

# Brand new brands

## Success stories for the branding of new shows

The 2016 UFI Marketing Award wishes to recognise outstanding success stories for the branding of new shows/trade fairs. Launching a new show and establishing it in the market is a tremendous effort and demands the use of the right marketing channels at the right moment with the right message.

### GUIDELINES

With launching a new brand you make a promise to your customers. You tell them what they can expect from your show, and how you differentiate your offerings from your competitors. Your brand is derived from who you are, who you want to be and how people perceive you to be. Award applications submitted must describe the process of branding a particular event as well as the achieved results.

### CRITERIA

Your entry must:

- relate to the branding of a show which your company has launched in the past 5 years and which you have run no more than 3 times;
- have clearly defined and measurable objective(s);
- address a specific target group;

- explain where the idea of creating the specific brand comes from;
- highlight the process of creating the brand both from the technical and the strategic point of view;
- explain what has made your brand successful and why you are proud of it;
- show substantial results.

### APPLICATION AND PROCEDURE

#### By 20 May 2016

Please provide to [award@ufi.org](mailto:award@ufi.org) a short summary (maximum 4 pages) in English briefly describing your entry:

- Objective and background of the initiative;
- Actions: scope, time, target group;
- Detailed results of your initiative.

All entries will be evaluated by the UFI Marketing Committee. The jury will select three finalists from the summaries received (no justification will be provided for the selection of the finalists or the winner). The three finalists will be asked to prepare and present a detailed PowerPoint presentation providing an in-depth description of their entry at an UFI Marketing Committee Meeting at the 2 September 2016 in Poznan, Poland.

This competition is open to UFI members and non-members (exhibition organizers, operators of exhibition centres 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 requested to pay €100 participation fee.

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

The winner of the 2016 Marketing Award will then be selected by the members of the Marketing Committee. The finalists will have their entry promoted on [www.ufi.org](http://www.ufi.org) and they will gain significant press coverage in major international tradeshow publications, including UFI Info.

In addition, the winner will receive a complimentary participation at the next UFI Congress (in Shanghai, 9-12 November 2016) and will be honoured at the next UFI Congress as well as at various other UFI meetings.

