

## GES extends UFI Diamond sponsorship commitment to the industry for another three years!

Paris 17 November 2016: UFI, the Global Association of the Exhibition Industry, kicked off its record-breaking 83<sup>rd</sup> UFI Global Congress in Shanghai by extending their Diamond Sponsor agreement with global events supplier GES for three years through 2019.

GES' ongoing support of the Diamond Sponsor programme has enabled UFI to develop new research programmes and activities, while continuing to improve and professionalise its events and services. GES has enjoyed promotion across all UFI's events, while positioning itself as a thought-leader in the event technology and exhibitor services space.

Kai Hattendorf, Managing Director of UFI, commented: "GES has been a wonderful partner for our association, and we are delighted to continue this agreement through 2019. GES' ongoing commitment to UFI demonstrates their wider commitment to our industry, and alongside our members we are very grateful for its support. GES was key partner in helping us successfully implement a new part of the Global Congress this year - the Xchange platform. They were the first company we turned to when we needed help with this project and once again, delivered."

Jason Popp, Executive Vice President of International, for GES, commented, "GES has been an active member of UFI since 2010 and a Diamond sponsor since 2013. We are proud to support many UFI members with their projects globally, whether it is show design and production, exhibitor support, data and registration services or technical production services. We are also proud to partner with many of the great venues who are also UFI members so continuing our active involvement as a Diamond Member through 2019 is a natural next step."

Attached:

GES logo and user guide

UFI logo and user guide

Picture of signing ceremony with UFI President Sergey Alexeev and GES Executive Vice President Jason Popp.

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*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 directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. More than 700 member organisations in 84 countries around the world are presently signed up as members. Over 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.*

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*About GES - GES is a global, full-service provider for live events, producing exhibitions, conferences, congresses, exhibits and entertainment experiences. Our comprehensive suite of services include event strategy and creative, audio visual, custom exhibits, show build, worldwide logistics, accommodation reservation, visitor registration, lead capture and event data intelligence.*

*Working in partnership with our organiser and corporate clients we create truly engaging and immersive experiences. In the past 12 months, we have completed projects in more than 50 countries, helping to bring to life several major international events including Money 20/20 Europe, Farnborough International Airshow, CPhI Worldwide and ADIPEC, to name a few. With over 3,000 passionate and experienced employees across 87 locations worldwide, including the UK, Germany, the Netherlands, United Arab Emirates, Canada and the United States, GES has unrivalled global reach.*

*For more information visit [www.ges.com](http://www.ges.com).*