



 **ufi** The Global  
Association of the  
Exhibition Industry

# Member Benefits

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# Who We Are

UFI is the leading global association of the world's trade show 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 with 60 national and regional associations.

More than 780 member organisations in 86 countries around the world are presently signed up as members, who between them, organise more than 4,500 exhibitions annually.

More than 1,000 international trade fairs proudly bear the UFI approved labels, 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 UFI members, the key to success is the UFI PIN code:

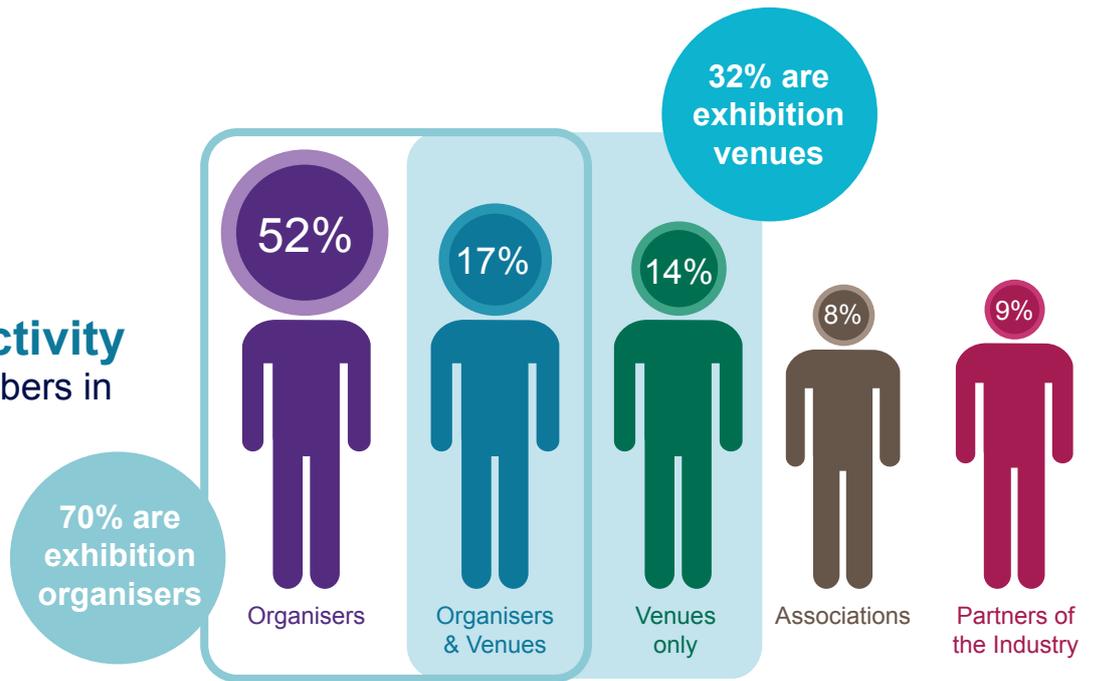
**Promote, Inform and Network**



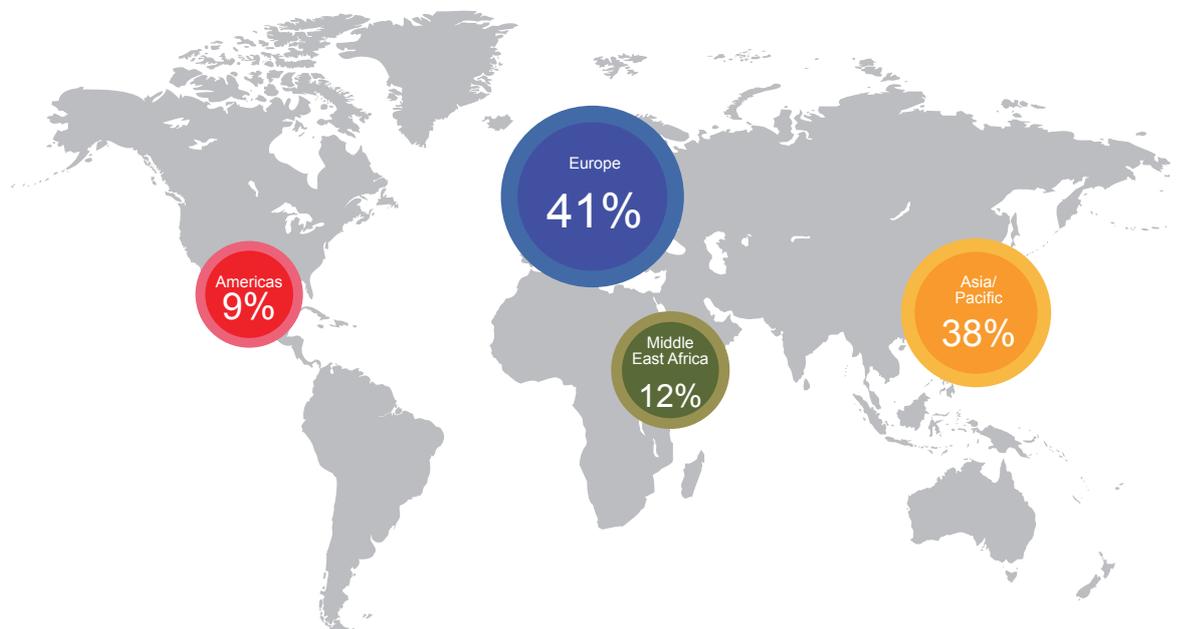
# Join the network

## Members by activity

More than 780 members in total



## Members by region



# Exhibitions approved by UFI

## The UFI Approved Event and UFI Approved International Event



Compare the two lists in the tables to see if your exhibition or trade show is eligible for the UFI Approved Event or UFI Approved International Event quality label.



### UFI Approved Event criteria

- ✓ The exhibition must have taken place twice already.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules, detailing:
  - total net exhibition space;
  - number of national and foreign exhibitors;
  - number of national and foreign visits or visitors.
- ✓ The exhibition must take place in an appropriate, permanent structure.
- ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.

### UFI Approved International Event criteria



- ✓ The exhibition must have taken place twice already.
  - ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules, detailing:
    - total net exhibition space;
    - number of national and foreign exhibitors;
    - number of national and foreign visits or visitors.
  - ✓ The exhibition must take place in an appropriate, permanent structure.
  - ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
  - ✓ Exhibition materials, such as catalogues and advertising, are available in English.
- Plus an additional international requirement...**
- ✓ Either direct foreign exhibitors must make up at least 10% of the total number of exhibitors.
