



The Global
Association of the
Exhibition Industry

A photograph of a group of people at an outdoor event. In the center, a woman with dark hair, wearing a red patterned top and a yellow lanyard, is smiling and looking to her left. She has her hand near her face. Other people are visible in the background and foreground, some out of focus. The setting appears to be a garden or park with greenery and a large glass sphere in the background.

Member Benefits

Who We Are

UFI is the only global association of the world's trade show 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 around 50,000 exhibition industry employees globally, and also works with over 70 national and regional associations.

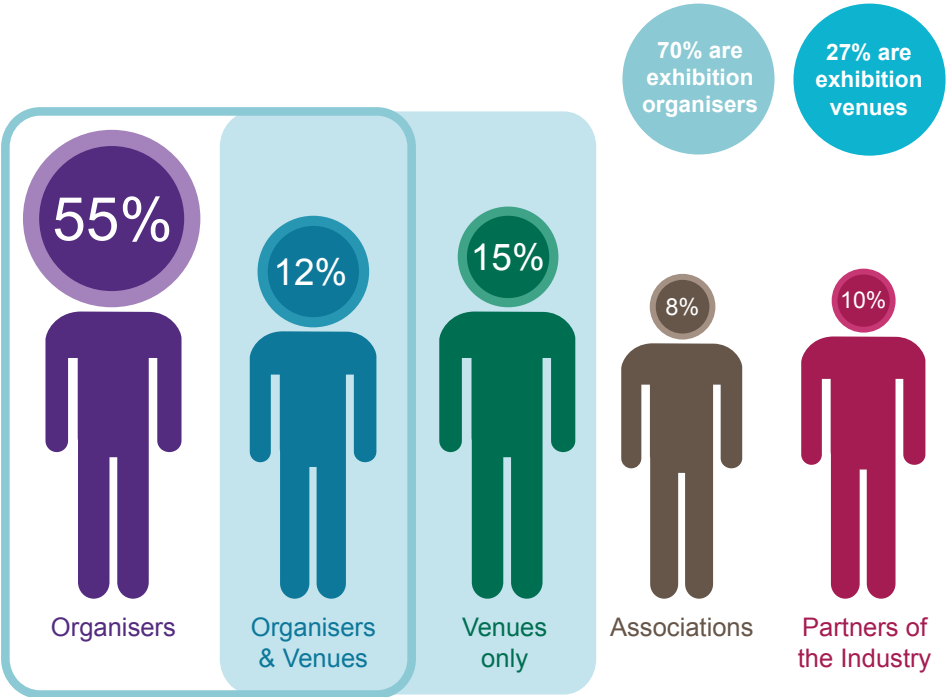
Around 900 member organisations in 85+ countries around the world are presently UFI members.

More than 900 trade fairs proudly bear the UFI approved labels, 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.

