

## Driving Change Through Digital Innovation

How has your organisation used digital innovation to transform processes, improve customer experiences, or create new opportunities in the exhibition industry?

### INTRODUCTION TO THE AWARD

How can we drive change in our industry and our trade shows through digital innovation?

This year's award aims to showcase innovative strategies by companies that are using technology to deliver measurable impact on a trade show or organisation's performance.

This can be marketing, operations, logistics, data, onsite engagement or any part of the business. It can be using new technologies including AI or an innovation using existing technologies.

### OBJECTIVE

The UFI Digital Innovation Award celebrates the best exhibition industry initiatives connected to digital innovation as they are related to the current competition theme. It aims to give exhibition professionals the opportunity to exchange interesting and innovative ideas, concepts, techniques, and knowledge to related digital innovation issues. It also honours those in the exhibition industry who have successfully implemented creative and results-oriented initiatives.

### 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 also welcome.

### CRITERIA

#### 2025 UFI Digital Innovation award submissions must:

- Be a real digital innovation, pushing the envelope, not just using existing platforms
- Involve the creation of original software, platforms, integrations, or new ways of working
- Include a technical description of how the innovation was implemented
- Include a description of the initial objectives and clear measurable results

#### Innovation can happen anywhere. Here are some examples of possible topics:

- Using generative AI to improve the registration experience
- Building an optimised #eventtech stack using the Donkeysoft middleware as API orchestrator
- Implementing a 100% data-driven decision-making analytics pipeline
- Developing a blockchain-based, event-oriented identity management platform

#### Some examples of previous year's winners and finalists:

- Easyfairs – Data Aggregation Platform & its AI Algorithms - 2024 Winner ([video](#))
- Questex – Q Activate: automated content management platform - 2023 Winner ([pdf](#))
- Consumer Technology Association – CES 2024 Marketing Campaign – 2024 finalist ([video](#))
- Integrated Systems Europe - ISE South Access Screen at Gran Via Fira de Barcelona - 2024 finalist ([video](#))
- Messe Muenchen – AI Document Search - 2024 finalist ([video](#))

#### Here are some examples which do not fit the criteria:

- Organisation of a trade show or conference on a technological subject
- Using established #eventtech platforms to support “business as usual”

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### APPLICATION PROCESS

To apply, please send a (maximum) 3-minute 'elevator pitch' video, in English, briefly describing your entry, including the following information below to

[diaward@ufi.org](mailto:diaward@ufi.org):

- **Company name(s)** and title (theme) of the entry
- **Contact person** details
- **Background, nature, and general objectives** of the project
- **Detailed project description** that aligns with the award criteria, including stakeholders involved, actions taken, and results achieved
- **Conclusion:** lessons learned and next steps (if applicable)

**Note:** A basic video made on a smart phone is fine, we do not need a professionally made video. We are not judging your video making skills or want to exclude anyone, we just want to hear about your entry in your own words. For all entries that we judge to be worthy of making it to the Finalist stage, we will ask for more detailed technical info and other information.

Application to all UFI Awards is free of charge.

**Note:** Confidential data may be included in the application; however, only entries with sufficient information for public communication will be considered. Participants must agree to share their presentations or an alternate version to support industry best practice sharing. If selected, key details of your submission will be publicly shared.

UFI will confirm receipt of your entry within three days.

Organisations can apply in multiple categories, but the same project/show cannot be submitted for more than one category.

### JUDGING PROCESS

The jury is made up of the UFI Digital Innovation Working Group members ([link](#)), who will select the award winner through a three-step process:

1. **Initial review:** The jury assesses all entries and creates a shortlist of finalists (the number of finalists is determined by the jury).
2. **Finalist presentation:** Shortlisted finalists will be asked to prepare an in-depth presentation on their entry, which may include additional supporting documents (to be submitted in April/May 2025 – date to be confirmed).
3. **Q&A with finalists:** The jury will hold an online question-and-answer session and will then select the winner by June 2025.

Finalists and winners will receive prominent exposure on [www.ufi.org](http://www.ufi.org) and in leading international trade publications, including UFI Info as well as distinct opportunities to showcase their projects. Additionally, the award winner will receive one complimentary registration to attend the UFI Global Congress 2025, to receive their trophy.

Entries that don't reach the final but are deemed best practice examples by the jury will also be promoted unless the entrant requests not to be mentioned.