



 **ufi** The Global
Association of the
Exhibition Industry

Member Benefits

Who We Are

UFI is the only global association of the world's trade show 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 around 50,000 exhibition industry employees globally, and also works with 56 national and regional associations.

Around 800 member organisations in 83 countries around the world are presently UFI members.

Around 1,000 trade fairs proudly bear the UFI approved labels, 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.

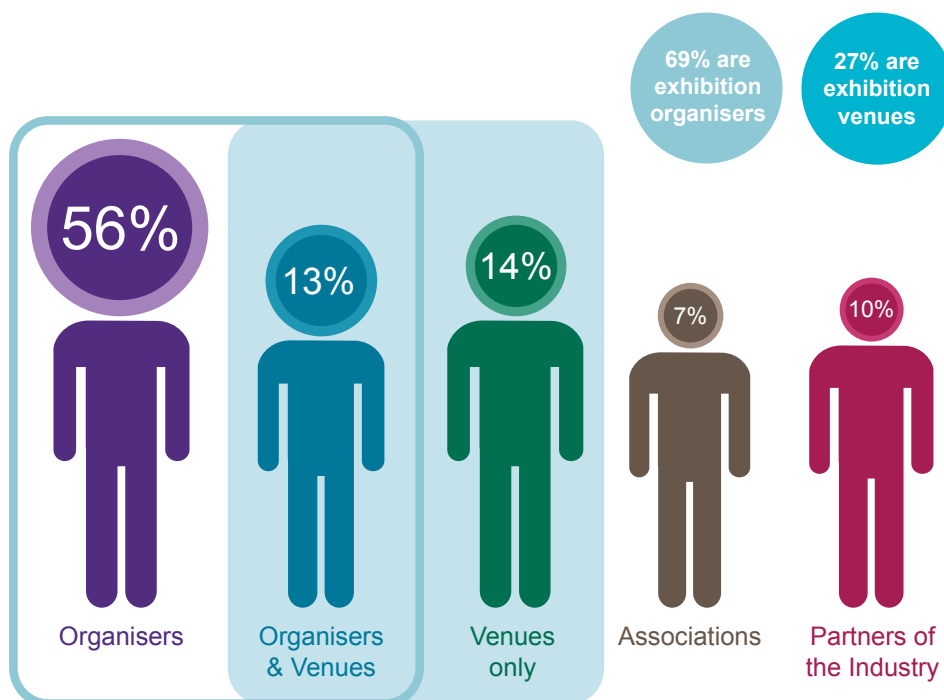
For UFI members, the key to success is the UFI PIN code:

