

## Revolutionising the F&B Experience in Exhibitions

Sustainable, Engaging, and Adaptive Solutions

### INTRODUCTION TO THE AWARD

The F&B landscape within the events industry (exhibitions, conferences, corporate events) is evolving to meet the challenges of sustainability, attendee engagement, and adaptability. By rethinking food and beverage strategies, companies have the opportunity to deliver innovative experiences that not only delight visitors but also reduce environmental impact. This award seeks to spotlight transformative F&B solutions that integrate sustainability into their core, provide engaging experiences, and adapt to the diverse needs of exhibition stakeholders.

### OBJECTIVE

This award celebrates innovative F&B initiatives that set new standards for sustainability, enhance the visitor experience, and adapt seamlessly to the ever-changing needs of events. It aims to showcase how food and beverage services can contribute to the overall success of conferences and exhibitions while promoting sustainable practices across the value chain.

### ELIGIBILITY

The application is open to all companies from the events 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

#### **Innovation & Creativity:**

Recognition will be given to outstanding examples of innovative and creative approaches to F&B within the events industry (exhibitions, conferences, corporate events).

#### **Sustainability Impact:**

The award highlights initiatives that deliver tangible and measurable environmental benefits, reducing waste, carbon footprint, and resource consumption.

#### **Enhanced Customer/Attendee Experience:**

Projects must demonstrate how their F&B solutions create engaging and memorable experiences for visitors, exhibitors, and stakeholders.

#### **Adaptability & Inclusivity:**

Acknowledgment is given to initiatives that address the diverse and evolving needs of exhibition audiences, including dietary inclusivity, flexibility in offerings, and responsiveness to new challenges.

#### **Stakeholder Collaboration:**

Recognition will be given to efforts that actively engage stakeholders—organisers, venues, exhibitors, visitors, and service providers—to implement and promote innovative F&B practices.

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### APPLICATION PROCESS

To apply, please submit a summary of your initiative (maximum of 5 pages in English) to Anna at [opsaward@ufi.org](mailto:opsaward@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 award 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:

- **Initial review:** The jury assesses all entries and creates a shortlist of finalists (the number of finalists is determined by the jury).
- **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 – date to be confirmed). The jury will hold an online question-and-answer session and will then select the winner by May 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.