

TSNN becomes an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

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Trade Show News Network (TSNN) has signed an agreement to become an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

Rachel Wimberly, President/Editor-in-chief, and Paul Woodward, Managing Director of UFI signed the agreement that will help disseminate the work carried out by the international body.

By working together TSNN and UFI will expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via online news channels. There will be a mutual exchange of media and content on the communication platforms of the two organisations. Among others UFI will have a space in six TSNN e-newsletters, namely: The Industry this Week, Expo Files Newsletter, Association News, TSNN Venue News, Asia Exhibition News and TSNN Weekly, as well as on the main TSNN website. TSNN will have its news disseminated by social media and other UFI communication channels, as well as appearing as a Media Partner at all of UFI's events. The upcoming events include; the Open Seminar in Europe (Istanbul, June 15-17), the 82nd UFI Congress (Milan, November 4-7, 2015), Global CEO Summit (February 2016) and the Open Seminar in Asia (Thailand, February 2016).

"TSNN is very excited about this new partnership with UFI," said TSNN President Rachel Wimberly. "UFI's role as the global association for the exhibition industry is the perfect complement to TSNN's broad reach into the industry worldwide."

UFI's decision to work with the TSNN, reaffirms the demand for online communication and their vast experience in delivering objective, valuable industry news online.

"We are very pleased to be working more closely with TSNN which will help our efforts in the North American market, and is particularly timely after the recent extension of our agreement with SISO." commented Paul Woodward.

About UFI - The Global Association of the Exhibition Industry

UFI is the association of the world's leading 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 represents over 650 member organisations in 83 countries around the world. 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 about UFI:

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About TSNN - Trade Show News Network

The Trade Show News Network (TSNN) is the world's leading online resource for the event, exhibition and event industry since 1996. TSNN.com owns and operates the most widely-consulted event database on the internet, containing data of more than 21,000 US events, exhibitions, public events and conferences. TSNN features an expanding Industry News and Thought Leader blog with contributions from industry leaders and analysts. We help facilitate the exchange between buyers and sellers with more than 137,000 registered Web site users, more than 100,000 newsletter subscribers and more than 7,000 LinkedIn group members and more than 7,000 followers on Twitter. To learn more about TSNN, visit www.TSNN.com.

For more information about TSNN:

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