Promote, Inform and Network

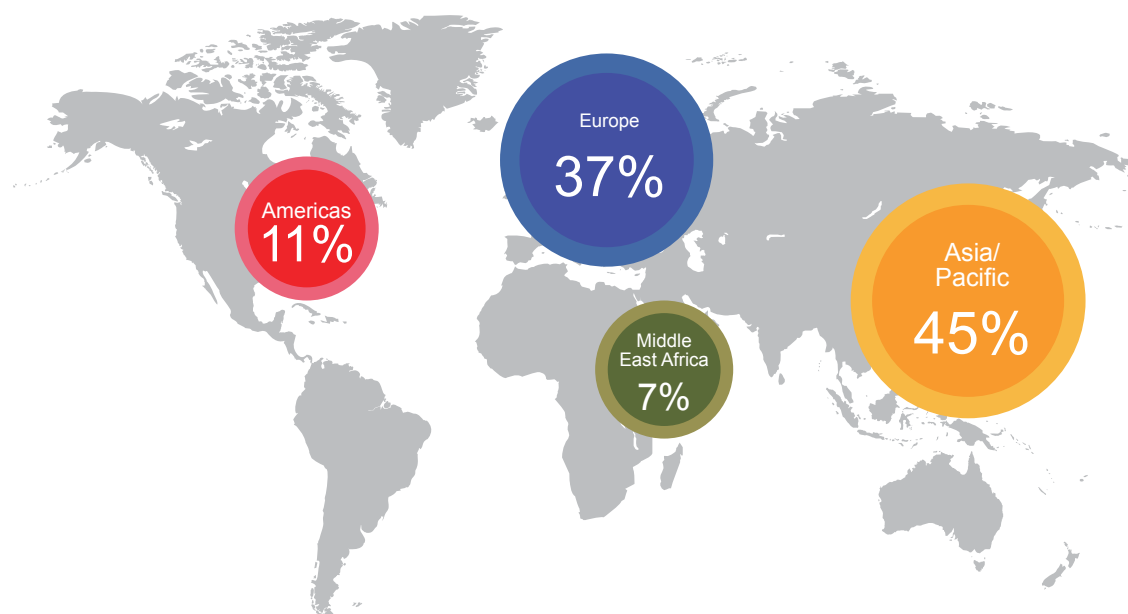


Join the network

Members by activity



Members by region



Exhibitions approved by UFI

The UFI Approved Event and UFI Approved International Event labels are globally recognised as the gold standard for quality in exhibitions and trade shows.

UFI has been certifying the quality of exhibitions since 1925 to promote exhibitions that meet the highest global standards and provide reliable, up-to-date statistics.

So far, around 1,000 exhibitions have been granted UFI Approved International Event status, and the number of applicants is growing each year.

To maintain excellent standards, UFI Approved Event and UFI Approved International Event status is only granted to specific events that meet strict quality requirements.

To keep the label, exhibitions must undergo regular quality assessments by UFI's global network of accredited auditors.

Every year, 260 million visitors and 4.4 million exhibitors attend events across the globe. They can rely on the UFI Approved Event and UFI Approved International Event labels to choose the best possible exhibition experience, wherever they are in the world.

The UFI Approved Event and UFI Approved International Event



Compare the two lists in the tables to see if your exhibition or trade show is eligible for the UFI Approved Event or UFI Approved International Event quality label.

UFI Approved Event criteria



- ✓ The exhibition must have taken place twice already in any combination of physically, digitally, or hybrid of the two.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules (June 2021), detailing:
 - Total net exhibition space for physical events;
 - Number of national and foreign visits or visitors.
- ✓ The physical exhibition must take place in an appropriate, permanent structure.
- ✓ The Host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.

UFI Approved International Event criteria



- ✓ The exhibition must have taken place twice already in any combination of physically, digitally, or hybrid of the two.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules (June 2021), detailing:
 - Total net exhibition space for physical events;
 - Number of national and foreign exhibitors;
 - Number of national and foreign visits or visitors.
- ✓ The physical exhibition must take place in an appropriate, permanent structure.
- ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.

Plus an additional international requirement...

- ✓ Either direct foreign exhibitors must make up at least 10% of the total number of exhibitors;
- ✓ Or the number of foreign visitors or visits must represent at least 5% of the total number of visitors or visits.

For more information visit www.ufi.org or contact us at info@ufi.org

Promote



UFI Who's Who
and online member directory
www.ufi.org

UFI Member & UFI Approved
Event logos
Internationally recognised labels of quality



Access to the network of
International Media Partners



UFI works on advocacy issues affecting the industry, and promotes its importance to different stakeholders. UFI has taken the stand as the “voice of the industry” on many occasions, defending the business interests of our members. Regarding COVID-19, as early as February, UFI launched a central online resource to share materials on the outbreaks with the industry at www.ufi.org/coronavirus – the first MICE industry association to do so. This page continues to be updated with new material. UFI also promotes the quality of the industry through its awards programme (in the fields of human resources, digital innovation, industry partners, marketing, operations & services and sustainable development).





