

## UFI appoints Martha Donato as Regional Director North America

**Paris – 23 January 2024:** UFI, the Global Association of the Exhibition Industry, is pleased to announce Martha Donato's appointment as Regional Director of UFI's newly established North America Chapter. Her extensive experience of over 25 years in the tradeshow, exhibitions, and conferences sector in North America positions her well to lead UFI's initiatives in the region.

Martha's comprehensive approach, focusing on driving membership efforts, engaging with allied organisations, and leading industry-wide initiatives highlights the strategic vision she brings to the role. The emphasis on collaboration and connection with the region and the global UFI community is evident in the leadership structure of the North America Chapter, with Laura Purdy as Chair representing Canada, Kimberly Carcone as Vice Chair representing the United States, and Pepe Navaro as Vice Chair representing Mexico.

**Adeline Vancauwelaert, UFI COO**, commented: "We are excited to welcome Martha Donato as Regional Director North America. Her long-standing support and work within the exhibition and wider events industry make her a great addition to the UFI team. The expertise and experience she brings will be key to successfully building our new chapter in North America."

"I'm proud to be appointed to this new role at UFI. My enthusiasm and dedication are underscored by our commitment to contributing to both global and regional efforts for the exhibitions and business events industry," added **Donato**. "The launch of the North America Chapter marks a significant milestone for UFI, emphasising the organisation's dedication to the region and its growing membership."

In addition to her work at UFI, Martha is the Founder & President of MAD Event Management, a New York-based company established in 2009. She is also Co-Founder & President of the international Women in Exhibitions Network North America Chapter, showcasing her commitment to fostering diversity and inclusion in the industry.

### Attachment:

- [Portrait of Martha Donato, UFI Regional Director North America](#)

**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 more than 68 national and regional association members. More than 830 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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