

MARKETING

Exhibition marketers across the globe have come up against several challenges in recent years. But with many trade shows now getting back to winning ways, it's the perfect time to look at the successful marketing strategies behind those shows that are performing at their best. What are they doing differently to recover at a faster pace? And, most importantly, what can we learn from these shining examples?

GUIDELINES

The 2023 UFI Marketing Award is calling for the most successful marketing strategies for specific trade shows to come into effect by 2023. The winning marketing strategy will help to overcome market challenges in the short term, while helping the show develop over the coming three to five years.

The award will recognise the marketing strategy that best demonstrates how companies can apply various levers, such as product, pricing, communications, sales, digital services, etc., to deliver measurable impact on a trade show's performance. And in the spirit of best practice sharing, the most successful examples will be shared across the entire industry.

CRITERIA:

All entries should be no longer than four A4 pages in length, should be written in English, and should cover all of the criteria outlined below:

- An overview of the marketing strategy and related campaigns
- Measurable impact on trade show performance
- How the results and learnings can be applied to the entire industry

Entries will also be marked on presentation and clarity of argument.

APPLICATION PROCESS

By 15 March 2023

All entries will be reviewed by the UFI Marketing 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 finalists and winners will be promoted on 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 UFI Global Congress 2023, where they will present their winning entry.

This competition is open to UFI members and non-members (exhibition organisers, operators of exhibition centres, and service providers), on condition that entries are related to a specific trade show. Award entries may be featured as good-practice examples.

Entries should be submitted to marketingaward@ufi.org.