Members' Area provides access to speaker presentations from major UFI events, video clippings, best practice cases and industry research. These include case studies from leading global exhibition companies and best international practices on numerous topics, including: digitalisation, international development, crisis management, sales effectiveness, marketing, sustainability, human resources and security.

UFI member-only research and discounted rates on other international industry research (BSG Trade Fairs in Asia Report, Globex Market Report).

Preferential rates for all UFI education and training programmes and activities – from the UFI Forum to the International Summer University (ISU), the UFI-Exhibition Management School and the Venue Management School.

Members receive a copy of Exhibition World magazine – sent every two months.

m+a|UFI weekly – weekly exhibition newsletter, free for UFI members.

UFI Info – our monthly newsletter with information about our events and activities.



COVID-19 Assistance & Support

NOVEL CORONAVIRUS RESOURCES

As early as February 2020, UFI launched a central online resource to share materials on the outbreaks with the industry at www.ufi.org/coronavirus – the first MICE industry association to do so.

This page continues to be updated with new material, once it becomes available. UFI has also created a range of COVID-19 resources for UFI members and the industry at large:

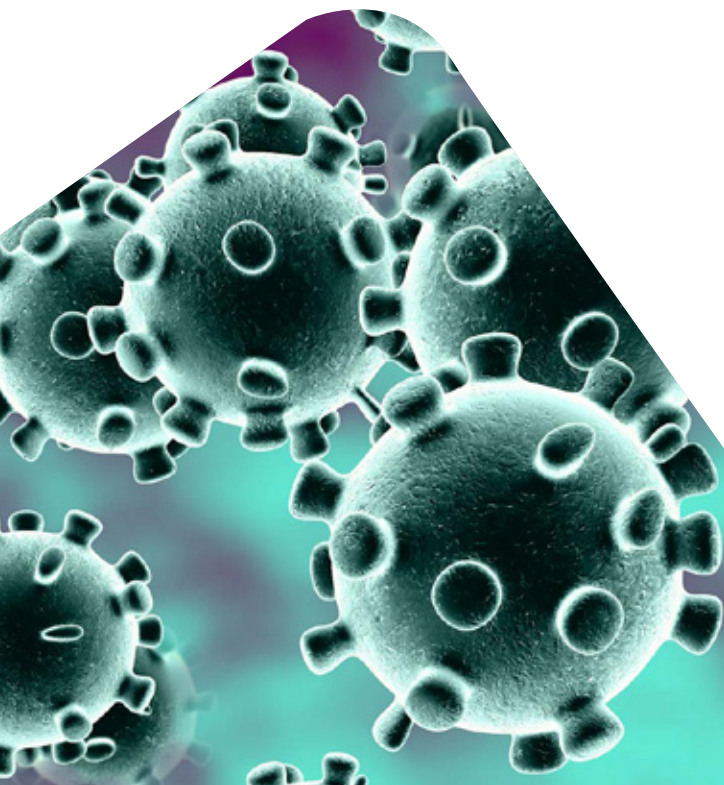
Global Framework for re-opening exhibitions and B2B trade events: This global framework sets out how our industry will run events in COVID-19 conditions. It includes measures and advocacy messages

for dialogue with politicians and health authorities, and provides global industry guidance.

Good Practice Guide: addressing COVID-19 requirements for re-opening business events: Building on the global framework, this guidance, jointly launched by AIPC, ICCA and UFI, highlights good industry practices and emerging standards for the implementation of the framework measures from around the world.

Exhibition Industry Market Status Tracker: Around the world, many authorities are allowing exhibitions and business events to take place again, as long as certain pre-conditions and protective measures are in place. UFI is tracking the current state of markets in this designated document.

Exhibition & Events Industry Advocacy: The COVID-19 pandemic puts many businesses in our industry at risk. With our partners, UFI is working to advocate globally for specific support programmes from governments tailored to the needs of our sector. Jointly, we have already achieved success in many countries, and continue to work on this. We've also released a host of case studies and travel, health and company advice.



