

# UFI prepares to welcome the exhibition industry to its 90th Global Congress in Las Vegas

- Over 50 speakers, participants from more than 50 countries to convene at this year's Congress under the theme of "Go Beyond!"
- A focus on content and networking
- New UFI Board of Directors to begin its three year term

**Paris / Las Vegas – 10 October 2023:** UFI, The Global Association of the Exhibition Industry announced today that it has finalised work on the programme for the upcoming UFI Global Congress this 1-4 November.

The largest annual gathering of global exhibition industry professionals is being hosted by the Las Vegas Convention and Visitors Authority (LVCVA) and will take place at the ARIA Resort & Casino.

More than 50 speakers from within and outside the exhibitions and events industry will address the hundreds of participants from more than 50 countries around the world as UFI's largest annual event returns to North America for the first time since 1972, when it was held in Toronto, Canada.

## Opening Session to blend destination and event theme

The opening session at this year's Congress will depart from the common keynote approach, and instead allow participants to experience the uniqueness of face-to-face interaction with a twist – establishing the Congress theme "Go Beyond!" while paying homage to the identity of Vegas as the event's destination.

## Dan Ram to be the MC at the UFI Global Congress

Having moderated UFI events in Europe already to raving reviews, Dan Ram will join UFI in Vegas as Master of Ceremonies. Almost as international as UFI, Dan's passion is to inspire people with his motto 'Start Now Start Simple' in building a future we all want to live in.

Being a 6x TEDx Speaker and a Public Speaking Coach, Dan Ram has hosted the world's biggest tech conferences, and had the honour of welcoming many distinguished guests to his stage. He has a knack for keeping audiences engaged and will ensure that every moment is memorable at the Congress.

## Main Stage Sessions

Across both Congress days, the main stage sessions will tackle the most important strategic issues the global exhibition industry is facing – from changing customer expectations to evolving business models, and from talent acquisition and retention to sustainability, (de)globalization, and regulations.

## Spotlight Sessions, US Focus Session to Dive Deeper into Issues

On Friday, dedicated parallel "Spotlight Sessions" will delve deeper into industry specific topics, offering operational best practices from around the world, as well as insights into industry advocacy. The afternoon will see special programming exploring the US exhibitions market and drive opportunities both for global companies to take their business to the US and for US-based companies to go abroad with their products and services.

### **Matchmaking and Networking**

On Wednesday, first timers as well as regular attendees will have new opportunities to begin their time at the Global Congress with the first business contacts established already, as a new and dedicated matchmaking programme will kick off Congress activities late Wednesday morning already. And throughout the Congress, networking slots and events will provide the necessary time to “talk shop”.

### **Xchange sessions return**

Wednesday afternoon will see the return of the popular Xchange sessions programme – an opportunity for participants to learn from destinations and event tech businesses about their respective developments and innovations.

### **Congress Night Out & Social Activities, Vegas Style!**

Evening events and social activities offer more opportunities to engage with the global industry leaders. The “Welcome Reception” on Wednesday will take place at the Aria Hotel, while a “Grand Night Out” on Thursday will be organised at Drai’s Nightclub, located atop The Cromwell, providing breathtaking panoramic views of the Las Vegas Strip.

In addition, the UFI Sports Club will be out on Thursday morning. And a whole array of social activities on the Saturday will wrap up the Congress for those staying on for a relaxed day of additional networking.

### **UFI Leadership begins new three-year term**

The Congress also serves as the occasion of meetings of UFI’s governing bodies, from the General Assembly to the Board of Directors and the Executive Committee. 2023 having been an election year, the newly elected volunteer leaders will meet in person and begin their three-year mandate in Las Vegas.

### **A global event for a global industry**

As a global association, UFI hosts the Global Congress on a different continent each year. It is coming to North America from the Middle East, having taken place in Muscat, Sultanate of Oman, last year. After North America in 2023, the event will move to Europe for 2024 and take place in Cologne, Germany. The 2025 edition will be in Asia and take place in Hong Kong.

Registration for the UFI Global Congress remains open for UFI members as well as members of SISO (USA) and UFI’s G3 partner associations AIPC and ICCA. To register, go to [www.uficongress.org](http://www.uficongress.org).

Media passes are available upon request. Please contact [media@ufi.org](mailto:media@ufi.org) for details.

Follow UFI on LinkedIn for continuing updates on the programme and other Congress highlights: <https://www.linkedin.com/company/ufi-association>

Attachment:

[90th UFI Global Congress visual](#)

***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 85+ 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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