

# Success Stories

Alliances shaping the future of the exhibition industry

The UFI Industry Partner Award recognises initiatives by partners of our industry that demonstrate innovative solutions and business concepts that actively shape the future of the exhibition industry.

## OBJECTIVE

Industry Partners are invited to showcase their successful alliance with exhibition organisers and / or venue operators. This could be: a chosen joint project, a jointly developed initiative and/or an implemented joint strategy.

## EVALUATION CRITERIA

Entries will be evaluated on how well the initiative met your objectives and on the benefits witnessed by you and your clients. Entries must clearly cover:

- Measurable objectives and results
- The target group
- How your entry improved customer satisfaction (organiser, venue, exhibitor and/or visitor)
- The financial performance results or expectations
- Lessons learned

## APPLICATION AND PROCEDURE

By 21 March 2022

Entries should be submitted to [ipaward@ufi.org](mailto:ipaward@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

Add the contact details of your alliance partner willing to provide a testimony about the successful cooperation.

The winner of the 2022 UFI Industry Partner Award will be selected by members of the UFI Industry Partners Working Group (the jury).

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 jury before the winner will be selected. 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 to significant international press coverage
- One complimentary registration to join and present the winning entry at the UFI Global Congress 2022.

\* This award is open to Industry Partners (UFI members and non-members), on the condition that the entry is exhibition-related and that the service is aimed at an industry organiser, venue, exhibitor and/or visitor.

Award entries may be featured as good practice examples.