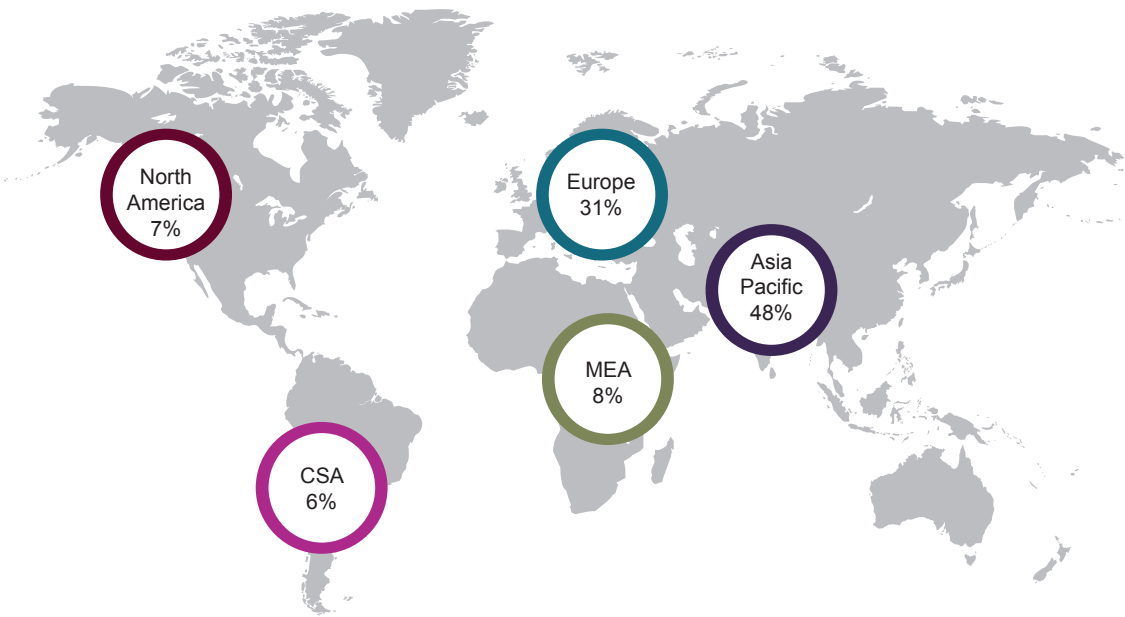


Join the network

Members by activity



Members by region



Exhibitions approved by UFI

The UFI Approved Event and UFI Approved International Event labels are globally recognised as the gold standard for quality in exhibitions and trade shows.

UFI has been certifying the quality of exhibitions since 1925 to promote exhibitions that meet the highest global standards and provide reliable, up- to-date statistics.

Presently, more than 900 exhibitions are entitled to carry the UFI Approved International Event status.

To maintain excellent standards, UFI Approved Event and UFI Approved International Event status are only granted to specific events that meet strict quality requirements.

To keep the label, exhibitions must undergo regular quality assessments by UFI's global network of accredited auditors.

Every year, 350 million visitors and nearly 5 million exhibitors attend events across the globe. They can rely on the UFI Approved Event and UFI Approved International Event labels to choose the best possible exhibition experience, wherever they are in the world.

The UFI Approved Event and UFI Approved International Event



Compare the two lists in the tables to see if your exhibition or trade show is eligible for the UFI Approved Event or UFI Approved International Event quality label.

UFI Approved Event criteria



- ✓ The exhibition must have taken place twice already in any combination of physically, digitally, or hybrid of the two.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules (June 2021), detailing:
 - Total net exhibition space for physical events;
 - Number of national and foreign visits or visitors.
- ✓ The physical exhibition must take place in an appropriate, permanent structure.
- ✓ The Host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.

UFI Approved International Event criteria



- ✓ The exhibition must have taken place twice already in any combination of physically, digitally, or hybrid of the two.
 - ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules (June 2021), detailing:
 - Total net exhibition space for physical events;
 - Number of national and foreign exhibitors;
 - Number of national and foreign visits or visitors.
 - ✓ The physical exhibition must take place in an appropriate, permanent structure.
 - ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
 - ✓ Exhibition materials, such as catalogues and advertising, are available in English.
- Plus an additional international requirement...**
- ✓ Either direct foreign exhibitors must make up at least 10% of the total number of exhibitors;
 - ✓ Or the number of foreign visitors or visits must represent at least 5% of the total number of visitors or visits.

For more information visit www.ufi.org or contact us at info@ufi.org

Connections & Awareness

UFI Who's Who
and online member directory
www.ufi.org



UFI Member & UFI Approved
Event logos
Internationally recognised labels of quality



Access to the network of
International Media Partners



Being a member in UFI means your business is part of the global elite community of exhibition industry businesses.

