

Ungerboeck becomes UFI Software Partner

Paris – January 27, 2014: UFI, the Global Association of the Exhibition Industry, is pleased to announce a three year agreement which will see Ungerboeck Software International Inc. become UFI's dedicated Software Partner. Ungerboeck's quality event management system will be applied to all UFI events through May 2017. Paul Woodward, UFI Managing Director, described the agreement saying, "UFI has had a good working relationship with the Ungerboeck team for many years, so we are delighted to extend this to a new level of collaboration. UFI's eight events around the world each year are critical to delivering the networking benefits that our members so value. So, it is vital that they are managed with state of the art systems such as those which we will use as a result of this new partnership."

At the partnership agreement signing, Thorsten Kolbinger, Ungerboeck Managing Director EMEA, expressed enthusiasm for the expanded alliance. "Ungerboeck has been working with exhibition and tradeshow organizers around the world for over 15 years," explained Kolbinger. "UFI has really helped us connect with exhibition leaders and I am personally thrilled that we now have a chance to work even more closely with such an important industry ally."

At UFI's events top industry professionals meet and network to discuss the latest ideas and developments in the exhibition industry. Via its member organisations, including the world's leading show organisers and fairground owners, professional associations and industry partners, UFI is present in 85 countries on 5 continents. Coming from all corners of the globe, they expect the highest standard of organization, including a seamless and professional online component to each UFI event.

"This tighter partnership with UFI is very exciting to us," said Krister Ungerboeck, CEO. "Ungerboeck software runs over 650 shows worldwide, but not everyone knows we provide front-end technology, like websites and mobile apps, in addition to our legendary back-end solutions. We are looking forward to helping UFI take advantage of the same cutting-edge tools as their member organizations."

UFI will launch the Ungerboeck software at its Open Seminar in Europe in St. Petersburg, Russia which begins on 30 June 2014.

Photo attached: "UFI Software Partner" signing on January 23, 2014, in St. Petersburg, Russia. Left to right: Paul Woodward, UFI Managing Director and Thorsten Kolbinger, Ungerboeck Managing Director EMEA.

For additional information please go to www.ufi.org

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