



UNION des FOIRES INTERNATIONALES

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For Immediate Release

Heated Competition Expected for 2003 UFI Marketing Award

Paris, March 7, 2003: Berislav Cizmek, UFI (Union of International Fairs) Marketing Committee Chairman, announced the launch of the third annual UFI Marketing Award Competition. The subject of the 2003 competition challenges all UFI members to present their "Best Programme to Increase International participation." The theme is one to which we are all seeking solutions and should attract entries from members covering the following issues:

- * How did you increase the number of international exhibitors at your show?
- * What programmes did you initiate to attract more international visitors?
- * How did you make your tradeshow more international?

The Competition's jury will evaluate entries on the basis of their originality, qualitative and quantitative results.

This is the third year that UFI has conducted this competition and the winners of the first two editions have been particularly pleased with the media coverage which they received as a result. "The media coverage that this UFI Marketing Award generates is really helpful in gaining commercial visibility," said 2002 UFI Marketing Award Winner Rob Chömpff, Royal Dutch Jaarbeurs (Utrecht, Netherlands). "By including mention of this UFI award in all our promotional programmes, we add professional credibility to our efforts."

Completed registration forms must be submitted by March 15. Completed entries, including programme summary and supporting documents (brochures, videos, photos) must be submitted by April 30.

For additional information on the UFI Marketing Award Competition's theme or participation procedures, please contact Briac Le Mouël at briac@ufinet.org

UFI (Union of International Fairs) is the international association representing the trade fair and exhibition industry worldwide. Via its 234 member organisations, including the world's leading show organisers and fairground owners, 37 professional associations and industry partners, UFI is present in 73 countries in 148 cities on 5 continents.

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