



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

Member Benefits

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:

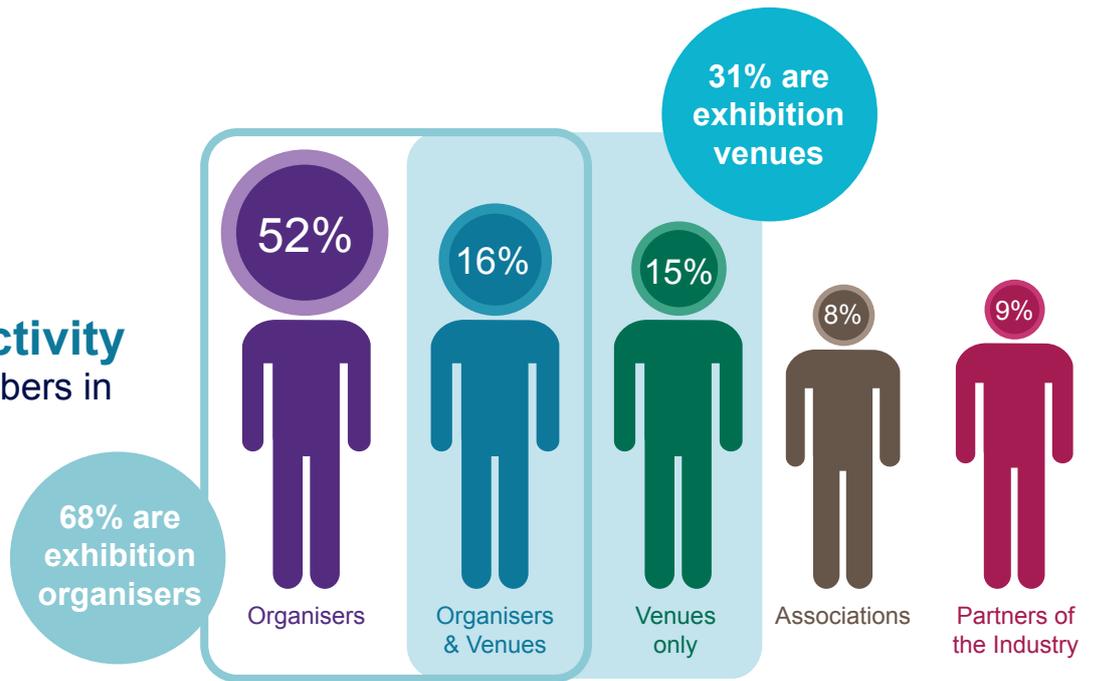
Promote, Inform and Network



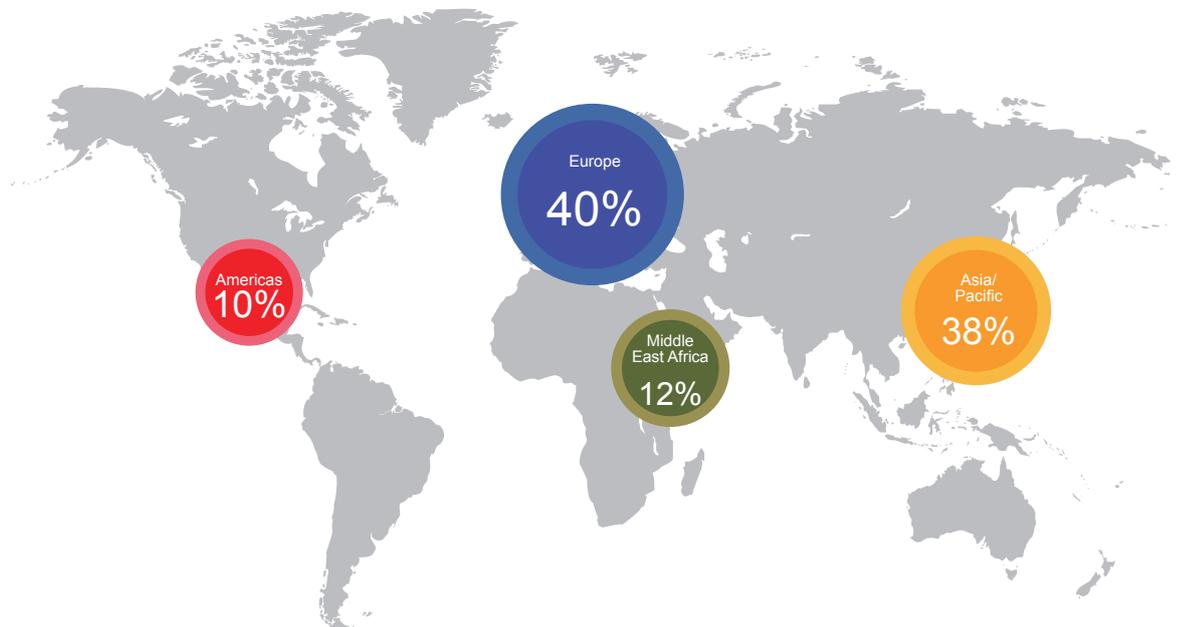
Join the network

Members by activity

More than 790 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 or contact us at info@ufi.org

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

UFI 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, more than 1,000 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. 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



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



Access to the network of
International Media Partners



UFI 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



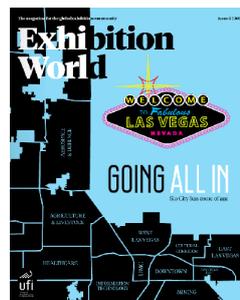
Week 27 June 27, 2018

Download it as one of the major challenges facing the exhibition industry is really to do with the digital world. But all eyes are on the industry that is embracing the digital world with high-tech printing approaches.

