

UFI and India's Exhibition Showcase renewed media partnership

Paris, 5 September 2017: UFI, the Global Association of the Exhibition Industry, has renewed the Media Partnership with India's Exhibition Showcase magazine for two more years.

Since September 2016, UFI and Exhibition Showcase have been working together. The agreement in place over the past year included an on-going and mutual exchange of media and content.

In line with UFI's mission, the association has built a global network of media partners to ensure that regular updates on the development of the exhibition industry are available to industry professionals globally in multiple languages. These updates include highlights about UFI's events all around the world, research results, and best practises gleaned from the UFI award schemes.

By continuing to work together, Exhibition Showcase and UFI will further expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via diverse online and offline media channels.

Raghav Khosla, Publisher at Exhibition Showcase, commented on the partnership: "We take great pride in our association with UFI. In the last one year we have worked together closely to promote the interests of the exhibition industry. We thank UFI for reinforcing their trust in us and for extending our partnership further till November 2019. "

According to Angela Herberholz, UFI's marketing and communications Manager, "After working closely with Raghav Khosla and the highly motivated and professional staff at Exhibition Showcase over the past year, we look forward to continuing our fruitful collaboration and effectively strengthening the voice of the exhibition industry throughout India."

Attachment: UFI logo and Exhibition Showcase logo

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 58 national and regional association members. More than 700 member organisations in 85 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.

For more information please contact:

UFI Headquarters
Angela Herberholz, UFI Marketing and Communications Manager
Email: angela@ufi.org
Tel: +33 (0) 46 39 75 00
www.ufi.org

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: contact@exhibitionshowcase.com