

## Freeman's winning UFI Marketing Award entry shows the exhibition industry what a stand programme should be!

*Paris, September 11, 2012* - Meeting in Stockholm last week, UFI's Marketing Committee selected the winner of the 2012 UFI Marketing Award. This annual competition honours "the best marketing activity of the year" in the exhibition industry. This year's winner is Freeman whose "Your Freeman" programme created a holistic experience to develop more awareness of their complete portfolio of exhibition services and reinforce their positioning as a provider of integrated exhibition solutions.

Organizers, venues and service providers were invited to share their innovative programmes covering a successful marketing activity or campaign with clearly proven quantitative and qualitative results in 2011/2012. The four finalists chosen for this year's final elimination round in Stockholm were Amsterdam RAI (Netherlands), Freeman (USA), Kintex (Korea) and Palais des Congrès de Montreal (Canada).

The winning Freeman concept established an exhibition booth with the customer at its core. The booth space provided each visitor with sound, colour, lighting and projection options providing each visitor with unique interaction opportunities. Touch screen displays and tablets allowed attendees visiting the stand to take self-guided tours through Freeman's brand pillars: strategy, creative, innovation and logistics. To intrigue attendees a video invitation was created and sent via social media channels to target customers. The video featured Freeman employees, specially trained for their stand participation, which were then available at the booth to welcome visitors. A follow-up video was sent to those who visited the stand, thanking them and inviting them to learn more at the Freeman website.

UFI committee Chair Christian Glasmacher (Koelnmesse GmbH, Germany) noted that, "our exhibition industry should take a close look at Freeman's programme. We are sometimes the worst exhibitors when it comes to showing off the clear benefits and value of our exciting face-to-face marketing medium. This winning programme shows us how we should put our best foot forward when we participate as exhibitors ourselves!"

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UFI annual awards recognize creative, results-oriented initiatives relating to ICT, Marketing, Operations and Sustainable Development topics in the global exhibition community. Freeman's VP for Brand Marketing, Molly Casey, welcomed this global recognition saying, "Winning the UFI Marketing Award is a great honor for Freeman. We support the mission of UFI and strongly believe that face-to-face marketing is one of the most impactful communication mediums available. The opportunity to share marketing strategies we've employed as well as learn and network with other leaders in the global exhibition industry was a key reason we participated in the competition and why we will do so again in the future."

The winning 2012 UFI Marketing competition presentation may be seen on the UFI website at [www.ufi.org](http://www.ufi.org) under the activities menu. For additional information on UFI competition participation criteria, please contact [awards@ufi.org](mailto:awards@ufi.org). Freeman will receive its UFI Marketing Award trophy before a global audience of exhibition industry leaders at the 79<sup>th</sup> UFI Congress in Abu Dhabi in November 2012.

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*Photo attached: Left to right: Christian Glasmacher, Chair of UFI's Marketing Committee, Freeman's Molly Casey - VP Brand Marketing, and Tom Yurkin - VP Creative.*

*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 600 member organizations in 86 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  
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