

- 19th STATIONERY OF THE YEAR 2010 – Application has just begun!



Previous (2009) Award Ceremony

STATIONERY OF THE YEAR has been taking place annually inside ISOT (Organised by Reed Exhibitions Japan Ltd.). It is a contest of selecting and awarding the stationery amongst those released after August 1, 2009 from functional and design perspective. Recently the Award has been producing 'Mega-Hit products' from the winners and it has been perceived as one of the most important event in the industry. It has been gaining great attention not only from the stationery industry but also from variety of media such as magazines and TVs, and consumers. While the Show Management has been receiving numbers of inquiries, the application process has finally started. This is definitely an 'epoch making' contest in the stationery industry. Apply now to open up your business opportunity in Japanese stationery market!

19th STATIONERY OF THE YEAR Award Outline

<Award Category>

- ◆ Function Category : Award Category x 5, including 1 Grand Prix
- ◆ Design Category : Award Category x 5, including 1 Grand Prix

<About Entry>

- ◆ Entry Products : New products launched after August 1, 2009
- ◆ Numbers of Entry : 5 products/company can be registered.
Category required to be selected.
- ◆ Entry Fee : JPY 5,000 per product (including consumption tax)
*Invoice will be sent after the registration
- ◆ Deadline of Entry : **May 14(Fri), 2010**
- ◆ Application : Registration via ISOT official HP → <http://www.isot-fair.jp/en/award>

<Award-Winning Privileges>

- ◆ Insertion of Award-winning products at Japan's leading magazines.
- ◆ Displaying the Award-winning products at STATIONERY OF THE YEAR Special Gallery.
- ◆ Insertion as Award-winners on the Floor Plan which will be distributed at the entrance of the show.
- ◆ Providing in-store POPs with Award symbols.
- ◆ Distributing and providing Award-winning posters to put on leading retailers throughout Japan.
- ◆ Entitlement to use the Award symbol.
- ◆ Promoting Award-winning products to the industry professional through official website and e-mail.

<Screening Process>

- ◆ All the products will be assessed and selected on late May by the Selection Committee members as below.

(Titles omitted)



Kazuo Kawasaki

Design Director
Prof. at Graduate School
of Osaka University



Kyoichi Shinada

Editor-in-chief
mono magazine
(World Photo Press Co., Ltd.)



Shigeki Shimizu

Editor-in-chief
Shumi no Bungubako
(Ei Publishing Co., Ltd.)



Atsushi Hasebe

Editor-in-chief
Best Gear
(Tokuma Shoten)



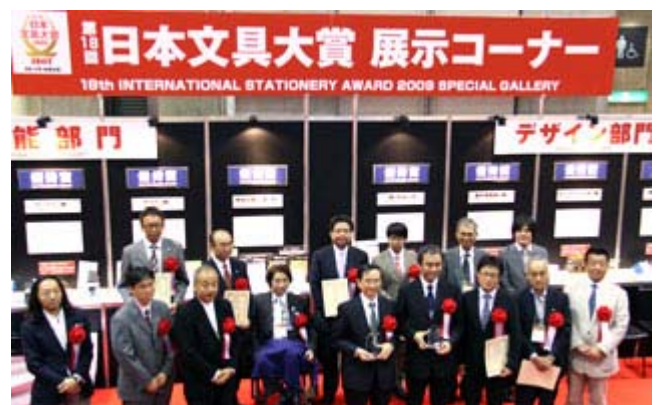
Hideo Yamamoto

President
Ottimo Design Co., Ltd.

<Award Ceremony>

- ◆ **Date & Time:**
July 7(Wed), 2010 15:00 -
- ◆ **Venue:**
STATIONERY OF THE YEAR Special Gallery

Award Ceremony will be covered by the major trade press, industry professionals, and the selection committee members. Grand Prix of each category will be announced during the Ceremony.



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