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## IFEMA Selected by jury of peers for 2009 UFI ICT Award

*Paris – October 16, 2009:* The 2009 UFI ICT Award has been awarded to IFEMA (Spain) for their entry on the “Best Innovative Web-Based Applications for Exhibitors”. After a pre-selection by UFI’s ICT Committee from among thirteen international candidates, the four finalists were invited to make convincing presentations before a jury of their peers at the UFI Focus Meeting recently held in Madrid. Via electronic vote, IFEMA’s entry won a resounding 40% of the vote over Evenium (France), IMEX (Germany) and VNU Exhibitions Europe (Netherlands).

IFEMA’s winning entry created a well-rounded exhibitor platform allowing exhibitors to manage all aspects of their participation via a single-point of internet access. The entries submitted demonstrated quantitative and qualitative results. Werner Krabec, Chair of the UFI ICT Committee, was particularly enthusiastic about the IFEMA winning entry, saying “this was a particularly comprehensive programme which was easy to use for both the organiser and the exhibitor. It provided a win-win result for everyone!”

Via this unique platform IFEMA provides a multi-fair service to all exhibitors at fairs which they organise. Each exhibitor’s area is personalized according to the fairs profile. The on-line service provides real-time management access for budget and invoice control, application forms, booking services, networking services and stand planning. A key objective of the programme is to develop an online exhibitor life-cycle going from initial exhibition registration, through logistical and stand preparation, to networking and business development through meeting facilitation.

Exhibitors and IFEMA’s management alike found the programme increased the efficiency of their show participation and facilitated the achievement of key marketing targets.

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Maria Martinez, IFEMA's Organisation, HR and Systems Manager, said "We're proud to have earned this unique global recognition. The ease of our programme enables exhibitors to devote more time to satisfying the needs of their customers during each exhibition event. That's surely an objective which we are all striving to meet". Exhibitors were able to manage their entire participation process ranging from the initial participation request and budget estimates to management of a matching service with other exhibitors and visitors and additional applications designed to optimise post-show activities.

The 2009 UFI ICT Award will be awarded to IFEMA by John Shaw, UFI President at the 76<sup>th</sup> UFI Congress in Zagreb on October 29. UFI Awards are bestowed annually in the fields of exhibition ICT, marketing, operations and international fair poster design. They recognize and reward creative, results-oriented professional achievements from within the international exhibition community.

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Photo caption: Rosa Lopez (IFEMA), Maria Martinez (IFEMA), and Marcela Lupi (IFEMA), received the 2009 UFI ICT award from UFI ICT Committee Chair Werner Krabec.

UFI is the association of the world's leading 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 its members and the exhibition industry worldwide.

By promoting the unique characteristics of trade fairs, UFI:

- Provides an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences;
- Promotes trade fairs and exhibitions globally as a unique marketing and communications tool;
- Provides its members with valuable studies and research regarding all aspects of the exhibition industry;
- Offers educational opportunities and a variety of professional seminars; and
- Deals with issues of common interest to its members through regular meetings of its regional chapters and thematic working groups.

UFI represents 522 member organisations in 83 countries around the world. Over 830 of its members' exhibitions have earned the UFI Approved Event quality label.

UFI members are currently responsible for more than:

- 4,500 exhibitions, most of them being international;
- 50 million square metres of space rented annually;
- 1 million exhibitors each year;
- 150 million visitors annually.
- 12 million square metres gross rentable exhibition space.

For additional information, please click on: [www.ufi.org](http://www.ufi.org).

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