

Stockholmsmässan and InvitePeople win UFI ICT Competition using data to develop new services

Exhibitors and visitors benefit from targeted experience

Paris – March 1, 2013: An innovative approach to managing data designed to connect the right visitors and exhibitors has earned Stockholmsmässan and InvitePeople this year's globally recognized UFI ICT award. By gathering and managing data from multiple sources, Stockholmsmässan and InvitePeople partnered to develop opportunities for new exhibition features and services to emerge. These benefit organizers and visitors alike, reinforcing their exhibition experience by offering web and mobile services that ensure a buzz surrounds each event. Paul Woodward, UFI Managing Director, said, "Today we are experiencing a revolution in the way we communicate and interact. This 2013 winning entry succeeds in making face-to-face meetings at an exhibition a marketing gold mine by ensuring the right people are connected. Programmes such as this ensure that exhibitions will remain the number one forum for efficient business meetings."

The InvitePeople system gathers information from multiple sources and combines this with its own internal or user generated data. Integration with exhibitor registration, CRM and ticketing systems, as well as APIs to Facebook, LinkedIn, Twitter and other social networks, produce a unique body of information. Focusing on the opportunity for personal meetings present at any exhibition, the InvitePeople programme offers exhibition organizers a tool kit with mobile and web solutions for all participants: managers, exhibitors, sponsors, partners and attendees. CEO Patric Sjöberg sums up the programme advantages, saying, "For us at Stockholmsmässan, it is vital to always provide our visitors and exhibitors with convenient and smooth tools to facilitate their visit – before, during and after an event. Invite People has given us such a tool. Many of our visitors have limited time to spend at the event, and they want to be sure that they get good value for their time, with, for example, access to key persons they are interested in meeting. InvitePeople is easy to use both for us as an organizer, for the inviting exhibitors, and for the invited persons."

Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognizes notable achievements which contribute to this unique face-to-face marketing medium. Stockholmsmässan and InvitePeople are invited to present their innovative programme to the participants at the UFI ICT Focus Meeting in Shanghai on 17 April and will receive their UFI ICT trophy before an audience of industry leaders at the 80th UFI Congress in Seoul in November 2013.

UFI is the global association of the world's leading tradeshow organizers 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 the business interests of its members and the exhibition industry.

UFI represents over 610 member organizations in 85 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information, please go to www.ufi.org
or contact
Lili Eigl, UFI Communications Manager
lili@ufi.org