MEMBER BENEFITS

Network

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Innovate + Network

Easy access to the leading global face-to-face events for our face-to-face industry.

Sharing with other UFI members, knowledge, contacts, best practices, ideas, experience...

Our annual UFI Global Congress is a members only event attracting 500+ key decisionmakers from over 50 countries.

UFI connects :

UFI launched “UFI connects”, a series of regular talks, sessions and panels that take place online. Every “UFI connects” session focuses on a specific theme, and time is always allocated for dialogue between the speakers, panellists and session participants: www.ufi.org/uficonnects

ETT Club Gold Membership

300 ETT Club Gold Memberships offered to UFI Members. The Exhibition Think Tank Club is a global e-platform for exhibition industry professionals to network, debate and continue to help the industry move forward. The ETT Club brings together industry peers from different countries and sectors to share their expertise, vision and insights.

www.ufi.org/membership/ett_club/

UFI members receive preferential rates

for participation at all UFI events: Asia-Pacific Conference, Latin American Conference, European Conference, Middle East-Africa Conference and Forums.

Get involved with the various UFI working groups: Digital Innovation, Industry Partners, Marketing, Operations & Services, and Sustainable Development.

Join the leadership of the four Regional Chapters:

Asia-Pacific, Europe, Latin America and Middle East-Africa (next elections in 2023).



UFI Events

Attending a UFI event is a great way to grow your international network, learn from industry experts and promote your organisation.

UFI events 2021-2022

Latin American Conference Spring

2018 Mexico City
2020 Buenos Aires
2021 Digital Sessions
2022 Buenos Aires

Global CEO Summit February

2018 Cannes
2019 London
2020 Rome
2021 Digital
2022 Hamburg

UFI Global Congress October/November

2018 St. Petersburg
2019 Bangkok
2020 London, Hong Kong, Bogotá, Dubai – Digital
2021 Rotterdam
2022 Muscat
2023 Las Vegas

Asia-Pacific Conference Spring

2018 Kuala Lumpur
2019 Tokyo
2020 Macau*
2021 Digital
2022 Across Asia

Asia CEO Summit October

2021 Singapore
2022 Singapore

European Conference Spring

2018 Verona
2019 Birmingham
2020 Gothenburg*
2021 Digital
2022 Poznan

MEA Conference Spring

2016 Beirut
2019 Dubai
2021 Dubai

Other events include:

- Forums (Operations & Services, Sustainable Development, HR, Marketing, Digital Innovation)
- UFI connects (online sessions)

*cancelled due to COVID-19

The Global Congress is reserved for UFI members only. Our other events are open to everyone and UFI members benefit from preferential rates for these events. The Global CEO Summit is reserved for CEO level delegates.

UFI Connects
Online programme



Stay digitally connected – with industry professionals all around the world.

With UFI connects you will keep in touch with the exhibition industry. The programme of regular talks, panels and webinar sessions is organised by the UFI team – for you! And the best: the sessions are free of charge for industry professionals.



UFI Diamond Sponsors



Freeman



ufi connects
The Global Association of the Exhibition Industry
Talks / Sessions / Panels

ufi.org/uficonnects
[#uficonnects](https://twitter.com/uficonnects)

MEMBER BENEFITS

Awards

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NEXT GENERATION LEADERSHIP GRANT

The UFI NGL grant promotes next generation leadership in the exhibition industry, rewarding professionals who show clear initiatives in driving change and innovation in their area of activity. The programme is spread over an 18-month period, allowing grantees to continue to fulfil their daily work obligations.

The NGL grant reflects UFI's commitment to recognising and supporting the best talents within the exhibition industry.

The programme will bring you:

- C-level mentoring to support your career ambitions.
- Exclusive, confidential C-level mentoring over a 12-month period.
- Global recognition and media coverage among exhibition professionals before, during and after the UFI Global Congress.
- Unique, high profile opportunities to enhance your professional network with peers and industry leaders.
- Expert guidance throughout the project by UFI.
- Opportunity to present your ideas and vision of the future of the exhibition industry on the main stage at the UFI Global Congress.



