

Synergy in Action: Honouring Collaborative Excellence

Introduction to the Award

Industry partners are an essential and diverse group of experts offering a broad range of services from logistics to technology, from media to consultants. We partner organisers and venues in sustaining and creating successful exhibitions. As the exhibitions industry continues to evolve and innovate, industry partners need to adapt and collaborate to create synergies and successful outcomes for all involved in the entire exhibitions value chain.

Objective

The UFI Industry Partner Award honours the best initiatives in showcasing the strength of collaboration and synergy among industry partners, which led joint initiatives resulting in a successful exhibition.

Eligibility

The application is open to all companies from the exhibition industry (organisers, venues, service providers, associations), whether they are UFI members or not. Collaborative entries, involving groups of organisations, including some from outside the exhibition industry are highly encouraged.

Criteria

Promotion of Industry Partners: This award appreciates efforts to promote the importance of industry partners in delivering and driving the success of exhibitions.

Effective Stakeholder Engagement: Acknowledgment is given to initiatives that effectively engage diverse stakeholders and partners in delivering collaborative success.

Impact and Outcome: The award recognises initiatives that showcase tangible and measurable positive impacts and outcomes, substantiating the role of industry partners in driving collaborative excellence.

Innovation & Creativity: Recognition is given to outstanding case studies that demonstrate innovation and creativity in showcasing synergy and excellence within exhibitions.

Application process

Application Deadline: 13 March 2024

Please send a short summary of maximum 4 pages in English to ipaward@ufi.org briefly describing your entry, including the following information:

- Company(ies) name and title (theme) of the entry
Contact person(s) details
- Quick background, nature and general objectives of the programme
- Detailed description, including stakeholders involved, actions taken, and results achieved
- Conclusion: lessons learnt, next steps (if any)

Note: While some confidential data may be accepted as part of the award application process, only those applications including a sufficient level of data for public communication will be considered. UFI will confirm your entry arrival within 3 days of receipt.

Application to UFI Awards is free of charge.

Judging Process

The jury selects the winner of the award by following a two-step process:

1. The jury assesses all entries and creates a shortlist of finalists (the number of finalists is decided by the jury).
2. All finalists are then asked to prepare a detailed, in-depth presentation providing a description of their entry. They may also be asked to provide additional documents (to be submitted to the jury in April / May 2024 - date to be confirmed).

The jury will organise a question-and-answer session, most likely online and select the winner (in June 2024).

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 2024, where they will present their winning entry.

Entries that fail to reach the final but that are still considered as best practice examples by the jury will also be promoted unless these companies do not want to be mentioned at all.

Contact

Please contact Peirui Tan (peirui@ufi.org), Liaison of the UFI Industry Partners Working Group, for any questions and advice.