

## Grip wins the final vote for the 2017 UFI Technology Award

Paris, 11 July 2017: UFI - The Global Association of the Exhibition Industry has named Grip as winner of the 2017 UFI Technology Award.

The theme for this year's UFI Technology Award was: "Digital Innovation - What will be our solution for the future?"

Four finalists were selected from the entries submitted: Messe München GmbH, ExpoPlatform, Grip and Messukeskus Helsinki, Expo and Convention Centre.

The finalists presented their solutions to the Digital Innovation Committee in Cologne, Germany, during the UFI European Conference where Grip was awarded the top honour!

Presentations from all four finalists were of an excellent standard, making the selection of an overall winner a very challenging assignment. However, Grip really stood out from their competitors with their innovative product which offered a matchmaking networking solution that has established more than 60,000 connections for thousands of professionals. Grip's solution was put to the test at the Cannes Lions 2016 event where the Cannes Lions networking app established an average of 8.4 connections per user and over 20,000 connections in total, creating a huge positive impact on the event experience.

The solution was presented by Tim Groot, Co-Founder and CEO of Grip. Groot explained that the idea for this product came about when they were approached by the organisers of Cannes Lions who challenged them to provide a smoother and more engaging way for attendees to network with each other. In response, Grip designed a standalone custom app for the event that uses their artificial intelligence-powered matchmaking API (application programming interface) to deliver the best possible connections in a fast and friendly way.

As part of their presentation, Groot detailed the main functionalities of the tool, the value added to the event experience, as well as and the measures Grip took to reach the organisers' objectives.

The presentation was clear, comprehensive and met all the requirements needed for the tool to be considered a winning solution.

In response to winning the award, Tim Groot said: "The UFI Technology Award is, without a doubt, one of the most prestigious technology awards in the trade show world. We feel honoured to be chosen as this year's winner among so many great companies and it's great to see that the judges share our belief that technology can vastly improve networking and deliver an improved return on investment for exhibitors by leveraging the power of artificial intelligence. We are looking forward to presenting our solution at UFI's Global Congress in Johannesburg later this year and will continue to push the boundaries of technology at trade shows."

Tim Groot will be presenting Grip's ICT Solution at the Special Interest Group Session "Best Practices" at the 84<sup>th</sup> UFI Global Congress, taking place in Johannesburg, South Africa, on 1 – 4 November 2017.

The UFI Technology Award is the distinction given to the winner of one of UFI's many annual competitions that recognise and reward successful result-oriented initiatives in the exhibition industry. UFI's Awards celebrate excellence in areas ranging from human resources, marketing and operations and services to trade fair poster design and sustainable development. More information on these UFI competitions is available at [www.ufi.org](http://www.ufi.org).

Attached:

- UFI Technology Award logo
- Grip logo

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*About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 700 member organisations in 85 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

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*About Grip - Grip empowers exhibitors and attendees to make meaningful connections at events in order to reach their business goals faster. Grip takes the hard work out of networking by becoming an attendee's own personal assistant, through its Ai software recommending the best people to meet in function of their business needs. Using advanced algorithms, Grip's Ai will identify the right people to meet and presents them on an easy-to-use swiping interface.*