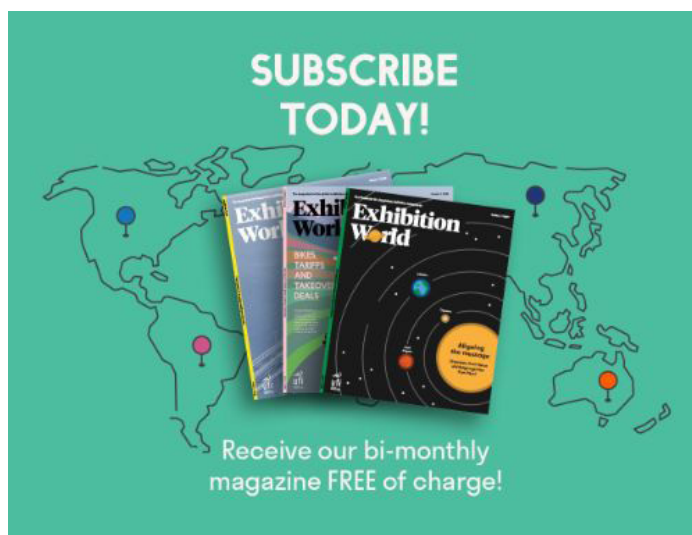
- ▶ Access our global network of Executives using the member listings to make contacts.
- ▶ Showcase your membership to customers and clients.
- ▶ Share your stories and news with UFI's global network of media partners to drive distribution and awareness.



Insights & Content

UFI produces and shares exclusive and unique content and insights with members.

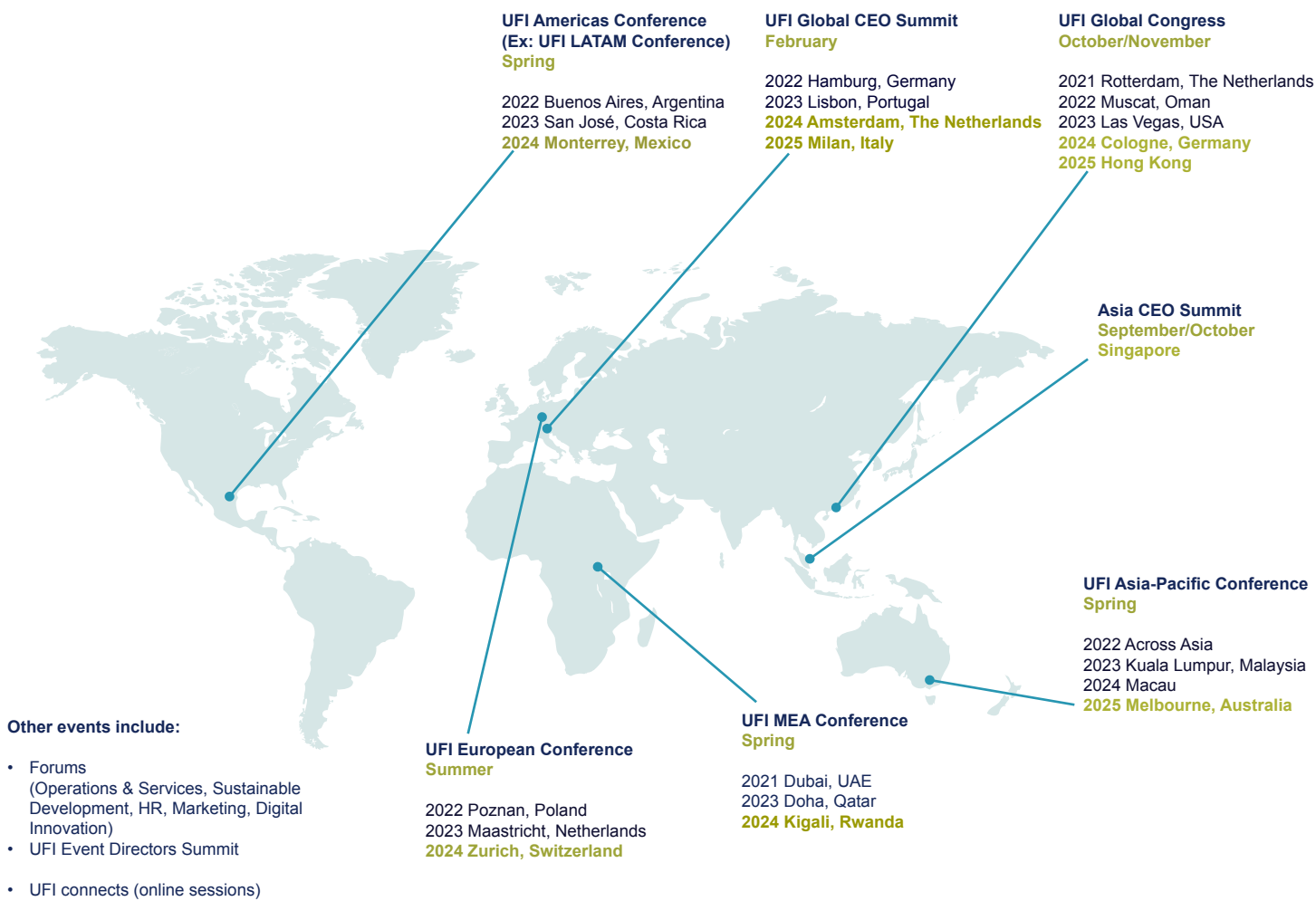
- **The Members' Area** has a vast library of on-demand sessions from UFI events from all around the world, covering topics including digitalisation, international development, crisis management, sales effectiveness, marketing, sustainability, human resources and security.
- Members can sign up for a special blend of industry publications through UFI membership, including "Exhibition World", the UFI magazine, a weekly industry update newsletter, our association's monthly newsletter, and more.
- And, of course, there is special access to events, research, education, and advocacy materials – see the following pages



