



UNION des FOIRES INTERNATIONALES

UNION of INTERNATIONAL FAIRS

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FOR IMMEDIATE RELEASE

October 19, 2003

Trade Fair Industry launches Global Promotion Campaign

Paris/Cairo: Sandy Angus, UFI outgoing President, today announced the launch of an innovative industry campaign to promote the trade fairs and exhibitions industry. Organized by UFI – the International Association of the Exhibition Industry, this campaign is a unique, concerted promotional effort on the part of an industry sector to promote itself on a global basis. It builds on the programme developed by the AEO (Association of Exhibition Organisers) in the UK which successfully contributed to a notable increase there in exhibition participation.

The exhibition sector has come under considerable strain from factors outside its control such as 9/11, SARS and the slowed economic climate. The campaign has been designed to promote trade show participation to both visitors and exhibitors alike.

Statistics confirm that exhibitions are a key element in any organizations marketing mix:

- In the UK exhibitions are considered the best marketing opportunity for building customer relationships;
- US sources show that exhibitions are the strongest source of information for final purchasing decisions;
- Studies in Germany show that exhibitions rank number one in a corporation's decision to demonstrate market presence;
- US figures indicate that the cost to close a sale is halved with an exhibition lead;
- Investments in the exhibition industry outpace all other marketing options in Asia.

UFI is providing its 248 members with a complete promotional program which can be adapted to regional conditions. Formats for advertising, print documents, and graphic applications have been provided for a multi-media campaign. In addition members have three brochures available which provide their client exhibitors with guidelines for successful exhibition participation.

As UFI members organize over 4,000 trade shows in every industry sector annually, it is clear that the impact of this campaign effort will be widespread.

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UFI, the International Association of the Exhibition Industry, represents the trade fair and exhibition industry worldwide. Via its 248 member organisations, including the world's leading show organisers and fairground owners, 37 professional associations and 11 industry partners, UFI is present in 74 countries in 154 cities on 5 continents. UFI members around the world organize and operate over 4,000 events every year.

For more information please contact:

UFI

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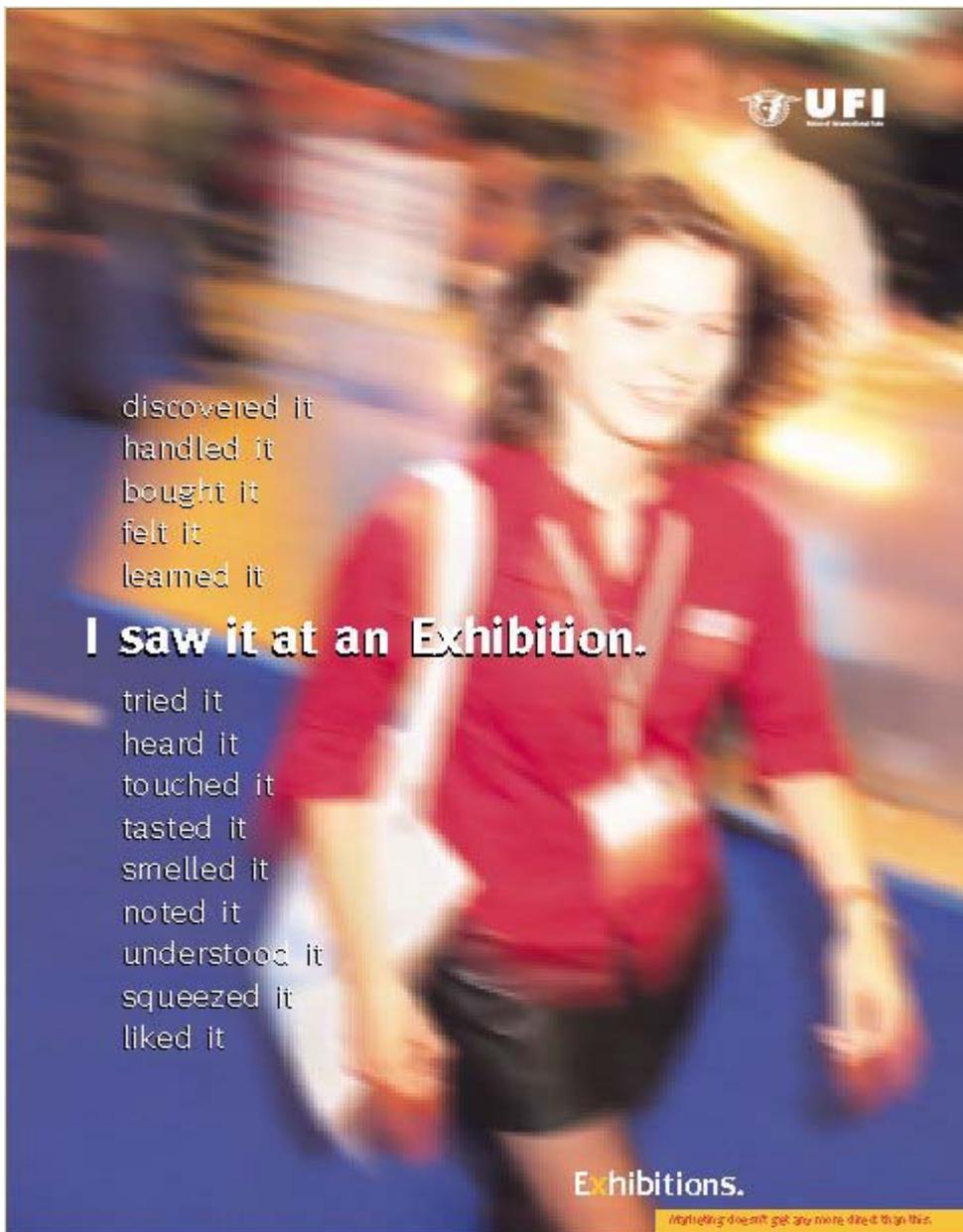
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Note: The following poster sample is available for publication at no cost. Please contact the UFI office for additional information.



discovered it
handled it
bought it
felt it
learned it

I saw it at an Exhibition.

tried it
heard it
touched it
tasted it
smelled it
noted it
understood it
squeezed it
liked it

Exhibitions.

Nothing doesn't get any more done than this.