  - ✓ Or the number of foreign visitors or visits must represent at least 5% of the total number of visitors or visits.

Find us on



For more information visit [www.ufi.org](http://www.ufi.org) or contact us at [info@ufi.org](mailto:info@ufi.org)

The UFI Approved Event and UFI Approved International Event labels are internationally recognised as the gold standard for quality in exhibitions and trade shows worldwide.

UFI - the Global Association of the Exhibition Industry, has been certifying the quality of exhibitions since 1925 to promote exhibitions that meet the highest global standards and provide reliable, up-to-date statistics.

So far, around 1000 exhibitions have been granted UFI Approved International Event status, and the number of applicants is growing each year.

To maintain excellent standards, UFI Approved Event and UFI Approved International Event status is only granted to specific events that meet strict quality requirements. And to keep

the label, exhibitions must undergo regular quality assessments by UFI's global network of accredited auditors.

All UFI approved exhibitions must have run for two editions or more. Materials must be provided in English, and the venue must meet high standards and have effective Health and Safety procedures in place. After each event, organisers must provide accurate, independently audited data on key details such as total exhibition space, the number of exhibitors and visitors.

Every year, 260 million visitors and 4.4 million exhibitors attend events across the globe. They can rely on the UFI Approved Event and UFI Approved International Event labels to choose the best possible exhibition experience, wherever they are in the world.

# Promote

UFI Who's Who  
and online member directory  
[www.ufi.org](http://www.ufi.org)



UFI Member & UFI Approved  
Event logos  
Internationally recognised labels of quality



Access to the network of  
International Media Partners



UFI also works on advocacy issues affecting the industry, and promotes its importance to different stakeholders. UFI has taken stand as the “voice of the industry” on many occasions, defending the business interests of our members. UFI also promotes the quality of the industry through its awards programme (in the fields of human resources, digital innovation, marketing, operations & services and sustainable development).



