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## UFI – SISO Extends Partnership

Paris-based UFI, The Global Association of the Exhibition Industry, and New York-based SISO, The Society of Independent Show Organizers, have extended their partnership for another three years from 2024 to 2027.

The partnership dates back to 2009 and has seen both organisations working jointly on a long list of industry issues under numerous leaderships in these 15 years.

In the renewed partnership, one element both sides will focus on in 2025 is a collaboration on content development for the UFI European Events Week 2025 in Thessaloniki, Greece, from 4-6 June 2025 and the SISO Leadership Conference 2025 in Indianapolis, U.S., from 19-21 August 2025.

This recognises the value of the associations' face-to-face meetings, where their communities meet to discover and discuss topics relevant to the exhibitions industry. It will also bring North American colleagues and industry insights to Europe and, vice versa, international insights to the U.S.

"UFI's European Events Week will serve as the central 'one-stop shop' in Europe for senior exhibition industry professionals in 2025 to connect and network. The new, much wider content framework makes the event much more accessible to leading subject matter experts through one-of-a-kind content offers like the one SISO will bring", says **Kai Hattendorf, UFI CEO**.

"UFI and SISO have collaborated closely for many years, and it's really valuable and appropriate to provide content at each other's meetings. I'm hopeful many of our members will join me in Thessaloniki in June," adds **Vinnie Polito, SISO CEO**.

"As the UFI Regional Director for North America, I'm thrilled to collaborate with the SISO team on this important project," comments **Martha Donato, UFI Regional Director North America**. "Together, we aim to develop and deliver high-level content for the UFI European Events Week audience, fostering meaningful engagement and strengthening the partnership between our associations. This collaboration is an exciting opportunity to build on our shared commitment to advancing the event industry globally."

**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.

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