

## UFI Global Congress - the exhibition industry's annual global gathering to take place in Las Vegas in 2023

- First congress to be held in the U.S.

Paris / Las Vegas – 4 November 2021: UFI, the Global Association of the Exhibition Industry is happy to announce that the 90<sup>th</sup> UFI Global Congress will be held in Las Vegas, and will be hosted by Las Vegas Convention and Visitors Authority (LVCVA) from 1-4 November 2023.

The UFI Board of Directors made the decision to take the UFI Global Congress to Las Vegas, USA, during their meeting on 3<sup>rd</sup> November in Rotterdam.

UFI President, Anbu Varathan, said: “We are delighted to hold a UFI Congress in the United-States for the first time. This country is of great importance to UFI, and this is the message we wish to communicate”.

Kai Hattendorf, UFI CEO & Managing Director, commented: “What a wonderful win-win! Congratulations to Las Vegas! We look forward to this Congress, gathering the global exhibition industry in the U.S. for the UFI Global Congress in 2023. As the global trade association for our industry, this will allow us to connect our colleagues from across the US markets even better with their global peers.”

The UFI Global Congress is known as the exhibition industry’s largest global meeting of the year. The announcement comes as the U.S. prepares to open international borders to vaccinated travellers on Nov. 8, 2021.

Las Vegas pairs meetings and conventions with world-class resorts, entertainment and sports offerings. It has remained the country’s No. 1 trade show destination for 26 consecutive years, according to the Trade Show News Network (TSNN).

“We are honoured to have been selected as the host city for UFI Global Congress’ inaugural U.S. show, which further demonstrates the destination’s appeal as a global destination for business and leisure travel,” said Brian Yost, chief operating officer for the LVCVA. “We are excited to welcome the Congress’ delegates from around the world and look forward to providing them with an experience that can only be found in Las Vegas.”

The 2023 UFI Global Congress will take place at Aria Resort and Casino on the world-famous Las Vegas Strip. “On behalf of MGM Resorts and Aria, we are very excited to be chosen as the host the 2023 UFI Global Congress,” said Stephanie Glanzer, SVP and chief sales officer for MGM Resorts International.

The UFI Global Congress takes place in October or November every year in trade show destinations around the world. In 2019, the event was hosted in Bangkok, Thailand. In 2020, due to COVID-19 related global travel restrictions, the Congress went digital, with programming from Hong Kong, Dubai, London, and Bogota. In 2022, the event will be hosted in Oman. In 2021, it was hosted in Rotterdam, The Netherlands, followed by Muscat, Sultanate of Oman in 2022.

Open to more than 50,000 industry professionals globally, who work for UFI member companies, UFI Global Congress combines international networking with unique content. It’s an opportunity to gain insight into topics of strategic interest, to learn about new trends, and to discuss the challenges facing the exhibition industry.

Attachments:

- [Las Vegas Convention and Visitors Authority logo](#)
- [Photo: Las Vegas Convention and Visitors Authority](#)

**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 750 member organisations in 83 countries around the world are presently signed up as members. Over 900 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](mailto:media@ufi.org) Tel: +33 (0)1 46 39 75 00 or [www.ufi.org](http://www.ufi.org)

**About the LVCVA - The Las Vegas Convention and Visitors Authority (LVCVA)** is charged with marketing Southern Nevada as a tourism and convention destination worldwide and with operating the 4.6 million square-foot Las Vegas Convention Center (LVCC). With nearly 150,000 hotel rooms and 14 million square feet of meeting and exhibit space in Las Vegas alone, the LVCVA’s mission centers on attracting leisure and business visitors to the area. The LVCVA also owns the Las Vegas Convention Center Loop, an underground tunnel designed by The Boring Company and also owns the Las Vegas Monorail, an elevated 3.9-mile system with seven stops throughout the resort corridor. For more information, go to [www.lvcva.com](http://www.lvcva.com), [www.visitlasvegas.com](http://www.visitlasvegas.com) or [www.vegasmmeansbusiness.com](http://www.vegasmmeansbusiness.com).