

Paris — 03/12/2024

Call for entries for 2025 UFI Awards

- Open to exhibition organisers, venue operators, and service providers
- Themes for award categories defined by UFI Working Groups
- Deadline to submit entries is 19 March 2025

UFI, The Global Association of the Exhibition Industry, is inviting exhibition organisers, venue operators and service providers around the world to have their work globally recognised by entering the 2025 UFI Awards.

All six award categories are open this year, and the respective award themes have been defined by industry experts from the UFI Working Groups. They focus on the critical challenges that businesses in the exhibition sector are facing today.

Applicants can choose to submit their work for any of the following topics for 2025:

- **Digital Innovation Award:** Driving Change through Digital Innovation
- **HR Award:** Optimising Workload for Sustainable Performance
- **Industry Partners Award:** Partnering in Customer Driven Innovation
- **Marketing Award:** NextGenConnect: Marketing Strategies to Engage the Next Generations in Exhibitions
- **Operations & Services Award:** Revolutionising the F&B Experience in Exhibitions: Sustainable, Engaging, and Adaptive Solutions
- **Sustainable Development Award:** Best Inclusion Initiative

The UFI Awards programme has been recognising best practices and outstanding achievements in the global exhibition industry since 2011. The competition is free of charge to enter and open to all exhibition professionals, whether or not they are UFI members. Organisations can apply in multiple categories, but the same project/show cannot be submitted for more than one category.

Kai Hattendorf, UFI CEO, adds: “UFI’s awards scheme remains unique – it exists to identify and share best industry practices globally. In this way, winners not only receive recognition, they also support the ongoing evolution of our industry.”

Each year, UFI Award winners gain significant coverage in major international events industry publications. Selected best practices are also featured on the UFI website to inspire peers and foster excellence across the exhibition industry.

Winners from each category will also receive their awards in an official ceremony at the 92nd UFI Global Congress, which will be held in Hong Kong from November 19 to 22, 2025. The UFI Global Congress is the exhibition industry’s most important annual gathering, with 600 delegates from 55 countries and regions attending this year's edition.

The deadline to submit an entry is 19 March 2025. To find detailed information about each 2025 UFI Award category, including how to apply, visit www.ufi.org/awards.

Attachments:

- [2025 UFI Awards logo \(1920x2080\)](#)
- [2025 UFI Awards logo \(1080x1080\)](#)
- [2025 UFI Digital Innovation Award banner](#)
- [2025 UFI HR Award banner](#)
- [2025 UFI Industry Partners Award banner](#)
- [2025 UFI Marketing Award banner](#)
- [2025 UFI Operations & Services Award banner](#)
- [2025 UFI Sustainable Development Award banner](#)

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 72 national and regional association members. Close to 900 member organisations in 90 countries and regions worldwide 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.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org