# Inform



Week 27 June 27, 2018

Downloadable is one of the major challenges faced by the exhibitor industry to really be an exhibitor in the digital world. But all cases track back to a common factor: a membership for value. This edition highlights some promising approaches.

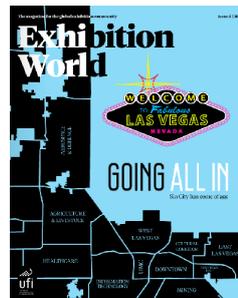
Yours in UFI, Exhibition Management Team



Americas



UFI Info  
July - August 2018



- **Membership Area:** access to speaker presentations from all UFI's major events, video clippings, best practice cases and industry research. These include world case studies from leading global exhibition companies and best international practices on numerous topics, including: digitalisation, international development, crisis management, sales effectiveness, marketing, sustainability, human resources and security.
- **UFI member-only research and discounted rates** on other international industry research (Globex Market Report, BSG Trade Fairs in Asia Report).
- **Preferential rates** for all UFI education and training programmes & activities – from the UFI Forum to the International Summer University (ISU), the UFI-EMD (Exhibition Management Degree) and the Venue Management School.
- **Members receive a copy of Exhibition World magazine** – sent once every two months
- **m+a|UFI weekly** – weekly exhibition newsletter free for UFI members
- **UFI Info** – our monthly newsletter with information about our events & activities



# Network

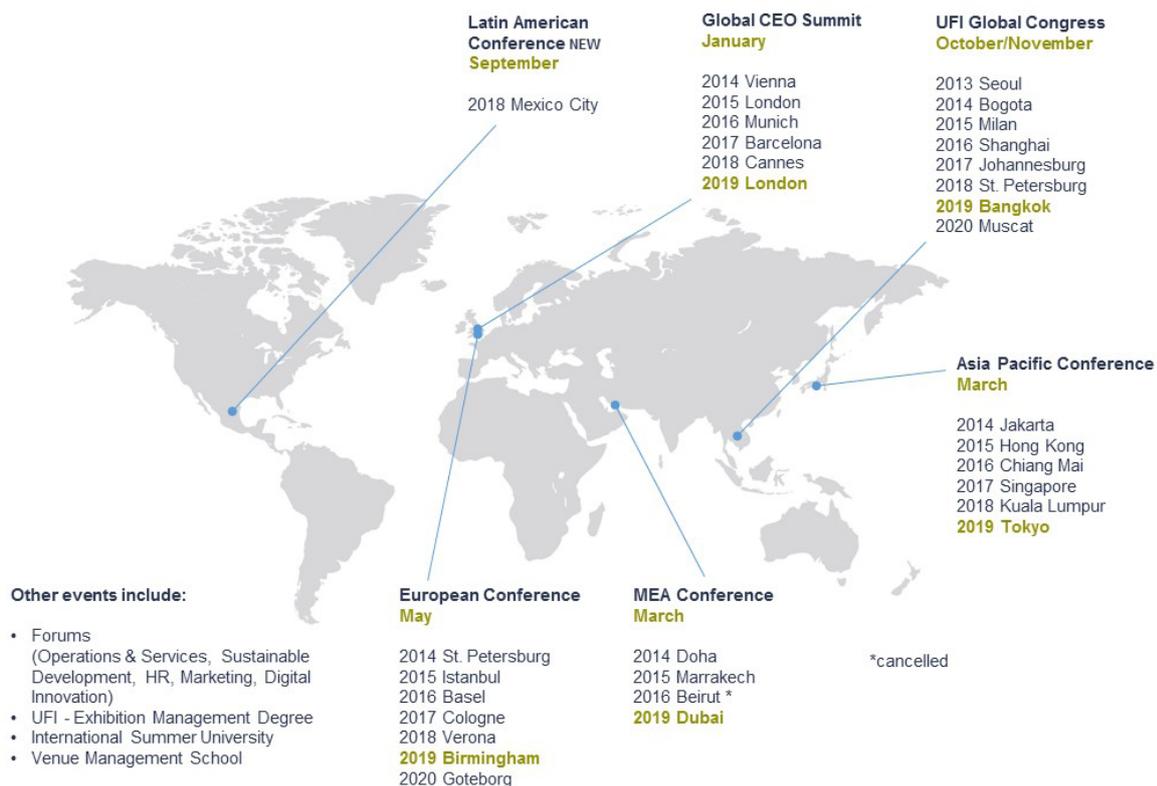
- Easy access to the leading global Face-to-Face events for our Face-to-Face industry.
- Sharing with other UFI members, knowledge, contacts, best practices, ideas, experience...
- Annual UFI Global Congress is a members-only event attracting 500+ key decision-makers from over 50 countries.
- UFI members receive preferential rates for participation at all UFI events: the Global CEO Summit, Asia-Pacific Conference, Latin American Conference, European Conference, Middle East-Africa Conference and Forums.
- Get involved with the various UFI working committees: Digital Innovation, HR Management, Industry Partners, Marketing, Operations & Services and Sustainable Development.
- Join the leadership of the 4 Regional Chapters: Asia-Pacific, Europe, Latin America and Middle East-Africa (elections every 3 years).



