

Digital Innovation

What will be our tools for the future?

The 2016 UFI Technology Award wishes to recognize new technologies designed to support the exhibition industry. The main objective of this award is to honour outstanding digital tools designed to make the next generation of exhibition professionals or users fit for the future.

GUIDELINES

Your entry must relate to a technological innovation programme in an exhibition environment.

CRITERIA

More specifically, the following questions must be addressed:

- What drove you to develop a new programme/tool?
- What were the main objectives?
- Which value added services did you seek to provide?
- What measures did you take to reach those objectives?
- What were the specific challenges faced? How were these overcome?
- Were your objectives reached?
- What relevant results can you share?

APPLICATION AND PROCEDURE

By **25 February 2016**

please provide a summary in English, describing your entry to: ictaward@ufi.org

This summary must be in English briefly describing your entry; programme objectives, the actions undertaken to reach those objectives and the qualitative and quantitative results obtained. The entry must be a **MAXIMUM** of 6 pages, including graphics. In all cases, only the first 6 pages of the summary will be taken into consideration as competition entries.

The UFI ICT Committee will evaluate all the entries and vote for the winner. The vote will be based on the following criteria: originality, strategy, effectiveness, improvement in terms of services, results achieved and added value for the company.

The 2016 UFI Technology Award winner will be invited to prepare a detailed PowerPoint presentation providing an in-depth description of their winning programme.

By participating in this award competition, the winner agrees to present his winning programme at the 2016 UFI ICT Focus Meeting (details to be confirmed).

This competition is open to UFI members and non-members (exhibition organizers, operators of exhibition centers and service providers), on the condition that entries are exhibition-related. Participation in this competition is free-of-charge for UFI members. Non-members are required to pay a 100€ participation fee.

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