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Italian Association of International Exhibitions, IT-EX joins as new UFI Diamond Sponsor

UFI, The Global Association of the Exhibition Industry, is thrilled to welcome the Italian Association of International Exhibitions, IT-EX as its newest Diamond Sponsor. The multi-year agreement reinforces IT-EX's commitment to the global exhibition industry and enables UFI to better serve its global community.

The official signing took place during the 91st UFI Global Congress in Cologne, Germany, between Geoff Dickinson, UFI President 2023-24, and Mr. Raffaello Napoleone, President of the Italian Association of International Exhibitions, IT-EX.

“IT-EX is a new-born association, and we are very proud of becoming part of the 100-year-old UFI families, with whom we share a lot of core values: world leader shows, people focused on sustainability and growth, passionate and visionary members, etc.,” said **Mr. Raffaello Napoleone, President of IT-EX**.

“This Diamond Sponsorship represents for IT-EX a milestone in our growth strategy and a launching platform for all our associates to increase and reinforce their international connection and expand at the highest level abroad business opportunities together with the opportunity to get the high-quality content provided by UFI.”

Geoff Dickinson, UFI President 2023-24, added: “IT-EX's decision to become a UFI Diamond Sponsor shows their commitment to advancing our sector globally, and their support directly contributes to the growth of UFI's four pillars: Advocacy, Research, Education, and Events.”

As part of the UFI Diamond Sponsorship Agreement, the Italian Association of International Exhibitions, IT-EX will gain extensive year-round promotion and visibility across UFI's global events and activities.

UFI Diamond Sponsorship

UFI Diamond Sponsor is the highest tier of UFI sponsorship available. It provides select partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefiting from the networking opportunities the globally leading association of the exhibition industry has to offer.

To find out more about UFI sponsorship activities, visit www.ufi.org/sponsorship-opportunities.

Attachment:

- [UFI and IT-EX signing ceremony at the 91st UFI Global Congress](#)

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 more than 72 national and regional association members. Close to 900 member organisations in 90 countries and regions worldwide 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 www.ufi.org