



Messe Frankfurt Wins 2009 UFI Marketing Award

Paris – October 14, 2009: The 2009 UFI Marketing Trophy has been awarded to Messe Frankfurt, Germany, for its winning Insider programme, recognized by UFI as the “Best Marketing Activity of the Year”. The UFI Trophy will be awarded by Katharina Hamma, Chair of the UFI Marketing Committee and John Shaw, UFI President to Messe Frankfurt’s Chairman of the Board, Michael von Zitzewitz and Director of Visitor Marketing, Ania-Virginia Kleinbichler, at the 76th UFI Congress in Zagreb on October 29. Agfa Graphics (Germany) and the Hong Kong Trade Development Council (China) were recognized as finalists for their entries. This annual UFI marketing competition, open to UFI members and non-members, attracted entries from exhibition organizers around the world.

The winning Messe Frankfurt entry highlighted the creative and innovative application of their Insider Programme during the Paperworld trade fair. Insider Programme objectives were twofold: to strengthen exhibitor relations and to prevent visitor movement by increasing loyalty among the smaller-sized retailers. Kleinbichler explained that, “using a variety of incentives for visitor motivation, Messe Frankfurt developed a successful benefit programme targeted to ensure customer retention and to attract exhibitor’s attention to the special retailers.” Visitor benefits included free fair access and public transport, use of an “Insider-Lounge”, a welcome package and voucher booklet, and personal on-site contacts. With a 98% satisfaction rate among the 3,000 participants in the Printworld Insider pilot programme, Messe Frankfurt is looking forward to building on the Insider synergy for a variety of target groups at other exhibition events. Heimtextil Insider will be the next Messe Frankfurt trade fair to benefit from the Insider programme.

Katharina Hamma, Chair of the UFI Marketing Committee, congratulated Messe Frankfurt saying, “UFI is proud to recognize the Insider Programme developed by Messe Frankfurt. It’s through innovative marketing efforts like this that exhibition organisers, exhibitors and visitors alike benefit from the “special” relations encouraged by this unique face-to-face marketing media.”

UFI Awards are bestowed annually in the fields of exhibition marketing, ICT, operations and international fair poster design. They recognize and reward creative, results-oriented professional achievements from within the international exhibition community.

Photo caption: Frankfurt Messe was named the 2009 UFI Marketing Award winner after presenting their innovative Insider Programme to the UFI jury. Left to right: Ania-Virginia Kleinbichler, Director Visitor Marketing, Messe Frankfurt, Katharina Hama, Chair UFI Marketing Committee and Michael Reichhold, Director Paperworld.

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UFI is the association of the world's leading 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 its members and the exhibition industry worldwide.

By promoting the unique characteristics of trade fairs, UFI:

- Provides an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences;
- Promotes trade fairs and exhibitions globally as a unique marketing and communications tool;
- Provides its members with valuable studies and research regarding all aspects of the exhibition industry;
- Offers educational opportunities and a variety of professional seminars; and
- Deals with issues of common interest to its members through regular meetings of its regional chapters and thematic working groups.

UFI represents 522 member organisations in 83 countries around the world. Over 830 of its members' exhibitions have earned the UFI Approved Event quality label.

UFI members are currently responsible for more than:

- 4,500 exhibitions, most of them being international;
- 50 million square metres of space rented annually;
- 1 million exhibitors each year;
- 150 million visitors annually.
- 12 million square metres gross rentable exhibition space.

For additional information, please click on: www.ufi.org.

Or contact:

UFI Headquarters

Lili Eigl

UFI Communications Manager

Email : lili@ufi.org