- the profile must be related to the company and its subject of activity

- the company must be following the Instagram profile of the fair's organizer Antre, s. r. o. (@antreprague) through their competitive profile
- the profile must be maintained in both the native language and English
- the profile must be managed by the students of the company

4.1.5 THE BEST COMMERCIAL SPOT COMPETITION

The latest deadline for sending the commercial spot in electronic form is **February 7th, 2025**, to the e-mail address of Antre, s. r. o. (antre@heroldovysady.cz).

Process of evaluation

- quality of the commercial spot and presentation skills (video sophistication and quality, sound quality, overall visual and audio impression)
- creativity and originality (Have you ever seen anything similar? Is the commercial spot unique?)
- quality of content (What did we learn from? Are they promoting a product, company or anything else? Did the ad attract our attention?)
- length: 20 to 30 seconds

Condition

- the company's commercial spot must be between 20 to 30 seconds
- only students working in the company can participate in the creation of the commercial spot
- the commercial spots sent in will be showed at the fair as a part of the cultural program
- video should be sent in MP4 or AVI format

4.1.6 90 SECONDS IN THE ELEVATOR (CEFIF COMPETITION)

A random encounter between a stranger and a member of a practise enterprise, who introduces their company to them during a time period of 90 seconds. Each competing company will receive a certificate of participation from PEN Worldwide. Since this is a random encounter in an elevator, it is only possible to use what a person normally carries with them to a business or other meeting. The competition involves 2 participants who present the company together with a stranger who does not speak at all. The second possibility is that one of the contestants presents and the other plays the stranger. The competition will take place on stage during the fair.

Process of evaluation

- knowledge of the English language
- highlighting important information about the company

Conditions

- participation of the company members
- no presentation aids
- all interviews must be in English
- compliance with the time limit

4.2 VOLUNTARY PARTICIPATION

4.2.1 THE BEST COMPANY PRESENTATION COMPETITION

The latest deadline for sending the presentation in electronic form is **February 7th, 2025**, please send the presentation on the e-mail address of Antre, s. r. o. (antre@heroldovysady.cz). Presentations sent after the deadline will not be included in the best company of the fair competition. Presentations bigger than 10 MB must be sent through the portal uschovna.cz.

Process of evaluation

- grammatical and stylistic correctness
- originality
- graphic processing
- overall impression of the presentation
- the value of information
- public speaking skills

Conditions

- minimum number of slides is 6, maximum number of slides is 12
- presentation must be created by students working in the company
- only Microsoft PowerPoint is available for playback
- presentation must contain videos, music and a spoken word
- presentation must be in English
- all companies participating in the competition will present their presentation to the jury of evaluators at the fair venue (the schedule will be released in advance)
- compliance with the name of the file „nameofthecompany_presentation.pptx“

4.2.2 COMPANY MEMBERS PHOTOGRAPH REFLECTING THE THEME OF THE FAIR COMPETITION

The latest deadline for sending the photograph in an electronic form is **February 7th, 2025**, please send the presentation on the e-mail address of Antre, s. r. o. (antre@heroldovysady.cz) in the format JPG or PNG. You can also share it on your instagram profile and tag the fair organizer (@antreprague).

Process of evaluation

- creativity and ingenuity
- originality regarding the space theme
- overall impression
- technical quality of the photograph (sharpness, exposure, light)

Conditions

- all company members are in the photograph
- attach a commentary to the photograph explaining how you have incorporated the theme of the fair into it
- photographs will be projected at the fair
- photos can be graphically modified (e.g. adding graphic elements, creating a collage)

4.3 NON-COMPLIANCE WITH THE CONDITIONS OF COMPETITIONS

In case a company fails to meet the conditions of a certain competition, they will be automatically eliminated from it and not evaluated. If a company is eliminated from one of the 5 mandatory competitions (the best stand competition, the best catalogue competition, the best commercial spot competition, the best Instagram profile, 90 seconds in the elevator), they lose the ability to earn the title THE BEST COMPANY OF THE FAIR.

4.4 ANNOUNCEMENT OF THE COMPETITION RESULTS

The announcement of the competition results will take place on the stage as part of the closing ceremony of the 30th International Trade Fair of Practise Enterprises on March 21st 2025 in Prague. Prizes will be presented to the winners on the spot. If the company representatives are not at the place of announcement of the results, the prize will be forfeited in favor of the organizer.

5 COMMON INFORMATION

5.1 APPLICATION INFORMATION

Mandatory registration for the fair

The latest deadline for registering for the fair is **November 30th, 2024**.

