

UFI and MAD Event Management announce partnership in North America

- MAD to represent UFI

Warwick (NY), Paris (France), 24 June 2022 – MAD Event Management LLC and UFI, The Global Association of the Exhibition Industry have announced a strategic new partnership aimed to further develop and enhance the UFI member services to North American members — creating stronger links between the North American exhibition industry and the global industry and to grow UFI’s North American membership base. As part of the partnership, MAD President, Martha Donato, President, and Marty Glynn, CEO, have become the official representatives of UFI in the region and will work to promote and support the business interests of UFI members.

“For many years, we’ve been working to build our international connections in the event industry. Getting to know Kai Hattendorf and his team at UFI has been instrumental in our ability to network and seek opportunities globally,” said Martha Donato, founder and president, MAD Event Management LLC. “As the UFI representatives in North America, we will share our enthusiasm for and endorsement of UFI’s programs, research, and world-class conferences with our peers in the region.”

As the global trade association for the exhibition industry, UFI has been instrumental in supporting the sector through the challenges brought on by the pandemic, thanks to its unique global community of around 800 member businesses in over eighty countries. In the US, the “Who’s Who” of for-profit organizers and leading association organizers are UFI members — as are leading destinations, venues, and service providers. UFI is a collaborative partner, working with industry coalitions, like the Exhibitions & Conferences Alliance (ECA) and US-based associations like SISO.

“In November 2023, UFI’s Global Congress will come to Las Vegas. Ever since we announced that a few months back, the buzz has been building. Many colleagues across the US are looking to engage with UFI on this as well as more broadly to create stronger ties into the global industry”, said Kai Hattendorf, UFI CEO & Managing Director. “With Martha Donato and Marty Glynn, we have found excellent partners to represent UFI in North America, and we are very much looking forward to working with them to connect US industry colleagues more closely to our global UFI community.”

For press inquiries or more information about MAD Event Management LLC or UFI, please contact: Martha Donato, martha@madeventmanagement.com
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Attachment:

- [MAD Event Management 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 820 member organisations in 86 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 MAD Event Management LLC: Mad Event Management, LLC is an organization dedicated to the success of events of any size. Its award-winning owners have over 60 combined years of experience managing all aspects of live events, including large-scale consumer and trade shows, meetings, and conferences. MAD also owns and operates several events. www.madeventmanagement.com