

UFI announces themes for 2020 UFI Awards

- new Industry Partners Award added to the roster
- deadline for all award submissions is March 6, 2020

Paris – 14 November 2019: UFI, the Global Association of the Exhibition Industry, is pleased to announce the launch of the 2020 UFI Awards, designed to acknowledge and honour best practices and outstanding activities across the industry. This prestigious award programme, globally recognised for more than a decade, is now open to exhibition organisers, venue operators and service providers. Participants are encouraged to enter their best practice cases across six categories:

- Digital Innovation
- HR Management
- Industry Partners
- Marketing
- Operations & Services
- Sustainable Development

“UFI’s award scheme focuses on identifying and sharing best practices in our industry and serves to feature innovative, ground-breaking solutions. By sharing these experiences globally, we contribute to the growth of our industry and can introduce pioneering ideas. With the growing success of the UFI Awards and industry recognition of the benefits of this shared knowledge, the Awards have become a cornerstone of the UFI Global Congress,” **says Kai Hattendorf, UFI’s Managing Director and CEO.**

The entry deadline for all categories is 6 March 2020. Winners in each category will receive their awards during an official ceremony at the UFI Global Congress, taking place in Muscat (Oman) on 9-12 November 2020. They will also have the opportunity to present their projects at the event. Winning entries will be displayed on the UFI website, www.ufi.org, and will gain significant coverage in major international tradeshow publications.

For the first time, the 2020 UFI Awards will include an Industry Partners Award, which recognises partners who demonstrate innovative concepts, creative campaigns or original projects that drive the success of the exhibition world.

Entries should reflect the theme of each category, decided upon by UFI Working Groups – industry experts who manage and lead the UFI Awards.

The awards and themes for 2020 are:

- HR Management Award: *Corporate culture as a competitive advantage*
- Marketing Award: *Multi-channel, cross-generational marketing*
- Industry Partners Award: *Business innovation*
- Digital Innovation Award: *What is digital innovation for you?*
- Operations & Services Award: *Best industry cooperation to enhance customer experience*
- Sustainable Development Award: *Best waste management*

The UFI Awards are open to both UFI members and non-members. There is no participation fee.

The 2019 Award winners as well as more information about the UFI Awards can found at www.ufi.org/awards

Attachment: UFI Awards graphic — [UFI Awards 2020.jpg](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the leading global trade 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 54 national and regional association members. Over 800 member organisations in 87 countries around the world are presently signed up as members. More than 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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Human Resources Award 2020

**Corporate Culture
as a Competitive Advantage**

award@ufi.org
www.ufi.org/awards
Apply until 6 March 2020

ufi The Global Association of the Exhibition Industry



Marketing Award 2020

Multi-channel, cross-generational marketing

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www.ufi.org/marketingaward
Apply until 6 March 2020

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Industry Partner Award 2020

Business Innovation

award@ufi.org
www.ufi.org/awards
Apply until 6 March 2020

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UFI Digital Innovation Award 2020

What is Digital Innovation for you ?

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www.ufi.org/awards
Apply until 6 March 2020

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Operations & Services Award 2020

**Best industry cooperation
to enhance customer experience**

award@ufi.org
www.ufi.org/awards
Apply until 6 March 2020

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Sustainable Development Award 2020

Best Waste Management

sdaward@ufi.org
www.ufi.org/sdaward
Apply until 6 March 2020

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https://www.ufi.org/wp-content/uploads/2019/11/UFI_Awards_2020.jpg