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## UFI Takes Strong Position Against Misleading Construct Data Proposals

**January 26th, 2006, Paris, France:** UFI, the Global Association of the Exhibition Industry, joins with the exhibition industry associations of several other countries to strongly condemn the actions of the Austrian based Fairguide.com/Construct Data Verlag with their misleading services to exhibitors.

Construct Data, through its online FairGuide, claims to be offering online services by using a form which resembles an organiser's free catalogue listing service. They invite exhibitors to sign and return the form for an entry in an on-line directory.

Exhibitors who sign and return the form are then contracted into a three-year, non-retractable agreement, which could cost the exhibitor a significant amount of money, with no foreseeable benefits. It is important that all companies who are exhibiting are made aware of this.

**Fairguide.com/Construct Data Verlag has no connection  
with exhibition organisers or any of their events.**

FairGuide.com/Construct Data Verlag targets companies through legitimate exhibition guides aimed at exhibitors. Their current activities have solicited companies throughout Europe, the Americas and Asia.

Construct Data has engaged the services of Austrian debt collection agency Gravis Inkasso GmbH and Swiss debt collection agency Premium Recovery AG (a Construct Data subsidiary).

We strongly advise our UFI members, all exhibitors and the entire exhibition community, to be most vigilant against this and similar organisations. These organisations can cause extreme damage and harm to the reputation of our exhibition industry as exhibitors believe that fair organisers are cooperating in such practices.

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Copies of relevant correspondence on this subject are available by clicking on the following links:

- [Link to UFI Legal Counsel advisory notice to Construct Data/Fairlink dated 14 October 2005](#)
- [Letter from UFI President to the Austrian Bundesminister für Wirtschaft und Arbeit dated 25 October 2005](#)
- [Reply to UFI from the Bundesministerium für Wirtschaft und Arbeit dated 21 December 2005](#)

More information, is available on the UFI website: [www.ufi.org/fairguide](http://www.ufi.org/fairguide)

If approached by Construct Data exhibitors should immediately contact their local Austrian Embassy to provide information concerning problems with this organisation. The Osterreichisches Patentamt, the Austrian Protective Association against Unfair Competition, and the Austrian Advertising Council have each taken steps against these misleading practices.

It is UFI's intention to see that, through coordinated effort and vigilance, the interests of the international exhibition industry – and its client exhibitors – are safeguarded.

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*UFI, the Global Association of the Exhibition Industry, serves the trade fair and exhibition industry worldwide. Via its 315 member organisations, including the world's leading show organisers and fairground managers, industry partners and 40 professional associations, UFI is present in 73 countries on 5 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.*

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