2022 NGL Winners from top left to bottom right:
Monika Baro, Daniella Galante, Joseph (Joe) Kowalsky,
Justine Rabel, Maria Victoria Piñeres, Jon Yahirun



UFI AWARDS

In this dynamic industry of exhibitions there is a constant need to review, improve and innovate. The UFI Awards were launched to first and foremost recognise and honour exhibition professionals who have successfully implemented creative and results-oriented initiatives. These awards offer opportunity to learn about new initiatives related to the specific award theme.

UFI offers awards in the following categories:

- Digital Innovation
- Human Resources
- Industry Partners
- Marketing
- Operations & Services
- Sustainable Development

Furthermore, UFI is a co-organiser of the annual International Fair Poster Competition for exhibition posters.

UFI Awards are run by the UFI Working Groups consisting of experts who identify the current topics and trends in each area of our industry.

The UFI Awards are run on an annual basis and the competition is open to UFI members and non-members alike. The winners of each award are also invited to the UFI Global Congress, UFI's flagship event, to present their solutions and/or initiatives to their peers.

ufi.org/awards

ufi.org/ngl

Education



UFI is committed to promoting the unique value of trade fairs and educating exhibition industry professionals.

UFI's strong global presence provides extensive networking and education opportunities, enabling members to generate business growth.

UCP – UFI Certified Professional

By popular request from our member base and the exhibition industry as a whole, participants will now have the opportunity to receive an UFI endorsement for their professional education received through UFI offerings.

Launched in March 2021, the UCP programme includes existing UFI educational programmes as well as modules offered by trusted educational partners from the UFI community all around the globe.

UFI - Exhibition Management School (UFI-EMS)

Launched in 2020, the UFI Exhibition Management School (UFI-EMS) is a continuum of the Exhibition Management Degree that UFI initiated and has been organizing since 2007.

UFI and MBB-Consulting Group (MBB) are working to provide this new industry education programme for exhibition organisers: the UFI-Exhibition Management School (UFI-EMS). In the years to come, this collaboration will respond to a clear demand for high-level, focused quality education and training for the global exhibition industry. The curriculum was developed jointly with the UFI community, making it a programme designed by exhibition organisers for exhibition organisers.

UFI-VMA Venue Management School

UFI joined forces with the Venue Management Association (VMA) in Australia to develop this innovative training programme, which is tailored to the specific requirements of venue managers.

International Summer University (ISU)

The ISU provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 350 exhibition professionals from 43 different countries participated in the ISU over the past 10 editions.

ufi.org/education





Exhibition Management School

In partnership with MBB-Consulting

UFI and MBB-Consulting have joined forces to launch a new industry education programme for exhibition organisers, the UFI-Exhibition Management School (UFI-EMS).

Specifically designed for middle and senior level individuals from exhibition organising companies, the programme covers a wide range of relevant industry topics, such as strategy, global business development, marketing, leadership, digital innovation and more!

High-quality education for and from the exhibition industry



Run by industry leading experts



Globally recognised certification



Global insights and regional expertise



Supported by key industry task force



More information: ufi.org/education/exhibition-management-school Contact us: ems@ufi.org

Register now at

ufi-ems.com

mbb Consulting Group

ufi The Global Association of the Exhibition Industry

Research

UFI members gain access to vital exhibition industry information through complimentary publications and have access to UFI's studies and research.

The shared research and expertise offer an analysis of the exhibition industry around the world, highlighting business development and challenges. Timely, relevant and accurate information makes it easier for businesses to grow and prosper.

UFI members can benefit from surveys and reports on best practice in sustainable development and digital innovation.

UFI offers focused research that matters, using global metrics broken down into profiles for markets and regions to ensure that findings can be compared.

