

GES extends Diamond Sponsorship with UFI

Paris: 17 November 2015

UFI, the Global Association of the Exhibition Industry, kicked off its record-breaking 82nd Congress in Milan by renewing their Diamond Sponsor agreement with Global Experience Specialists (GES). In the past five years, UFI has expanded its membership from 612 to 676 organisations in 82 countries, while GES have also continued to grow internationally, most recently through their acquisition of N200 | GES, an events technology supplier based in the UK and the Netherlands.

GES's ongoing support of the Diamond Sponsor programme has enabled UFI to develop new programmes and activities, while continuing to improve and professionalise its events and services. GES have enjoyed promotion across, and access to all, UFI's events, while positioning themselves as a thought-leader in the technology and services space.

Kai Hattendorf, Managing Director of UFI, commented: "The Diamond Sponsorship Status is testament to our partner's strong commitment to the exhibition industry. We're proud that we are able to count on GES in our ongoing mission to serve the ever faster changing industry with the services and tools it needs."

Jason Popp from GES added: "Our partnership with UFI is a great way for us to share our global capabilities, alongside supporting our many customers, friends and colleagues who seek to grow their operations on the international stage.

The central question of how to deliver relevant, compelling and unforgettable events has never been more crucial than right now. GES is delighted to renew our agreement with UFI and to help them bring the industry's key players together, to explore the big questions and deliver even greater success in the future."

About GES

GES is a diverse global marketing company with a history of connecting people through live events. Clients depend on its 3,000 passionate employees, across the most active and popular exhibition and event destinations, including the United Kingdom, Germany, the Netherlands, United Arab Emirates, Canada and the United States. In the past 12 months, GES has completed projects in more than 50 countries, partnering with clients to blend the art of high-impact creative and innovation, with the science of easy-to-use technology, actionable intelligence, and worldwide logistics.

For more information on GES:

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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 680 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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