

Best Innovative Web-Based Applications for Exhibitors



Please submit entries by 16 June 2009

COMPETITION OPEN TO UFI MEMBERS AND NON-MEMBERS

UFI ICT Award 2009

35bis rue Jouffroy d'Abbans – 75017 Paris, France

Tel. : (33) 1 42 67 99 12

Fax : (33) 1 42 27 19 29

ictaward@ufi.org

www.ufi.org/ictaward

You are invited to apply for the 2009 UFI ICT Award

The theme of this year is « Best Innovative Web-based Applications for Exhibitors »

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Your entry must relate to an innovative web based application for Exhibitors. Entries submitted must describe a solution which has been successfully implemented and evaluated by an organizer or venue manager.

Evaluation will be based on quantitative and qualitative results. Your entry must include the project objectives, the actions undertaken to reach those objectives and the results obtained.


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More specifically, the following questions should be addressed:





1 - Objectives:

-  What were the internet-related objectives with regards to the exhibitors?
-  Which added value services did your project seek to offer?
-  Which existing web based application did your project seek to improve? Why?

2 - Actions:

-  What measures did you take to reach these objectives?
-  What were the specific challenges faced? How were these over-come?
-  Were your service outsourced or developed in-house?

3 - Results:

-  Were your objectives reached?
-  What were the benefits for the exhibitors?
-  Did you increase your revenue?
-  What were the quantitative and/or qualitative effects on your exhibition activity?



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DEADLINE 16 JUNE 2009

Please e-mail a short summary in English, no longer than four pages, briefly describing your entry to ictaward@ufi.org. This summary should include a login and password so that the members of the committee can do an online evaluation. The web-based application must be in English.

All entries will be evaluated by the UFI ICT Committee. The selection will be based on the following criteria: originality, effectiveness, improvement in terms of services, results achieved and added value for exhibitors. (No justification will be provided for the selection of the finalists or the winner).

By June 23, the jury will select the 3 finalists based on the summaries received and the online test.

The 3 finalists will then be asked to prepare a detailed PowerPoint presentation providing an in-depth description of their entry, which they will be invited to present during the 2009 UFI ICT Focus Meeting on September 2009. The winner of the 2009 ICT Award will then be elected by the participants of the 2009 ICT Focus Meeting.

This competition is open to both UFI members and non-members and to all industry professionals (exhibition organizers, operators of exhibition centers, service providers), on the condition that entries are exhibition-related.

Participation in this competition is free-of-charge for UFI members and incurs a 100€ charge for non-members.

All information regarding the entries submitted will be treated confidentially and will only be used for award selection purposes.



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Best Innovative Web-Based
Applications for Exhibitors



OBJECTIVES

-  To reward the best initiatives related to ICT within the exhibition community corresponding to this year's UFI competition theme.
-  To give The Exhibition Industry the opportunity to share innovative ideas on web based related concepts, and techniques.
-  To honor professionals who have developed and implemented creative, result-oriented initiatives.

The winner will:

-  Receive a complementary participation for 2 persons to attend the 2010 UFI ICT Focus Meeting (exact date and location to be announced);
-  Have a permanent hyperlink to their website from the UFI website;
-  Gain significant press coverage in UFI's global industry newsletters.



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