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 800 member organisations in 89 countries around the world are presently UFI members. Between them, more than 4,500 exhibitions are organised annually.

Around 1000 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
MEMBER BENEFITS

Join the network

Members by activity
More than 800 members in total

- 54% Organisers
- 15% Organisers & Venues
- 15% Venues only
- 6% Associations
- 10% Partners of the Industry

- 69% are exhibition organisers
- 30% are exhibition venues

Members by region

- Europe 39%
- Americas 11%
- Asia/Pacific 41%
- Middle East Africa 8%
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, 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. To keep the label, exhibitions must undergo regular quality assessments by UFI’s global network of accredited auditors.

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.
UFI works on advocacy issues affecting the industry, and promotes its importance to different stakeholders. UFI has taken the 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, industry partners, marketing, operations & services and sustainable development).
MEMBER BENEFITS

Inform

- **Members’ Area** provides access to speaker presentations from major UFI 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 (BSG Trade Fairs in Asia Report, Globex Market Report).

- **Preferential rates** for all UFI education and training programmes and 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 and activities.
MEMBER BENEFITS

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 four Regional Chapters: Asia-Pacific, Europe, Latin America and Middle East-Africa (elections every 3 years).
Attending a UFI event is a great way to grow your international network, learn from industry experts and promote your organisation.

UFI events 2020 - 2021

Other events include:

- Forums (Operations & Services, Sustainable Development, HR, Marketing, Digital Innovation)
- UFI - Exhibition Management Degree
- UFI Venue Management School
- International Summer University

The Global Congress is reserved for UFI members only. 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.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Global CEO Summit</td>
<td>5 - 7 February 2020</td>
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<tr>
<td>Rome, Italy (by invitation only)</td>
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<tr>
<td>Digital Innovation Forum 2020</td>
<td>4 March 2020</td>
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<tr>
<td>Macau, Macau</td>
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<tr>
<td>UFI Asia-Pacific Conference 2020</td>
<td>5 - 6 March 2020</td>
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<tr>
<td>Macau, Macau</td>
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<tr>
<td>UFI Latin-America Conference 2020</td>
<td>20 - 21 April 2020</td>
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<tr>
<td>Buenos Aires, Argentina</td>
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<tr>
<td>UFI Forum on Sustainable Development 2020</td>
<td>13-15 May 2020</td>
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<tr>
<td>Paris, France</td>
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<tr>
<td>UFI European Conference 2020</td>
<td>3 - 5 June 2020</td>
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<td>Gothenburg, Sweden</td>
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<tr>
<td>87th UFI Global Congress</td>
<td>9 - 12 November 2020</td>
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<td>Muscat, Oman</td>
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<tr>
<td>88th UFI Global Congress</td>
<td>3 - 6 November 2021</td>
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<td>Rotterdam, The Netherlands</td>
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ufievents.org
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. These awards offer opportunity to learn about new initiatives related to the specific award theme.

UFI offers awards in the following categories:
- Digital Innovation
- Human Resources
- Industry Partners
- 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.

The UFI Awards are run on an annual basis and the competition is open to UFI members and non-members alike. 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 an 18-month period, allowing grantees to continue to fulfil their daily work obligations.

The NGL grant reflects UFI’s commitment to recognising and supporting the best talents within the exhibition industry.

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

ufi.org/awards
UFI is committed to promoting the unique value of trade fairs and educating exhibition industry professionals. UFI’s strong global presence provides extensive networking and education opportunities, enabling members to generate business growth.

UFI offers the following programmes:

- **UFI-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.

- **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.

- **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 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.
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 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 2019, GED promoted four key messages:
1. Exhibitions are a large global industry
2. Exhibitions are an effective and sustainable way of doing business
3. Exhibitions can contribute to a sustainable world
4. The exhibition industry fosters job growth and offers a variety of job opportunities

By the end of the GED2019 campaign, the UFI team in Paris registered more than 450 activities in 88 countries and regions from all around the world, involving leading organisers, venues and service providers.

We are looking forward to the 2020 edition.

Save the date:
The next GED will take place on 3 June 2020!

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

- www.globalexhibitionsday.org
- ged@ufi.org
- www.facebook.com/groups/GlobalExhibitionsDay/
- @GED_2020 & #GED2020
- www.ufi.tv playlist “Global Exhibitions Day”
4 March 2020
Macau, Macau
UFI Forum on Digital Innovation
ufievents.org

5-6 March 2020
Macau, Macau
UFI Asia-Pacific Conference 2020
ufievents.org
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
60
associations

800+
member companies

Serving the Exhibition Industry. Globally.

www.ufi.org
#ufilive