

UFI releases second Industry Partners Benchmark Survey

- Overall satisfaction rate with the most relevant service provider is very positive
- The demand for digital services is highest amongst those who organise events
- Key areas that are perceived to have the biggest impact on future event development are marketing and communications, and event technology and software

Paris – 02 December 2021: The demand for digital services is highest amongst those who organise events. This is a core finding from the second edition of the Industry Partners Benchmark Survey, released by UFI, the Global Association of the Exhibition Industry.

Developed by the UFI Industry Partners Working Group, the survey benchmarks and assesses the relationships between industry partners/suppliers and exhibition organisers/venues. It also identifies areas for improvement with regard to collaboration. Around 190 companies contributed to the project, the majority of whom are from Europe and the Asia-Pacific region.

“The results of our first survey showed in tangible terms the value organizers place on their suppliers and partners for the success of their events. Our second survey goes deeper and also demonstrates where the suppliers and partners relationship stands vis-à-vis the organizers for their recovery period events,” says Ravinder Sethi, Chair of UFI’s Industry Partners Working Group.

The survey demonstrates that the demand for services that can be considered as mandatory services for running an event have experienced a steady decline in demand. The results show that booth construction remains the most relied upon service, alongside staff and security. And the survey clearly indicates that the demand for more innovation from service providers remains high, and marketing and communications service providers are perceived to be the most innovative

Sebastian Witt, Vice Chair of UFI’s Industry Partners Working Group and responsible for the survey, said: “This survey offers valuable insights for service providers in our industry. We are happy to note that service providers are regarded an integral part of the exhibition ecosystem and contribute tremendously to the success of our industry. Nonetheless, we observe that service quality is not consistent and demands from service providers are changing; service providers can and should invest more into innovation.”

Despite the overall positive feedback, the survey highlights that increasing the sharing of information between service providers and industry partners could be beneficial, although this trend has declined in significance over the last year.

“This survey, in its second year, is an important and continuous task of UFI’s Industry Partners Working Group, which has been set up for and run by our industry partner members – a group of motivated industry experts offering a diverse range of services. The collaboration between exhibition organisers, venue operators and industry partners is more important than ever to sustain successful exhibitions, as the exhibition industry and the global economy are being seriously impacted by COVID-19,” says UFI President Monica Lee-Müller

This second Industry Partners Benchmark Survey was conducted at the beginning of 2021. The Industry Partners Working Group is dedicated to running the survey on a regular basis, in order to reflect the ongoing challenges and impact on the exhibition industry. The Industry Partners Benchmark Survey can be downloaded from the UFI website at www.ufi.research.org/.

Attachment:

- [Cover of Industry Partners Benchmark Survey](#)

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 780 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.

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