# UFI Events

Attending UFI events is a great way to grow your international network, learn from industry experts and promote your organisation.

## UFI events 2019 -2020



The Global Congress is for UFI members only, but all our other events are open to everyone and UFI members benefit from preferential rates for these events. The Global CEO Summit is reserved for CEO level delegates.

# UFI Events

## UFI Event Line-up 2019 - 2020

Global CEO Summit  
London, UK (by invitation only)

30 January – 1 February 2019



UFI Asia-Pacific Conference 2019  
Tokyo, Japan

14 – 15 March 2019



UFI MEA Conference 2019  
Dubai, United Arab Emirates

8 – 9 April 2019



مركز دبي للتجارة العالمية  
DUBAI WORLD TRADE CENTRE

Operations and Services Forum 2019  
Birmingham, UK

14 – 15 May 2019

**nec**  
the **nec.co.uk**

UFI European Conference 2019  
Birmingham, UK

15 – 17 May 2019

**nec**  
the **nec.co.uk**

86<sup>th</sup> UFI Global Congress  
Bangkok, Thailand

6 – 9 November 2019



UFI European Conference 2020  
Goteborg, Sweden

13 – 15 May 2020



87<sup>th</sup> UFI Global Congress  
Muscat, Oman

9–12 November 2020



# MEMBER BENEFITS

## Best Practices/ Awards & Competitions



### AWARDS

In this dynamic industry of exhibitions there is a constant need to review, improve and innovate. The UFI Awards were launched to first and foremost recognise and honour exhibition professionals who have successfully implemented creative and results-oriented initiatives. The awards offer opportunity to learn about new initiatives related to the specific award theme, thus encouraging constant growth, development and enhancement throughout the industry.

UFI offers awards in the following five categories:

- Digital Innovation
- Human Resources
- Marketing
- Operations & Services
- Sustainable Development

Furthermore, UFI is a co-organiser of the annual International Fair Poster Competition for exhibition posters.

UFI Awards are run by the UFI Working Groups consisting of experts who identify the current topics and trends in each area of our industry, on which the respective award themes are then based.

The UFI Awards are run on an annual basis and the competition is open to UFI members and non-members alike. Winners of the respective awards enjoy industry exposure via various marketing and promotional channels. Winners are also entitled to display the “winners logo” on their marketing collateral. The winners of each award are also invited to the UFI Global Congress, UFI’s flagship

event, to present their solutions and/or initiatives to their peers.

As an extension of the awards, two compendiums to share best practices have been compiled:

- The Sustainable Development Compendium
- Digital Innovation Compendium

### NEXT GENERATION LEADERSHIP GRANT



- C-level mentoring to support your career ambitions.
- Opportunity to present your ideas and vision of the future of the exhibition industry on the main stage at the UFI Global Congress.

The UFI NGL grant promotes next generation leadership in the exhibition industry, rewarding professionals who show clear initiatives in driving change and innovation in their area of activity. The programme is spread over a period of 12 months, allowing you to continue to fulfil your daily work obligations.

