

RX Germany wins the 2024 UFI Marketing Award

Paris – 9 July 2024: UFI, the Global Association of the Exhibition Industry, has named RX Germany as the winner of the 2024 UFI Marketing Award.

The UFI Marketing Award has been recognising exemplary marketing initiatives since 2001. The topic for the 2024 Award was “Data-driven revenue: The secret ingredient for Venues and Event Organisers”.

Dorota Wallusch, Chair of the UFI Marketing Working Group, commented: “Data processing and analysis have been topics of conversation for many years. As organisers and venue operators, we collect and process unbelievably large amounts of data from sources such as registration forms, ticketing platforms, online behaviour tracking, venue entry systems, surveys, and many more. With digitalisation taking over almost every aspect of marketing, it is time to ask how our business benefits from the surrounding data and how we can monetise what we have – and award the best and most effective success story. RX Germany, with the case of the FIBO exhibition, utilised collected data by curating a very targeted/persona-oriented marketing strategy, working with marketing automation tools, and consequently monetising gathered information. The jury was impressed by the transformation of data into business ideas, and therefore decided to award RX Germany this year’s UFI Marketing Award.”

Michael Köhler, General Manager of RX Germany, expressed appreciation for the award: "Data-driven decisions are increasingly setting the pace in trade fair marketing - with measurable success for us at RX. We are very proud to be honoured with this prestigious and renowned award in the trade fair industry. The 1st place is not only an important confirmation, but also a great motivation for the entire marketing team."

The jury also celebrates the finalists for the quality of their projects: Informa Markets & IIRIS’s MQL Dashboard and TAITRA (Taiwan External Trade Development Council) with the Secret Ingredient of their COMPUTEX 2023 show.

The winner’s entry is available to view [here](#) on the UFI website.

The UFI Marketing Award is one of UFI’s annual Award categories that recognises and rewards successful results-oriented initiatives in the exhibition industry. These awards celebrate excellence across various categories, including human resources, operations & services, industry partners, sustainability, digital innovation, and marketing. For more information, visit www.uffi.org/awards.

The 2024 UFI Award winners will present their projects at the 91st UFI Global Congress from 20-23 November 2024 in Cologne, Germany. To learn more about the UFI Global Congress, visit www.ufficongress.org.

Attachment:

- [UFI Marketing Award 2024 winner 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 more than 70 national and regional association members. More than 870 member organisations in 89 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.

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