

## UFI launches the UFI Awards 2024

- UFI now accepting entries for its UFI Awards 2024 programme
- Six categories focus on critical challenges in the exhibition industry
- Deadline for all submissions is 13 March 2024

**Paris – 7 December 2023:** UFI, the Global Association of the Exhibition Industry, is inviting exhibition organisers, venue operators and service providers around the world to have their work globally recognised by entering the UFI Awards 2024.

The six award categories are defined by industry experts from the UFI Working Groups and focus on the critical challenges that businesses in the exhibition sector are facing today. Applicants can choose to submit their work for any of the following 2024 topics:

- **Digital Innovation Award:** Technological advances, the cutting edge, innovators who push the boundaries of our industry
- **HR Award:** How exhibition companies are fostering a culture of learning and innovation to drive business transformation
- **Industry Partners Award:** Synergy in action: Honouring collaborative excellence
- **Marketing Award:** Data-driven revenue: The secret ingredient for venues and event organisers
- **Operations & Services Award:** Customer expectations & needs in 2024: Leveraging strategic partnerships or digital solutions to enhance customer experience
- **Sustainable Development Award:** Best example of sustainability integration into business proposals

The UFI Awards programme has been recognising best practices and outstanding achievements in the global exhibition industry since 2011. The competition is open to all exhibition professionals, whether or not they are UFI members, and is free of charge.

**Kai Hattendorf**, UFI CEO, adds: “The UFI Awards are about identifying Best Practices from around the world, about celebrating them and sharing excellent solutions and innovations with the global UFI community. This is why they create wins for everyone: For the Award winners as well as for our industry.”

Winners from each category will receive their award in an official ceremony at the 91<sup>st</sup> UFI Global Congress, which will be taking place in Cologne, Germany from 20-23 November 2024. They will also present their submissions at the event, with UFI providing a global platform to showcase their work to hundreds of fellow exhibition industry professionals.

Each year, UFI Award winners gain significant coverage in major international events industry publications. Selected best practices are also featured on the UFI website to inspire peers and foster excellence across the exhibition industry.

To find detailed information about each UFI Award 2024 category, including how to apply, visit: [www.ufi.org/awards](http://www.ufi.org/awards).

**Attachment:**

- [UFI Awards 2024 logo](#)

**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 more than 60 national and regional association members. More than 830 member organisations in 85+ 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:

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