UFI Events

Attending a UFI event is a great way to grow your international network, learn from industry experts and promote your organisation.

UFI Events 2024-2025



The Global Congress is reserved for UFI members only. Our other events are open to everyone and UFI members benefit from preferential rates for these events. The Global CEO Summit is reserved for CEO level delegates.

Recognition

UFI AWARDS

In this dynamic industry of exhibitions there is a constant need to review, improve and innovate. The UFI Awards were launched to first and foremost recognise and honour exhibition professionals who have successfully implemented creative and results-oriented initiatives. These awards offer opportunity to learn about new initiatives related to the specific award theme.

UFI offers awards in the following categories:

- ▶ Digital Innovation
- ▶ Human Resources
- ▶ Industry Partners
- ▶ Marketing
- ▶ Operations & Services
- ▶ Sustainable Development

The UFI Awards are run on an annual basis and the competition is open to UFI members and non- members alike. The winners of each award are also invited to the UFI Global Congress, UFI's flagship event, to present their solutions and/or initiatives to their peers.

ufi.org/awards

NEXT GENERATION LEADERSHIP GRANT

The UFI NGL grant promotes next-generation leadership in the exhibition industry, rewarding professionals who show clear initiatives to drive change and innovation in their area of activity. Known as the industry's leading global talent recognition programme, the NGL grant reflects UFI's commitment to recognising and supporting the best talents within the exhibition industry.

Programme participants benefit from:

- ▶ Working on a given mission as a global group with support from the UFI team
- ▶ Presenting their work on stage in front of the global industry leadership at the UFI Global Congress
- ▶ High-profile opportunities to grow their professional network
- ▶ Unique global recognition and media coverage



ufi.org/ngl

Education

UFI is committed to promoting the unique value of trade fairs and educating exhibition industry professionals.

UFI's strong global presence provides extensive networking and education opportunities, enabling members to generate business growth.

UCP – UFI Certified Professional

By popular request from our member base and the exhibition industry as a whole, participants will now have the opportunity to receive an UFI endorsement for their professional education received through UFI offerings.

Launched in March 2021, the UCP programme includes existing UFI educational programmes as well as modules offered by trusted educational partners from the UFI community all around the globe.

UFI - Exhibition Management School (UFI-EMS)

Launched in 2020, the UFI Exhibition Management School (UFI-EMS) is a continuum of the Exhibition Management Degree that UFI initiated and has been organizing since 2007.

UFI and MBB-Consulting Group (MBB) are working to provide this new industry education programme for exhibition organisers: the UFI-Exhibition Management School (UFI-EMS). In the years to come, this collaboration will respond to a clear demand for high-level, focused quality education and training for the global exhibition industry. The curriculum was developed jointly with the UFI community, making it a programme designed by exhibition organisers for exhibition organisers.

