

Freeman announced winner of the inaugural UFI Industry Partner Award 2020

Paris – 19 June 2020: UFI, the Global Association of the Exhibition Industry, has named Freeman as winner of the UFI Industry Partner Award 2020, for Fuzion by Freeman™.

The first UFI Industry Partner Award is designed to recognise industry partners who demonstrate innovative concepts, creative campaigns or original projects that drive the success of the exhibition world. As partners to the industry, they share a common goal to work closely with organisers and venues in support of sustaining and creating successful exhibitions. The UFI Industry Partner Award “Business Innovation” recognises this symbiosis and aims to facilitate best-practice. Fuzion by Freeman™ is an open digital event technology platform that connects data across all points of the event ecosystem, making it much easier for attendees to use a multitude of digital offerings.

“Receiving the first-ever UFI Industry Partner Award for Fuzion is incredible recognition of our work to drive the exhibition world forward,” said Danielle Puceta, SVP of Digital at Freeman. “The award is validation that, together with 130+ Fuzion partners representing more than 30 event technology categories around the world, we continue to demonstrate innovation, creativity and originality in providing seamless technology integration for event attendees.”

“The UFI Industry Partner Working Group and its members commit to facilitate the transfer of knowledge, sharing of best practices and insights from the entire spectrum of activities, industries served and services provided.” says Ravinder Sethi, Chair of the UFI Industry Partner Award Committee. “This year we had extremely strong finalists in our Industry Partner Award “Business Innovation”. All finalists have proven their power to innovate with different but always customer focused services. On behalf of our esteemed Jury, I want to congratulate Freeman for winning the award. We were very impressed by their approach of how Fuzion will enhance the customer experience.”

UFI offers platforms for sharing best practices and honouring outstanding activities in the industry including a prestigious award programme, globally recognised for more than a decade.

Freeman will be invited to present their entry during the 87th UFI Global Congress. For more details on the UFI Global Congress, please visit www.ufi.org/congress2020.

More information on UFI Industry Partner Award [here](#).

Attachments:

[Industry Partner Award winner logo](#)

[Freeman Logo](#)

***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 88 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: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org

About Freeman: *Freeman is the world's leading live event and brand experience company. We help our clients design and deliver immersive experiences for their most important audiences. Through comprehensive offerings including strategy, creative, logistics, digital, and virtual event technology, Freeman helps increase audience engagement and drive business results. What makes us different is our collaborative culture, intuitive knowledge, global perspective, and personalized approach, which we've gained from 93 years as an industry leader. For more information, please visit Freeman.com.*