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35bis, rue Jouffroy-d'Abbans
F-75017 Paris, FranceT : +33 (0)1 42 67 99 12
F : +33 (0)1 42 27 19 29E : lili@ufi.org
www.ufi.org

UFI Opens 2006 Marketing Competition To Entire Exhibition Industry

Paris, February 9, 2006: UFI, the Global Association of the Exhibition Industry, has opened its renowned annual marketing competition to entries from throughout the exhibition community. For the first time since its creation in 2001, both UFI members and non-members may submit entries to the competition for consideration. Berislav Cizmek, UFI's Marketing Committee Chairman, announced this decision and the launch of the 2006 edition of the UFI Marketing Award Competition saying, "the theme of this year's competition is **Best Ideas to Win Customers**. Our intention is to make available innovative marketing concepts to the international exhibition industry."

The subject of the 2006 UFI marketing competition challenges all exhibition organisers and operators of exhibition venues to present successfully implemented programme concepts. The theme is one to which we are all seeking solutions and should attract marketing, promotion and communications solutions.

Competition entrants will participate in a two-phase evaluation process. An initial one-page summary describing the programme entry, its objectives and results must be submitted to UFI by 10 April. A short-listed group of entrants will be requested to provide detailed programme presentations by 15 May. The Competition's jury will evaluate entries on the basis of their originality, qualitative and quantitative results. The winner will present his programme to an international audience of exhibition professionals at the UFI Open Summer in Helsinki, Finland, on 27 June 2006. The programme presentation will also be available for free downloading on the UFI website.

For additional information on the UFI 2006 Marketing Award Competition's theme or participation procedures, please contact award@ufi.org or visit the UFI website at www.ufi.org/marketingaward

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. UFI members include the world's leading show organisers and fairground owners, industry partners and 40 professional associations. UFI is present in 73 countries on 5 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.

For additional information please contact:
Ms Lili Eigl, Manager Communications
35bis, rue Jouffroy-d'Abbans, F-75017 Paris
tel: +33 (0)1 42 67 99 12 email : lili@ufi.org