

Exhibition showcase becomes an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

Paris/ New Delhi: 6 September 2016:

Exhibition Showcase has signed an agreement to become an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

By working together, Exhibition Showcase and UFI will expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via diverse online and offline media channels. There will be a mutual exchange of media and content on the communication platforms of the two organisations.

Raghav Khosla, Publisher at Exhibition Showcase, commented on the partnership: “UFI has developed a good reputation in India over the past decade, and the Indian exhibition companies benefit from the association’s global network. Exhibition Showcase features a print magazine and an e-newsletter which both are well-respected resources for the exhibition industry in India. We believe that our communications channel will serve best to reach the UFI membership in India and to inform the industry overall.”

“We look forward to the opportunity to work more closely and in conjunction with Exhibition Showcase. This partnership aims to strengthen our voice in India and to cater for the needs of our members in the region. We also hope that this agreement is only the first step of a more profound and long-lasting relationship to join forces to cater for the needs of the exhibition industry,” said Kai Hattendorf.

Among others, UFI will share industry news and updates via the exhibition showcase magazine and e-newsletter, which has aimed to promote the exhibition industry across India. Furthermore, UFI will benefit from exhibitions showcases engagement on social media, especially promoting the industry via a dedicated channel on YouTube. Exhibition showcase will have its news disseminated by social media and other UFI communication channels, as well as supporting UFI’s events as Media Partner. Such upcoming events include the 83rd UFI Congress (Shanghai, November 9 - 12, 2016), the UFI Education Forum on Sustainability (Singapore, February 21 - 22, 2017), the UFI Open Seminar in Asia (Singapore, February 23 - 24, 2017) and the UFI Open Seminar in Europe (Cologne, May 10 - 12, 2017).

About UFI - The Global Association of the Exhibition Industry

UFI is the leading global association of the world's 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 the business interests of its members and the exhibition industry. UFI represents 700 member organisations in 85 countries around the world.

Over 950 international trade fairs proudly bear the approved UFI 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 more information please contact:

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About Exhibition Showcase

is a platform to bridge the gap between exhibitors, organizers & service providers. It's a one stop source for all the information about upcoming & ongoing exhibitions, conferences and events. Latest news from the industry, interviews and blogs and updated records of trade show vendors can be located here.

For more information about exhibition showcase, please contact:

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