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UFI Applauds New ISO Terminology for the Exhibition Industry

Paris, 5 December 2008 — UFI, the Global Association of the Exhibition Industry has been an active participant in the development of the newly released ISO which provide standardized terms and definitions that are commonly used in the exhibition industry. These ISO Standards are the result of four years of reflection by national and international exhibition industry associations from 17 nations.

ISO Document 25639-1 document establishes terms and definitions that are commonly used in the exhibition industry. They are grouped into the following categories:

- individual and entity, which lists and classifies the various types of people involved in the exhibition industry,
- type of event, which defines the different types of exhibitions and their related meetings, and
- physical item, which describes the various component sizes of the exhibition, the types of facility and print material.

As a second part of this work programme, ISO Document 25639-2 develops standard measurement procedures applicable to terms commonly used in the exhibition industry. As the leading global association of the exhibition industry, UFI has long required that its members provide audited figures for their “UFI Approved” exhibition events as part of the membership accreditation process.

The acceptance of this ISO terminology, based in large part on the terminology long applied by UFI and its global membership, will assist the international exhibition community to provide transparent information to exhibitors and visitors alike. John Shaw, UFI President, said, “As the exhibition industry association gathering the leaders of the trade fair sector in 84 countries, UFI encourages the application of terms and definitions which contribute to a clear understanding and communication of the strengths and benefits of this strong marketing medium. We are encouraged to see that our efforts, and the efforts of our members, continue to be recognized as a benchmark for global exhibition quality.”

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world’s leading show organisers and exhibition centres, national and international professional associations and industry partners, UFI is present in 84 countries on 6 continents. UFI members host and manage over 4,500 exhibitions and operate 192 venues around the world.

As the global association for the leaders of the exhibition industry, UFI promotes the industry, provides information and training through professional education programmes, and provides networking opportunities through seminar and conference meetings.

For additional information on UFI, the Global Association of the Exhibition Industry please go to UFI’s website at www.ufi.org or contact:

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