

Eventmaker becomes an UFI Software Partner

Paris – 16 February 2021: UFI, the Global Association of the Exhibition Industry, is pleased to announce an agreement which will see Eventmaker become a dedicated Software Partner of the association.

As part of the agreement, Eventmaker's event-management platform will be used for all UFI events in 2021. It includes invitations, registration, website, streaming, webinars, scoring, matchmaking, statistics and much more besides.

Kai Hattendorf, UFI Managing Director & CEO, describes the agreement: "We are pleased to announce this partnership. Having already worked on our annual curtain-raiser event using Eventmaker, our members have had their first opportunity to experience the platform with good success."

Tristan Verdier, CEO of Eventmaker, expresses his enthusiasm about the new partnership: "Eventmaker has worked with trade fair and trade show organisers for 11 years and manages hundreds of events each year! I am personally delighted that we are working closely with such an important international ally in the industry. Not everyone knows that we provide cutting-edge technology for websites and virtual events, in addition to our legacy event-management solutions. We look forward to helping UFI and its members get the most out of our technologies."

Mr Verdier adds: "This partnership is fully in line with Eventmaker's strategy to support major international organisers. Indeed, the use of innovative tools for meetings and community animation, such as those offered by the French scale-up, will play a key role in the emergence of new value propositions."

At UFI events, top industry professionals meet and network to discuss the latest ideas and developments in the exhibition industry. Via its member organisations, including the world's leading show organisers and exhibition centre operators, professional associations and industry partners, UFI is present in 83 countries. Coming from all corners of the globe, they expect the highest standard of organisation, including a seamless and professional online component to each UFI event.

Attachment:

[- Eventmaker 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 83 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