

UFI launches 2019 UFI Awards in five categories

- Timelines for all UFI Awards are now aligned
- Deadline for applications is 1 March 2019
- Award winners will present their best practice cases at UFI's Global Congress in Bangkok in November 2019

Paris – 14 November 2018: UFI, the Global Association of the Exhibition Industry, is launching the 2019 UFI Awards. Organisers, venue operators, and service providers are all encouraged to take part and share their best practice cases for five separate categories: HR Management, Digital Innovation, Marketing, Operations & Services, and Sustainable Development.

This year, UFI has aligned timelines for the awards, resulting in a shared deadline for all applications of 1 March 2019.

The awards are managed and led by UFI working groups, made up of experts who identify a current and common focal point within each area of our industry. The winner for each category will be officially recognised at the UFI Global Congress 2019, which will take place in Bangkok (Thailand) in November 2019. What's more, the award winners will also have the opportunity to present their winning projects at the Congress. Final entries are also promoted on the UFI website: www.ufi.org, with significant media coverage in major international tradeshow publications.

"UFI's award scheme is focused on identifying and sharing best practices in our industry, and highlighting forward-looking, innovative solutions. Sharing experiences in this way strengthens our industry and helps us to develop new ideas. Presented at the UFI Congress, the UFI Awards are a globally sought-after recognition, and everybody in the industry benefits from the shared knowledge," says Kai Hattendorf, UFI's Managing Director and CEO.

For 2019, the respective themes for the UFI Awards are:

- HR Award: "Employer branding: How to attract and retain key skills"
- Digital Innovation: "What is Digital Innovation for you"
- Marketing: "Best influencer campaign"
- Operations & Services: "Productivity improvements in operations and services using SMART technology"
- Sustainable Development: "Best sustainable development communication"

UFI Awards are open to both UFI members and non-members. Participation is free of charge for members.

For more information, please visit the UFI website at: <https://www.ufi.org/awards/>

In attachment: Group picture of the UFI Awards winners at the 85th UFI Global Congress in St. Petersburg, Russia. 2019 UFI Awards summary picture.

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 780 member organisations in 86 countries around the world are presently signed up as members. Over 1000 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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