



## **UFI and SISO Forge Alliance to Bring their Members Closer Together**

*Paris (France)/Santa Monica (CA,USA), June 29, 2009* - UFI, the Global Association of the Exhibition Industry, and SISO, the Society of Independent Show Organizers, have agreed to share knowledge and information among their respective exhibition industry members. SISO, created in 1990, has over 160 members primarily based in the United States. UFI, founded in 1925, currently has members in 82 countries that organize international exhibitions, operate venues and provide exhibition services. UFI, members also include national and international associations of the exhibition industry.

While UFI and SISO are industry associations with similar objectives, the membership of both consists of exhibition related organisations that essentially operate in different geographic regions. The two associations recognize that the benefits of membership in the two entities can be considered complementary.

With this agreement, UFI and SISO have agreed to work together for the mutual benefit of their members and the advancement of the global trade show industry. Association members will benefit from a greater exchange of ideas, research and data related to the exhibition industry in their respective geographic regions. The members of each association will gain from the assistance and support that will be shared as they grow their brands into countries outside their traditional areas. Britton Jones, Chairman of SISO stated, "This agreement will offer our members an unprecedented opportunity to grow their respective brands outside of the USA with the knowledge and assistance of our international partners that will make their expansions efficient and cost effective. At the same time SISO will act as the eyes and ears of the U.S. market as UFI members seek opportunities outside of their primary markets. It's a win-win for both of our Association's members."

SISO and UFI recognize that by working together they can assist their respective members to understand the business climate and culture of the other party's area of geographic emphasis. John Shaw, UFI President, stated, "This agreement will encourage a new synergy as both associations, recognizing the unique benefits of the global exhibition industry for enhancing world trade, cooperate in promoting the industry, maximizing networking opportunities and heightening the general public's awareness of the value of the exhibition industry."

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**About SISO:** SISO, founded in 1990, is the largest organization in the USA that represents the for profit show organizer. SISO has more than 160 member companies that range in size from small hotel meetings and exhibitions, to organizations with billion dollar global portfolios representing just about every industry sector. Although primarily based in North America, SISO members produce more than 3,000 events globally including trade and consumer shows, industry and targeted conferences, and other face-to-face events. Members operate and own their own shows as well as manage shows for others. SISO headquarters are in Santa Monica California.

**About UFI :**

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 fairground operators, national and international professional associations and industry partners, UFI is present in 82 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 181 exhibition centres around the world. UFI has offices in Paris (Headquarters), Hong Kong (Asia/Pacific) and Abu Dhabi, UAE (Middle East/Africa). For additional information: [www.ufi.org](http://www.ufi.org).

Contacts :

SISO  
Lew Shomer  
Executive Director  
2601 Ocean Park Boulevard, Suite 200  
Santa Monica, CA 90405 USA  
Tel: +1 310 450-8831

[lshomer@shomex.com](mailto:lshomer@shomex.com)

UFI Headquarters  
Lili Eigl  
UFI Communications Manager  
35bis, rue Jouffroy-d'Abbans  
F-75017 Paris, France  
T: +33 (0)1 42 67 99 12  
F: +33 (0)1 42 27 19 29  
Email : [lili@ufi.org](mailto:lili@ufi.org)