

## Freeman becomes 'UFI Research patron' after signing new sponsorship agreement for UFI research programmes

Paris – 9 May 2019: UFI, the Global Association of the Exhibition Industry, is pleased to announce that Freeman has signed a three-year sponsorship agreement for UFI research programmes and becomes the 'UFI Research Patron'.

UFI produces global, regional, and topical research, including the Global Exhibition Barometer, the World Map of Venues and the just published Global Economic Impact of Exhibitions.

Chris Preston, Managing Director Freeman EMEA, comments: "Building a meaningful connection with your audience as well as truly understanding what their needs are can only be discovered through strategic relationships and research. We are incredibly proud to be UFI's official Research Patron and help enable initiatives that will drive and share industry insight and drive partnerships."

Kai Hattendorf, CEO and Managing Director of UFI, says: "We are very pleased and grateful to Freeman for its continuous generosity. This new agreement will strengthen our ongoing and incoming research activities." He added, "Freeman is already supporting the NGL Grant programme activities, and the annual Global CEO Summit event. We thank Freeman for their support and look forward to our close cooperation over the coming years."

\*\*\*

*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 60 national and regional association members. More than 780 member organisations in 86 countries around the world are presently signed up as members. Over 1,000 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,  
Monika Fourneaux Ceskova, UFI Marketing and Communications Manager  
Email: [monika@ufi.org](mailto:monika@ufi.org)  
Tel: +33 (0)1 46 39 75 00  
[www.ufi.org](http://www.ufi.org)