

Freeman, UFI extend global partnership agreement

Paris, France – 1 December 2022: UFI, The Global Association of the Exhibition Industry, and the Freeman Company - a global leader in brand experience and exhibition marketing – have prolonged their existing Diamond Sponsorship agreement, re-committing to supporting the future development of the exhibition industry through supporting the global work of UFI.

The official signing took place during the 89th UFI Global Congress in Muscat, Oman.

Freeman's Diamond Sponsorship initially started in 2019. The Diamond Sponsorship is the highest tier of UFI sponsorship available, and all Diamond Sponsors directly contribute to expanding the depth and scope of UFI activities, to enable the association to serve the exhibition industry better.

As part of the Diamond Sponsorship Agreement, Freeman will gain year-round promotion and visibility across all UFI events and activities.

Kai Hattendorf, UFI CEO says: "It is wonderful that Freeman has decided to continue their support for UFI on the highest level. This allows us to drive activities on areas like advocacy and the Net Zero Carbon Events initiative to name but a few where Freeman are very active as well."

Bob Priest-Heck, Freeman's CEO says: "We've been a proud sponsor of UFI for a number of years and understand their importance and impact on our industry. As a Diamond sponsor it gives Freeman global involvement and the ability to play a key role in their events and ongoing programs."

UFI Diamond Sponsors

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefitting from the networking opportunities the globally leading association of the exhibition industry has to offer.

UFI's other Diamond Partners are [Qatar Tourism](#) and [TCEB](#).

Find out more about UFI sponsorship activities at www.ubi.org/contact-us/sponsorship-opportunities/

Attachments:

- [Freeman Logo](#)
- [Photo of the Signing](#)

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. 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.

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