Fill in the application **electronically** using the binding form, which is available on our website **www.antreprague.cz**. The registration form includes all necessary applications (application for the fair, application for competitions and application for the cultural program)

Instructions for filling out the binding application

1. On the website of Antre, s. r. o., select the "**Registration**" option.
2. Fill in all fields.
3. By ticking the consent box, you are bindingly confirming your participation in the fair. You agree to the provision of personal data, the taking of a video footage and photos by Antre. You undertake to pay the participation fee, or to pay penalties in case of non-compliance with the conditions.
4. Submit the application.

Application is mandatory!

After sending the application, you will receive an e-mail with a summary of the information you filled in – this is not a confirmation e-mail. **We will confirm receipt of your application by email from Antre, s. r. o.**

By submitting an application for the 30th International Trade Fair of Practise Enterprises, you agree to pay the participation fee, or to pay the cancellation fee in case of withdrawing from the fair (see cancellation of participation).

5.2 PAYMENT

Real payment of the participation fee for the fair at the Exhibition Center in Prague

- The participation fee can be paid either **in CZK or in EUR by bank transfer**.
- The real **participation fee for each company is 7,500 CZK (330 EUR)**.
- An invoice with the due date of the actual participation fee will be sent to you in January 2025.
- Companies that do not pay the fee by the due date (according to the invoice) will be excluded from the fair and will not be provided with an exhibition space.
- Pay the participation fee either by transfer to the bank account of the registered association "ICSF" - No. **7392600241/2010, Fio banka, a. s., Praha 1** or with **IBAN number: CZ072010000007392600241**. As a variable symbol, enter the number of the invoice that you will have received from us by e-mail during January 2025.
- **Please send us your exact invoicing data (school address, ID number, VAT number, address of practise enterprise and its ID number, VAT number)**.
- The real invoice for the above-standard equipment will be issued during the fair, it will be due within 14 days after the end of the fair.
- **During the fair, it is not possible to pay in cash (payments are possible ONLY BY BANK TRANSFER).**

5.3 CANCELLATION OF APPLICATION

In case of cancellation of your participation, we will charge you based on the date:

until February 15th, 2025 – cancellation fee **50 %** of the participation fee.

after February 15th, 2025 – cancellation fee **100 %** of the participation fee.

6 CULTURAL PROGRAM

The theme of the upcoming 30th International Trade Fair of Practise Enterprises is:

UNIVERSE UNITES US

During the entire fair, a cultural program will take place, in which exhibitors can also participate, for example with dance performances, singing, presentations and other cultural activities. You can also look forward to interesting lectures and mini competitions.

You can sign up to perform in the cultural program through a binding application on the website of **Antre, s.r.o., www.antreprague.cz**.

7 BINDING DEADLINES

November 30th, 2024

- deadline for electronic registration for the fair using a binding application on the Antre, s. r. o. website, **www.antreprague.cz**
- applications sent after November 30, 2023, will be included among the substitutes
- Instagram profile launch

January 31st, 2025

- deadline for submission of requests for above-standard stand equipment

January 31st, 2025

- the latest date of receipt of the actual invoice from Antre, s. r. o., payable within 14 days

February 7th, 2025

- deadline for submission of competitive presentations
- deadline for submission of competitive catalogues in electronic form
- deadline for submission of competitive commercial spots
- deadline for submission or sharing of a company members photograph reflecting the theme of the fair

February 28th, 2025

- end of the competition for the best Instagram profile

March 19th-21st, 2025

- date of the 30th International Trade Fair of Practise Enterprises in Prague
- issuance of a real invoice for the above-standard equipment of the stand, payable within 14 days

8 IMPORTANT NOTICE

- without a valid practise enterprise code, it is not possible to participate in the fair – companies will find out the code from their national headquarters
- we will confirm your registration electronically within 7 working days from the e-mail of the event organizer antre@heroldovysady.cz
- a registered and confirmed company will appear on the website of Antre, s. r. o., in the "registered companies" folder, no later than 7 days after confirmation of application processing
- the estimated capacity of the exhibition pavilion is **60 stands**
- in the case of full capacity, the date of receipt of payment will decide, late applications will be included among substitutes

Follow our website and social media where we continuously update information.

We will provide further information on the phone number +420 775 882 711,
every Tuesday from 14:00 to 16:00.

On other days you can use the school secretariat's phone number: +420 271 742 313.

Website: <http://www.antreprague.cz>

Instagram: <https://www.instagram.com/antreprague>

E-mail: antre@heroldovysady.cz

Project manager: Mgr. Lucie Smejkalová

Phone: +420 737 820 899

E-mail: smejkalova@heroldovysady.cz

***We are looking forward to seeing you at the 30th
International Trade Fair of Practise Enterprises 2025.***

In Prague on October 1st, 2024

Barbora Vosátková

Director of Antre, s. r. o.