The NGL grant reflects UFI’s commitment to recognising and supporting the best talents within the exhibition industry, and will bring you:

- Exclusive, confidential C-level mentoring over a 12-month period.
- Global recognition and media coverage among exhibition professionals before, during and after the UFI Global Congress.
- Unique, high profile opportunities to enhance your professional network with peers and industry leaders.
- Expert guidance throughout the project by UFI.



The mission of UFI is to represent and serve the world's exhibition industry.

UFI is committed to promoting the unique value of trade fairs and educating exhibition industry professionals. UFI's strong global presence offers extensive networking and education opportunities, enabling members to generate business growth.

UFI offers the following courses:

- **Exhibition Management Degree (EMD)**  
Working with the University of Cooperative Education in Ravensburg, Germany, UFI has created the "Exhibition Management Degree (EMD)" to train exhibition industry professionals to meet tomorrow's event management demands.
- **International Summer University (ISU)**  
The ISU provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 350 exhibition professionals from 43 different countries participated in the ISU over the past 10 editions.
- **UFI-VMA Venue Management School**  
UFI joined forces with the Venue Management Association (VMA) in Australia to develop this innovative training programme, which is tailored to the specific requirements of venue managers.



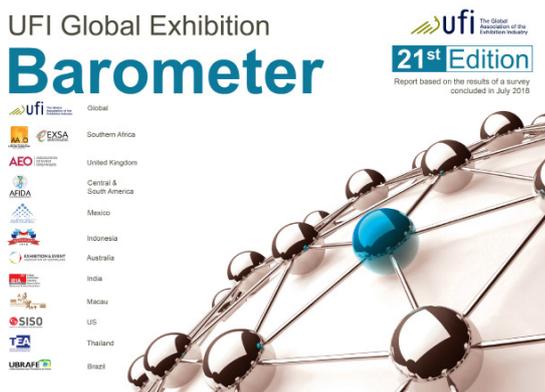
UFI members gain access to vital exhibition industry information through complimentary publications and have access to UFI's studies and research.

The shared research and expertise offer an analysis of the exhibition industry around the world, highlighting business development and challenges. Timely, relevant and accurate information makes it easier for businesses to grow and prosper.

UFI members can benefit from surveys and reports on best practice in sustainable development and digital innovation.

UFI offers the following researches:

- UFI World Map of Exhibition Venues
- The Global Exhibition Barometer
- The Trade Fair Industry in Asia
- Euro Fairs Statistics
- Best Practices in Digital Innovation Report
- Best Practices in Sustainable Development Report
- UFI & Explori Global Exhibitor Insights
- UFI & Explori Global Visitor Insights



**The Trade Fair Industry in Asia**  
14<sup>th</sup> edition

UFI report researched and compiled by Business Strategies Group  
July 2018



The UFI Report on Best Practices in Digital Innovation

[www.ufi.org/diginn](http://www.ufi.org/diginn)



**UFI & Explori**  
Global Exhibitor Insights

Research Summary

PREPARED BY:



SPONSORED BY:



[www.ufi.org/research](http://www.ufi.org/research)

November 2017 edition

# Global Exhibitions Day



## #GED19

GED is a celebration of the exhibition industry as a whole and everyone who works in it.

Through activities by exhibition industry associations and companies all around the world, the aim of this largest awareness campaign for the exhibition and events industry is to raise the profile of the sector as one of the most vital contributors to economic growth in cities, regions, and countries.

In 2018, GED focused on two key areas: first, to advocate industry issues with politicians and stakeholders, and secondly, on finding new ways to connect with young people to attract the right talent to the exhibition industry.

By the end of the campaign #GED18, the UFI team in Paris registered activities in 85 countries and regions from all around the world, involving leading organisers, venues and service providers.

We are looking forward to the GED#19 edition.

### Save the date:

The next GED will take place on 5 June 2019!

Where to find information around GED and how to get involved:

-  [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org)
-  [ged@ufi.org](mailto:ged@ufi.org)
-  [www.facebook.com/groups/GlobalExhibitionsDay/](https://www.facebook.com/groups/GlobalExhibitionsDay/)
-  @GED\_2019 & #GED19
-  [www.ufi.tv](http://www.ufi.tv) playlist "Global Exhibitions Day"



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