

## Partnering in Customer Driven Innovation

### 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, innovate and collaborate to create synergies and successful outcomes for all involved in the entire exhibition ecosystem.

### OBJECTIVE

The UFI Industry Partners Award celebrates collaborations that set a benchmark in showcasing customer-focused innovation among industry partners, and in driving the success of exhibitions.

### ELIGIBILITY

The application is open to all companies from the exhibition industry. Only collaborative entries, involving groups of organisations, submitted by an industry partner will be accepted.

### CRITERIA

- **Promotion of Industry Partners:** This award appreciates efforts to promote the importance of industry partners in delivering and driving the success of exhibitions.
- **Innovation:** The award recognises outstanding case studies that demonstrate innovation in showcasing partnerships within exhibitions.
- **Customer Service & Satisfaction:** This award acknowledges initiatives that effectively engage diverse stakeholders and partners in delivering collaborative success.
- **Quantifiable Impact and Outcome:** The award recognises initiatives that showcase tangible and measurable impact and outcome, substantiating the role of industry partners in driving successful exhibitions.

### APPLICATION PROCESS

To apply, please submit a summary of your initiative (maximum of 5 pages in English) to Peirui at [ipaward@ufi.org](mailto:ipaward@ufi.org), including the following information:

- **Company name(s)** and title (theme) of the entry
- **Contact person** details
- **Background, nature, and general objectives** of the programme
- **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)

Please ensure your submission highlights how your initiative meets the criteria.

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

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. Application to the UFI Awards is free of charge.

### JUDGING PROCESS

The jury will select the award winner through a two-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). 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.