

## INDUSTRY PARTNERS

The aim of the UFI Industry Partners Award is to strengthen the success of the exhibition industry by demonstrating outstanding developments that are accessible to all UFI members, while honouring those who have successfully implemented creative and result-oriented initiatives.

### GUIDELINES

The UFI Industry Partner Award honours the best new developments and initiatives by exhibition industry partners in relation to services that enhance and support the exhibition industry. These solutions should benefit daily operations, whilst demonstrating outstanding robustness and cost efficiency.

The award recognises companies that have provided extraordinary products or technologies, management or production processes, and services or solutions, to the trade fairs and exhibition supply chain.

### CRITERIA:

The award is open to exhibition industry partners (both UFI members and non-members). Applications must be exhibition related and aimed at any stakeholder of the exhibition industry.

Award applications should be no longer than three A4 pages in length, should be written in English, and should cover all of the criteria outlined below:

- Description and background of the initiative
- Planned objectives
- Benefits for the exhibition industry
- Actions taken (scope and activities)
- Detailed results and demonstration of cost efficiency

### APPLICATION PROCESS

**By 15 March 2023**

All entries will be reviewed by the UFI Industry Partner Working Group (the jury).

Up to three finalists will be selected from the entries received. The jury's decision is final, and no justification for any decision will be provided. The three finalists will be asked to prepare and present their project or concept in detail in front of the jury.

The award gives applicants the chance to:

- stand out among the competition
- support their industry and customers
- motivate and reward their team

The finalists and winners will be promoted on [www.ufi.org](http://www.ufi.org) and will gain significant press coverage in major international tradeshow publications, including UFI Info.

In addition, the winner will receive one complimentary registration to join the 90th UFI Global Congress 2023, where they will present their winning entry.

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