

Best Practices

Alliances and success stories: the future of the exhibition industry during and post the pandemic

As partners to the industry, we share a common goal: to work closely with organisers, venues and other stakeholders to support, sustain and create successful exhibitions. The UFI Industry Partners Award recognises this symbiosis and aims to facilitate best-practice sharing.

OBJECTIVE

The UFI Industry Partners Award will recognise initiatives by industry partners that demonstrate innovative solutions, business concepts and developments to drive the success of the exhibition world during and post the COVID-19 pandemic.

EVALUATION CRITERIA

Entries will be evaluated on how well the initiative met its objectives and on the benefits seen by you and your clients.

Entries must clearly cover:

- Specific results
- The target group
- How the initiative improved the exhibition industry
- Financial performance results or expectations
- Lessons learned

APPLICATION AND PROCEDURE

By 16 March 2021

Entries should be submitted to award@ufi.org. Provide a maximum of three pages, in English, describing your initiative, using the following structure:

- 1) Description and background
- 2) Objectives and target group
- 3) Implementation challenges
- 4) Actions taken (time, scope and activities)
- 5) Detailed results and take-aways

Include the contact details of clients and partners willing to provide a testimony about the successful initiative.

The winner of the UFI Industry Partners Award 2021 will be selected by a jury made up of members of the UFI Industry Partners Working Group.

The jury will select three finalists from all entries received by the application deadline. The three finalists will be asked to give an in-depth presentation about their initiative to the UFI Industry Partners Working Group. The jury's decision is final, and no justification for any decision will be provided.

BENEFITS FOR WINNER

- Enhanced brand exposure through UFI's global reach.
- Recognition across the global exhibition industry for providing innovative solutions.
- Exposure in significant international press coverage.
- Complimentary registration to join and present the winning entry at the UFI Global Congress 2021.

* This award is open to industry partners (UFI members and non-members), on the condition that the entry is exhibition-related. All information regarding the entries submitted will be treated confidentially and will only be used for award selection purposes.