You are in UFI, Exhibition Management Team



Americas



- **Membership Area:** access to speaker presentations from UFI's major events, video clippings, best practice cases and industry research. These include 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 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

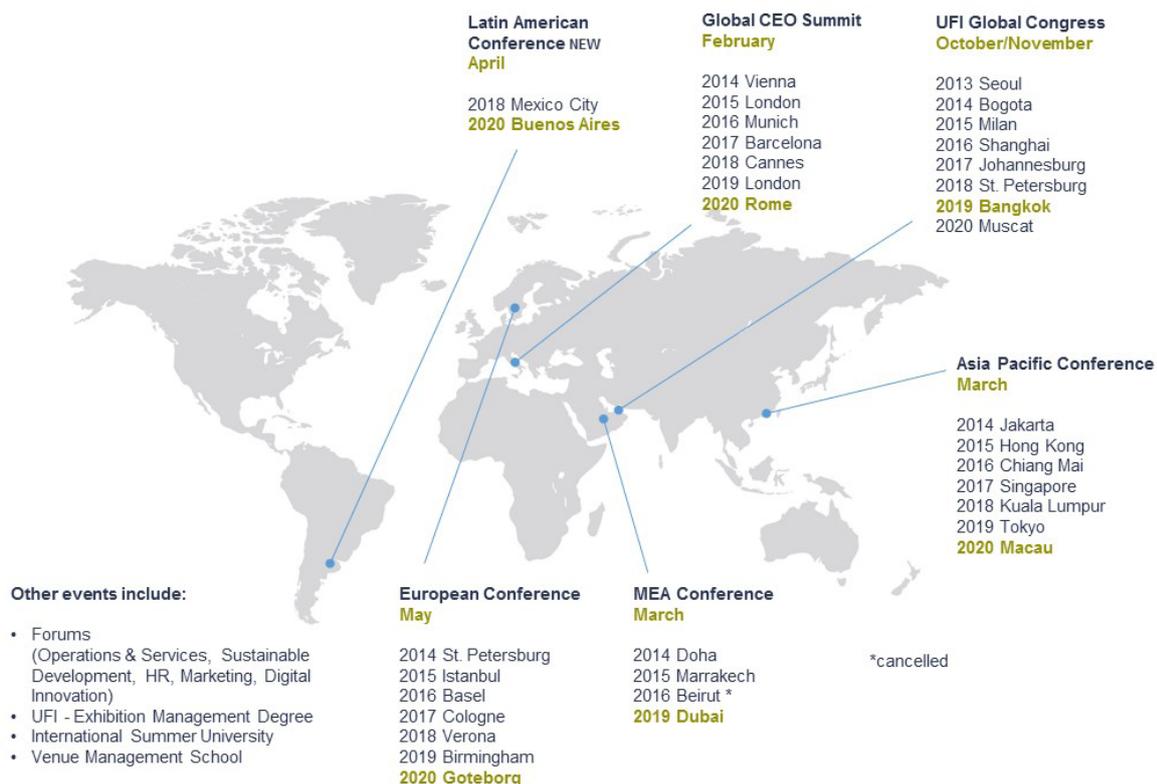
- Easy access to the leading global Face-to-Face events for our Face-to-Face industry.
- Sharing with other UFI members, knowledge, contacts, best practices, ideas, experience...
- Annual UFI Global Congress is a members-only event attracting 500+ key decision-makers from over 50 countries.
- UFI members 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 groups: 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 reserved for UFI members only. 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