There are three lines of research:

- Global
- Regional
- Topical

Global features an update on industry developments every six months through the "Global Barometer" the tracking of venue developments ("World Map of Venues") and Global Insight Reports into Exhibitor and Visitor trends.

Regional research tracks developments in specific parts of the world, regularly updating key metrics.

Topical research provides digital development as well as best practices along industry verticals.

Research

UFI offers reliable data and insights for members and the industry at large as research is a core element of our association's mission.

| Global Reports | Regional Reports | Topical Reports |
|--|---|---|
| Analysing the global exhibition industry with global comparisons. | Regular market overviews on UFI's chapter regions. | Focused reports on challenges and developments within the exhibition industry. |
| Global Barometer The Global Barometer is a bi-annual report on industry developments within the exhibition world. | Europe The European Fairs Statistics is an annual list of certified data for Europe on trade fairs in Europe, broken down by country. | Global Visitor Insight Data driven research reports on visitor feedback from exhibitions across the world. |
| World Map of Venues Report on trends in venue space and project developments globally. | Asia Annual analysis of market developments for Asia-Pacific by country. | Global Exhibitor Insights A close and analytical look at exhibitor insights, experiences and intentions. |
| Economic Impact Studies Reports on the value of exhibitions. | Latin America The first comprehensive overview by UFI of the exhibition industry in Latin America. | Compendiums Case studies of successful industry developments across marketing, digital innovation and sustainability. |
| United Nations Sustainable Development Goals Reports on the economic, social & environmental impacts of a number of exhibition industry projects around the globe. | Middle East and Africa Overview of the exhibition market in the MEA region. | United Nations Sustainable Development Goals Reports on the economic, social & environmental impacts of a number of events. |

Global Exhibitions Day



GED is a celebration of the exhibition industry as a whole and everyone who works in it. Through activities by exhibition industry associations and companies all around the world, the aim of this awareness campaign for the exhibition and events industry is to raise the profile of the sector as one of the most vital contributors to economic growth in cities, regions, and countries.






The 2022 GED campaign will focus on the irreplaceable value of physical exhibitions and face-to-face business events in creating platforms for economic growth and recovery, as well as being the perfect occasion to network and meet new people.

While the event is facilitated by the Global Association of the Exhibition Industry, UFI, all businesses and professionals in the sector are encouraged to join the GED celebrations on 1 June 2022 by highlighting the impact of exhibitions on local economies – both in building businesses and connecting people from around the world.

We look forward to the 2022 edition.

The seventh annual Global Exhibitions Day will take place on 1 June 2022

Where to find information around GED and how to get involved:

-  www.globalexhibitionsday.org
-  ged@ufi.org
-  www.facebook.com/groups/GlobalExhibitionsDay/
-  [@GED_2022 & #GED2022](https://twitter.com/GED_2022)
-  www.ufi.tv playlist “Global Exhibitions Day”



UFI Headquarters
Europe Regional office

17, rue Louise Michel
92300 Levallois-Perret
France

T: +33 1 46 39 75 00
F: +33 1 46 39 75 01
info@ufi.org

UFI Asia-Pacific
Regional Office

Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China

T: +852 2525 6129
F: +852 2525 6171
asia@ufi.org

UFI Middle East/ Africa
Regional Office

Info Salons Middle East Office
Sheikh Zayed Rd
City Tower 2, Office 2001A
PO Box 58580
Dubai
United Arab Emirates

T: +971 (0)4 331 7180
mea@ufi.org

UFI Latin American
Regional Office

Corferias, Cra 37 # 24-67
Auditorium Second Floor
Bogota, Colombia

T / F: + 571 3445486
anamaria@ufi.org

web www.ufi.org

blog www.ufilive.org

 www.twitter.com/ufilive

 www.facebook.com/ufilive

 www.ufi.tv

 official UFI account

 www.linkedin.com/company/ufi-association

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