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2005 UFI Marketing Award Recognizes Excellence in the Development of Customer Satisfaction Through New Technologies

14 June, 2005, Paris: During UFI's Open Summer Seminar in Como, Italy, the 5th UFI Marketing Award was presented to Messe München International for their winning entry related to the International Trade Fair for Sports Equipment and Fashion (ispo).

The theme of this year's annual UFI competition, open to all UFI Members around the world, was "Best Customer Satisfaction Programme Using New Technologies." Programmes submitted, related to either an exhibition or a venue, and were required to focus on marketing solutions rather than on IT issues.

Messe München International's winning entry is related to their ispocard® membership programme providing added value for members since 2002 at both the summer and winter editions of the Munich ispo event and, beginning in 2005, at the ispo Shanghai and ispo Moscow events as well.

The attraction for ispocard® members is that they save both time and money. Programme members register only once for all future trade show visits benefit from discount parking, negotiated hotel and ski rates, car rental and restaurant benefits. A partner programme with benefits well beyond the immediate scope of the trade show.

The ispocard® contains an integrated chip encoded in accordance to the show's entrance system. It is reloadable in numerous ski resorts, stores all ispocard® transactions and allows members to open exhibition entrance systems directly. All transaction information is automatically returned to Messe München International's visitor database permitting ongoing visitor analysis.

(UFI 2005 Marketing Award – continued)

The ispodcard® programme's success can be measured by the rapid growth in membership with participation increasing from 2,500 in 2002 to over 15,000 in 2005.

Berislav Cizmek, UFI Marketing Committee Chairman, congratulated Messe München, International, saying, "the ispodcard® programme is both creative and innovative. It is also particularly strong in its ability to develop strong customer loyalty. The long term advantages of this programme guaranteed that we chose it as the 2005 UFI Marketing Award winner."

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 286 member organisations, including the world's leading show organisers, fairground operators and partners of the industry, and 42 national and international professional associations, UFI is present in 72 countries in 162 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world.

For additional information please contact:

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Photo on following page: *Left to right: Vincent Gerard, UFI Managing Director, Andreas Menzel, Manager Database, Ispocard, Internet for Messe Munchen GmbH, Manfred Wutzlhofer, Chairman and CEO of Messe Munchen GmbH, Berislav Cizmek, UFI Marketing Committee Chairman and Saskia Krieg, Assistant Database, Ispocard, Internet, Messe Munchen GmbH.*

