UFI welcomes Freeman as new Diamond Sponsor

Paris – 26 November 2019: UFI, the Global Association of the exhibition industry, and the Freeman Company – a global leader in brand experience and exhibition marketing – have signed a multi year Diamond Sponsorship Agreement. This move signals Freeman's strong commitment to supporting the future development of the exhibition industry through supporting the global work of UFI.

The agreement was signed at the UFI Global Congress 2019. Both Freeman and its associated company Info Salons are long-standing supporters of UFI, and this new agreement complements and enhances their ongoing support of the Next Generation Leadership (NGL) Grant, UFI's research activities and the UFI Global CEO Summit. As part of the Diamond Sponsorship Agreement, Freeman will gain year-round promotion and visibility across all UFI events and activities.

The Diamond Sponsorship is the highest tier of UFI sponsorship available, and all Diamond Sponsors directly contribute to expanding the depth and scope of UFI activities, to enable the association to serve the exhibition industry better.

Kai Hattendorf, UFI's CEO, says: "We are very pleased and grateful to Freeman for their continuous support. The Diamond Sponsorship programme is a key element in UFI's funding, and we are very happy to add Freeman to the select group of partners who help us in this way to expand and deliver valuable research, education, advocacy, and networking programmes to our global membership and the exhibition industry at large."

Bob Priest-Heck, Freeman's CEO says: "Over the years we have been proud sponsors of UFI's Next Generation Leadership Grant program, and Research Partnership, all very important to our industry. As a Diamond sponsor it allows us to take that partnership to the next level on a global scale. UFI's reputation internationally is well regarded and we're excited to play a role in their programs and in their events."

UFI Diamond Sponsors

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefitting from the networking opportunities the globally leading association of the exhibition industry has to offer. UFI's other Diamond Partners are TCEB, Qatar National Tourism Authority, and Shenzhen World Exhibition & Convention Center

Find out more about UFI sponsorship activities at www.ufi.org/contact-us/sponsorship-opportunities/

Attachment: Photo of sponsorship agreement signature at the UFI Global Congress in Bangkok. On the picture (from left): Kai Hattendorf (UFI CEO), Wilson G. Tang, (VP Innovation, Freeman USA), Robert Millar, (Managing Director, Comotion), Nicolle Jayne Sing, Director of Client Services, Freeman, Craig Newman (UFI 2019 President), Jo-Anne Kelleway (CEO, Infosalons), Chris Preston (MD Freeman EMEA), Géraud de Dieulevolt (UFI), Nick Dugdale-Moore (UFI).

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About UFI – The Global Association of the Exhibition Industry: UFI is the global trade 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 more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 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,
Justine Evans, UFI Marketing and Communications Manager
Email: justine@ufi.org
Tel: +33 (0)1 46 39 75 00
www.ufi.org