UFI-VMA Venue Management School

UFI joined forces with the Venue Management Association (VMA) in Australia to develop this innovative training programme, which is tailored to the specific requirements of venue managers.

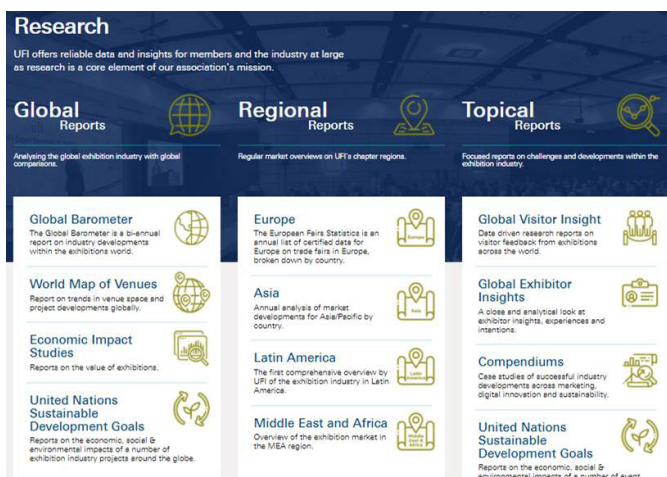


ufi.org/education

Research

UFI offers reliable data and insights for members and the industry at large as research is a core element of our association's mission.

There are three lines of research: Global, Regional and Topical reports.



Global Reports include:

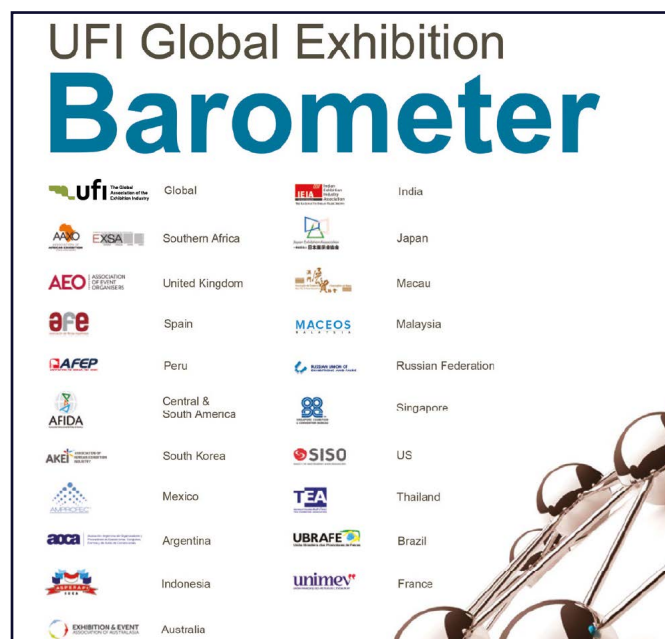
- ▶ The Global Barometer: a bi-annual report on industry developments within the exhibitions world
- ▶ The World Map of Venues report on venue capacity developments
- ▶ Economic Impact Studies on the value of exhibitions
- ▶ A report on the economic, social & environmental impacts of a number of exhibition industry projects around the globe (in relation to the United Nations Sustainable Development Goals)
- ▶ A report on the status of sustainability in the exhibition industry, including results from surveys conducted by UFI research partner Explori.

Regional Reports provide regular regional market overviews:

- ▶ The European Fairs Statistics is an annual list of certified data for Europe on trade fairs in Europe, broken down by country
- ▶ The Asia/Pacific report is an annual analysis of country market developments
- ▶ The Latin America report is the first comprehensive overview by UFI of the exhibition industry in Latin America
- ▶ The Middle East & Africa report presents an overview of the exhibition market in this region.

Topical Reports focus on challenges and developments within the exhibition industry. They include:

- ▶ Global Insight reports into Exhibitor and Visitor trends
- ▶ Best practices along industry verticals
- ▶ As well as an archive, with some historical reports going back to 2011.



Advocacy

UFI drives and advances advocacy for the exhibition industry globally through the collaborative efforts and collective voices of our members, partner organisations and international institutions.