86th UFI Global Congress
Bangkok, Thailand

6 – 9 November 2019



Global CEO Summit
London, UK (by invitation only)

30 January – 1 February 2020



UFI Asia-Pacific Conference 2019
Macau, Macau

3 - 6 March 2020



UFI Latin-America Conference 2019
Buenos Aires, Argentina

23 – 30 April 2020

UFI European Conference 2020
Goteborg, Sweden

13 – 15 May 2020



87th 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.

NEXT GENERATION LEADERSHIP GRANT



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 18 months, allowing you to continue to fulfil your daily work obligations.

- 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 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 focused research that matters, using global metrics broken down into profiles for markets and regions to ensure that findings can be compared.

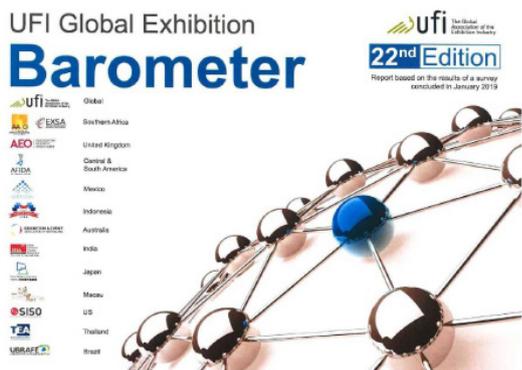
There are three lines of research:

- Global
- Regional
- Topical

Global features an update on industry developments every six months through the "Global Barometer" the tracking of venue developments ("World Map of Venues") and Global Insight Reports into Exhibitor and Visitor trends.

Regional research tracks developments in specific parts of the world, regularly updating key metrics.

Topical research provides digital development as well as best practices along industry verticals.



The Trade Fair Industry in Asia 14th edition

UFI report researched and compiled by Business Strategies Group
July 2018



MEMBER BENEFITS

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
-  ged@ufi.org
-  www.facebook.com/groups/GlobalExhibitionsDay/
-  @GED_2019 & #GED19
-  www.ufi.tv playlist "Global Exhibitions Day"



Embracing change, looking forward to the future

Join us for this unique exhibition industry
conference dedicated to the MEA region



UFI Diamond Sponsors:



Venue:



08 – 09 April 2019
Dubai, United Arab Emirates
**UFI Middle East &
Africa Conference**

Register at www.ufi.org/dubai2019
#ufidubai

We bring together those who build, maintain, and support the world's market places: exhibition organisers, venue owners and operators, service providers, and national as well as international associations of our industry.

And what can we do for you today?

representing

50,000+

employees

members in

86

countries

working with

58+

associations

780+

member
companies

Serving the Exhibition
Industry. Globally.

www.ufi.org

#ufilive

**UFI Headquarters
Europe Regional office**

17, rue Louise Michel
92300 Levallois-Perret
France

T: +33 1 46 39 75 00
F: +33 1 46 39 75 01
info@ufi.org

**UFI Asia-Pacific
Regional Office**

Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China

T: +852 2525 6129
F: +852 2525 6171
asia@ufi.org

UFI China Service Centre

Business Mansion, Shanghai
Exhibition Center
No. 1333 Nanjing Road(W)
Shanghai 200040, China

Tel: (86) 21 6016 7596
china@ufi.org

**UFI Middle East-
Africa Regional Office**

Info Salons Middle East Office
Sheikh Zayed Rd
City Tower 2, Office 2001A
PO Box 58580
Dubai, United Arab Emirates

Tel: +971 (0)4 331 7180
nicks@ufi.org

**UFI Latin American
Regional Office**

Corferias, Cra 37 # 24-67
Auditorium Second Floor
Bogota, Colombia

T / F: + 571 3445486
anamaria@ufi.org

web www.ufi.org

blog www.ufilive.org

 www.twitter.com/ufilive

 www.facebook.com/ufilive

 www.ufi.tv

 official UFI account

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