



# **UNION des FOIRES INTERNATIONALES** **UNION of INTERNATIONAL FAIRS**

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For Immediate Release

## **UFI Selects Royal Dutch Jaarbeurs Utrecht as its 2002 Marketing Award Winner**

**July 5, 2002, Paris, France:** Royal Dutch Jaarbeurs Utrecht was selected by UFI as the winner of the 2002 UFI Marketing Award. The competition evaluated entries from around the world submitted on the theme, "Best Visitor-Winning Program." Royal Dutch Jaarbeurs was selected for its comprehensive marketing program developed to support their VSK 2002 exhibition for the heating and air conditioning industry.

Sandy Angus, UFI President, and Berislav Cizmek, Chairman of the UFI Marketing Committee, presented the UFI Marketing Trophy to Rob Chömpff, Business Unit Manager at Jaarbeurs Exhibitions & Media, (Royal Dutch Jaarbeurs), the Netherlands.

In his acceptance remarks, Chömpff emphasized the need for close co-operation and strong combined efforts between exhibitors and exhibition organizers in order to attract visitors. The winning Royal Dutch Jaarbeurs entry provided VSK 2002 exhibitors with a combination of marketing tools and program support based on thorough market research. Based on the premise that trade fair success is calculable, a set of trade fair and marketing techniques has been developed for exhibitors which offers 90% certainty with regard to the number of new contacts and follow-up appointments. After five years of experience, results at Royal Dutch Jaarbeurs clearly show that trade fair success is contingent on the extent to which the exhibitor is personally involved in visitor promotion. At VSK 2002 this program contributed directly to a 10% increase in the number of visitors to the exhibition.

These joint efforts resulted in a successful Royal Dutch Jaarbeurs event for visitor/client, exhibitor and organizer alike. As Chömpff concluded, "A good fair is not a reflection of the market. A good fair is an injection to the market".



**Photo From left to right:**

*Berislav Cizmek, Chairman of the UFI Marketing Committee*

*Rob Chömpff, Business Unit Manager at Jaarbeurs Exhibitions & Media (Royal Dutch Jaarbeurs), Netherlands*

*Sandy Angus, UFI President*

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*UFI is the union of the world's leading show organizers and fairground owners, the major national and international associations of the exhibition industry, and their partners. Via its 224 member organizations, including 33 international and national associations, UFI is present in 72 countries in 144 cities on 5 continents. UFI members organize 621 UFI-approved international exhibitions around the world.*

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