UFI members benefit from a collection of advocacy resources through the UFI Advocacy portal, which features:

- **Initiatives:** UFI facilitates key industry initiatives such as Global Exhibitions Day and the Net Zero Carbon Events to drive visibility of the exhibition industry. These activities and platforms come equipped with toolkits, manifestos, and resources to engage with local and regional governments, stakeholders and community.
- **Issues:** UFI provides timely updates on current issues such as sustainability, talent and legislation impacting the exhibition industry. These issues are addressed through white papers, best practices, and responses by UFI and the industry to enhance understanding of relevant topics and potential implications for the exhibitions industry.
- **Institutions:** UFI collaborates with international organisations to align efforts and amplify voices for the exhibition industry. These joint engagements with global institutions drive awareness and extend influence of the exhibitions industry.

Advocacy

Advocacy sits at the heart of UFI's mission. We drive and advance advocacy for the exhibition industry globally through the collaborative efforts and collective voices of our members, partner organisations and international institutions.

Initiatives

- Global Exhibitions Day (GED)**
 An annual campaign held on the first Wednesday of June to drive visibility of the exhibition industry on a global scale.
- UFI Global Policy Leadership Series (GPLS)**
 A series of one-on-one interviews with trade and tourism ministers from around the globe.
- Global Event Industry Positioning**
 A set of high-level positions for engaging with local governments, organisations and communities.
- Net Zero Carbon Events**

Issues

- Industry Impact**
 Overview of economic, social, and environmental impacts of the exhibition industry globally.
- Sustainability**
 Overview of sustainable development initiatives across the global exhibition industry.
- Talent**
 Overview of talent-driven initiatives by UFI and our members globally.
- Digitisation**
 Collection of resources on the digitisation of the exhibition industry.
- Legislation**

Institutions

- Joint Meetings Industry Council (JMIC)**
 JMIC represents the combined interests of major international events and meetings industry associations.
- Group of 3 (G3)**
 The G3 strategic partnership comprises the International Association of Convention Centres (AIPC), the International Congress and Convention Association (ICCA) and UFI.
- European Exhibition Industry Alliance (EEIA)**
 The European Exhibition Industry Alliance is a cooperation between the European members of UFI and the European Major Exhibition Centres Association (EMECA).



GLOBAL EXHIBITIONS DAY 5 JUNE 2024

GOBALEXHIBITIONSDAY.ORG

Set up in 2016, Global Exhibitions Day (GED) is held annually on the first Wednesday of June to drive visibility of the exhibition industry locally, regionally and on a global scale. GED is facilitated by UFI and open to everyone across the industry. In recent years, GED saw activations and activities from industry players in over 100 countries and regions around the world.

The 9th Global Exhibitions Day will be held on Wednesday 5 June 2024 with the theme:

“Exhibitions are catalysts to sustainable futures”.

The GED 2024 theme reinforces the role of exhibitions as platforms to bring people together face-to-face to connect, collaborate on global solutions aligned to the United Nations Sustainable Development Goals, and drive progress for economies worldwide. Four key messages underpin this year's theme, including:

- ▶ **Exhibitions drive progress:** Exhibitions are platforms to discuss, create and showcase solutions to our universal challenges.
- ▶ **Exhibitions facilitate economic growth:** Exhibitions are engines of economic growth, connecting industries and driving job creation.
- ▶ **Exhibitions are sustainable:** Exhibitions are a sustainable way to drive business and development, gathering communities in one place and managing our environmental impact.
- ▶ **Exhibitions connect people:** Exhibitions are community builders, bringing people together face-to-face to connect, collaborate and contribute.

Celebrate #GED2024 with us!

**The 9th annual
Global Exhibitions Day
will take place on 5 June 2024**

Get involved with GED via:



www.globalexhibitionsday.org
ged@ufi.org



<https://www.linkedin.com/company/ufi-association/>



<https://www.facebook.com/ufilive>



<https://twitter.com/ufilive>



www.ufi.tv “Global Exhibitions Day” Playlist



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