

UBM EMEA - Sleep Event wins the 2017 UFI Marketing Award

Paris: 27 September: UFI, the Global Association of the Exhibition Industry, has named the UBM EMEA – Sleep Event as winner of the 2017 UFI Marketing Award.

The theme for this year’s UFI Marketing Award was “From show organisers to industry gurus – Success stories from evolving business”. This award was designed to recognise outstanding success stories from businesses that have built on their roles as event organisers to become valued exhibition industry experts. In order to be successful, this evolution requires the right strategy, the right talent – and tremendous effort.

The UFI Marketing Award jury applauded the UBM EMEA – Sleep Event project. Their approach was to be not only the organiser of a show for a specific and highly demanding industry, but also to be a part of this industry, and to even be a trendsetter in the exhibition industry. Where UBM EMEA used to be guided by industry experts, they are now immersed in the market. This shift has moved the Sleep Event from outside the industry, and made it a key driving force within it.

“The UBM EMEA – Sleep Event concept comprehends an approach that is truly creative and innovative, from which our industry can learn a lot”, says Dr. Christian Glasmacher, Chair of the UFI Marketing Committee. “Their team has managed to develop a concept that has made them an industry guru”.

UBM EMEA was delighted to be this year’s winner of the UFI Marketing Award that has been recognising great Marketing initiatives since 2001. “This award means so much to the “Sleep team” because it’s all about the details, love and creativity that they invest in their event. We told a story about designing a beautiful experience for our community and it feels good to be recognised in this way” says Joel Butler, Brand Director for Sleep Event at UBM EMEA.

The UFI Award winners will share their projects at the 84th UFI Global Congress in Johannesburg (South Africa) during the Special Interest Group (SIG) for Best Practices. For more details on the UFI Global Congress that will take place on 1 – 4 November 2017 please [click here](#).

Other UFI Awards for outstanding initiatives

The UFI Marketing Award is 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 marketing and technology to trade fair poster design and sustainable development. More information on these UFI competitions is available at www.ufi.org

Attached: UBM EMEA logo and Marketing Award visual

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 UBM EMEA:

UBM plc is the largest pure-play B2B Events organiser in the world. In an increasingly digital world, the value of connecting on a meaningful, human level has never been more important. At UBM, our deep knowledge and passion for the industry sectors we serve allow us to create valuable experiences where people can succeed. At our events people build relationships, close deals and grow their businesses. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors – from fashion to pharmaceutical ingredients. These global networks, skilled, passionate people and market-leading events provide exciting opportunities for business people to achieve their ambitions.

For more information, go to www.ubm.com; for UBM corporate news, follow us on Twitter at @UBM ,UBM Plc