Exhibition Industry 4.0

The 2018 UFI Digital Innovation Award wishes to recognize new technologies designed to support the exhibition industry.

GUIDELINES

Industry 4.0 can offer many benefits to improve operational efficiency and create exceptional value and experience for our target groups by using new technologies like Artificial Intelligence, IoT or Big Data.

Are you on the way to offering your customers a truly "Exhibition Industry 4.0" experience? What is your solution to optimize efficiency, make the life of our customers easier and make their R.O.I even better?

Send us your solution on how, through innovative technology, change was brought to your operational processes and/or systems and how this transformed business for the better.

Include case studies as examples of the solutions specific to the exhibition industry that have been implemented, the challenges that were faced and the outcome as well as the result of the implementation.

CRITERIA

More specifically, the following questions must be addressed:
• What drove you to develop a new programme/tool?
• What were the main objectives?
• Which value added services did you seek to provide?
• What measures did you take to reach those objectives?
• What were the specific challenges faced? How were these overcome?
• Were your objectives reached?
• What relevant results can you share?

APPLICATION AND PROCEDURE

By **19 March 2018**
please provide a summary in English, describing your entry to: ictaward@ufi.org

This summary must be in English briefly describing your entry; programme objectives, the actions undertaken to reach those objectives and the qualitative and quantitative results obtained. The entry must be a MAXIMUM of 6 pages, including graphics. In all cases, only the first 6 pages of the summary will be taken into consideration as competition entries.

The UFI Digital Innovation Committee will evaluate all the entries and vote for the winner. The vote will be based on the following criteria: originality, strategy, effectiveness, improvement in terms of services, results achieved and added value for the company.

The 2018 UFI Digital Innovation Award winner will be invited to prepare a detailed PowerPoint presentation providing an in-depth description of their winning programme.

By participating in this award competition, the winner agrees to present his winning programme at the 2018 UFI Digital Innovation Focus Meeting in June 2018.

This competition is open to UFI members and non-members (exhibition organizers, operators of exhibition centers and service providers), on the condition that entries are exhibition-related. Participation in this competition is free-of-charge for UFI members. Non-members are required to pay a 100€ participation fee.

The winner will receive free access to the UFI Congress in St. Petersburg, Russia, in November 2018. They will be officially recognised as the award winner during this congress, and will have the possibility of presenting their award-winning ideas during the Best Practices Special Interest Group, an integral part of the congress programme.

UFI Digital Innovation Award 2018
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