

UFI announces themes for 2022 UFI Awards

- UFI's award scheme focuses on sharing best practices and highlighting innovative solutions developed and applied throughout the pandemic
- Deadline for all award submissions is March 21, 2022

Paris – 23 November 2021: UFI, the Global Association of the Exhibition Industry, has launched the 2022 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 five categories:

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

Since the exhibition industry took a hit like never before when the COVID-19 pandemic hit, 2021 has seen an accelerating comeback for the exhibition industry in more and more regions across the globe. Throughout this, the industry is showing its adaptability to accommodate changing conditions on the road toward a post pandemic 'new normal'.

"Through the UFI awards, we can provide our members and the industry with a double win every year: The winners receive global recognition from what has become the most reputable global exhibition awards scheme. And the industry benefits from many best industry practices being shared", says Kai Hattendorf, UFI's Managing Director and CEO.

The entry deadline for all categories is 21 March 2022. Winners in each category will receive their awards during an official ceremony at the UFI Global Congress 2022, in Muscat, Oman, scheduled for 14-17 November 2022. They will also have the opportunity to present their projects at the event.

Winning entries will be displayed on the UFI website; www.ifi.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 2022 are:

- Marketing Award: The best marketing strategy in a changing exhibition world
- Industry Partner Award: Success stories: Alliances shaping the future of the exhibition industry
- Digital Innovation Award: How does your Digital Innovation support physical events?
- Operations & Services Award: How to get back in operations with our services & providers in uncertain times
- Sustainable Development Award: Best carbon emissions reduction initiative

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

The 2021 Award winners as well as more information about the UFI Awards can found at www.ifi.org/awards.

Attachment:

[- Image of the 2022 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 780 member organisations in 83 countries around the world are presently signed up as members. Over 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.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org