

UFI and IAEE Sign Memorandum of Understanding

Paris – 2 May 2024: [UFI, The Global Association of the Exhibition Industry](https://www.ufi.org), and The International Association of Exhibitions and Events® ([IAEE](https://www.iaee.org)), announced today they have signed a Memorandum of Understanding (MoU). This MoU re-establishes a regular exchange between the associations benefitting their respective members, while also promoting the industry at large. Both partners agree on the value of collaborating on common initiatives, exchanging information and supporting industry developments.

“IAEE is pleased to expand upon its international partnerships through this MOU with UFI,” said **IAEE Chairperson Marie Browne**, Group Vice President, RX Americas. “Cultivating relationships that enrich our member offerings and bring attention to the remarkable contributions exhibitions and events make to the global economy is among IAEE’s top priorities. We look forward to working with UFI to deliver these benefits.”

“Collaboration has been the genetic code of UFI since its beginnings 100 years ago,” said **UFI President Geoff Dickinson**, CEO of dmg events. “Today, more than 70 exhibition and event industry associations from around the world are members of UFI, a testament to UFI’s role as the leading global body of our industry. Besides that, we partner in other ways for the good of the industry. With our new North America Chapter, we want to make sure to deepen the relationships with the associations where we currently don’t have them, and we certainly hope that this MoU with IAEE will herald the beginning of a new chapter here.”

The organisations will initially focus on advocacy by driving support for the Exhibitions and Conference Alliance’s (ECA) annual [Legislative Action Day](#) to be held on 30 May 2024 in Washington, D.C. IAEE will also contribute to [Global Exhibitions Day](#) on 5 June 2024, the global industry awareness day for the industry for which UFI serves as the project lead and office.

Other areas covered by the MoU include collaborations on upcoming events, such as the China Expo Forum for International Cooperation (CEFCO), of which both associations are co-organisers, and a dialogue around research-related issues.

Attachment:

- [UFI and IAEE leadership](#)

***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 70 national and regional association members. More than 850 member organisations in 87 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.*

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or <http://www.ufi.org>

About IAEE: Trusted since 1928, IAEE provides quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE, and the organization advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth. IAEE provides relevant, timely and innovative education to its members and the industry. IAEE recognizes its strategic partners: 4imprint, Convention News Television (CNTV), eShow, Freeman, GES | onPeak, Grit Productions and Expositions, IMEX, New Orleans & Company, New Orleans Ernest N. Morial Convention Center and Risk Strategies Company | Buttine Insurance. Visit www.iaee.com for more information.

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