

UFI announces themes for 2021 UFI Awards

- UFI's award scheme focused on sharing best practices and highlighting innovative solutions during and post pandemic
- Deadline for all award submissions is March 16, 2021

Paris – 26 November 2020: UFI, the Global Association of the Exhibition Industry, is pleased to announce the launch of the 2021 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 open to exhibition organisers, venue operators and service providers.

Participants are encouraged to enter their best practice cases across six categories:

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

2020 will be remembered as the year the global exhibition industry was hit like never before. While the world stands united against COVID-19, casualties across the industry have been staggering. Now, more than ever, it's important to show that organisers, venue operators and service providers, are not just "still there", but are ready to adapt quickly in challenging times.

"The UFI Awards programme enjoys an outstanding reputation in our industry - both as a prestigious award to win, and as a programme that identifies and shares best practices from our industry around the world." says Kai Hattendorf, UFI's Managing Director and CEO.

The entry deadline for all categories is 16 March 2021. Winners in each category will receive their awards during an official ceremony at the UFI Global Congress 2021.

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.

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 2021 are:

- **HR Management Award:** Effective remote team collaboration
- **Marketing Award:** The best marketing strategy in challenging times
- **Industry Partner Award:** Alliances & success stories: the future of the exhibition industry during and post the pandemic
- **Digital Innovation Award:** Digital Innovation for the Exhibition Industry Recovery
- **Operations & Services Award:** Driving transformation: the role of operations and services in revitalising the events industry, post COVID-19
- **Sustainable Development Award:** Partnerships for sustainability in and after COVID-19 times

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

The 2020 Award winners as well as more information about the UFI Awards can found at www.uffi.org/awards.

Attachment:

[- Image of the UFI Awards](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the 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 more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 83 countries around the world are presently signed up as members. Around 1,000 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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