

## How much does an Exhibition influence the choice of Destination?

Vincent GERARD, Managing Director  
UFI – The Global Association of the Exhibition Industry



## What is UFI?

The world's leading association of trade fair organizers, exhibition centres, professional exhibition associations and exhibition industry partners.

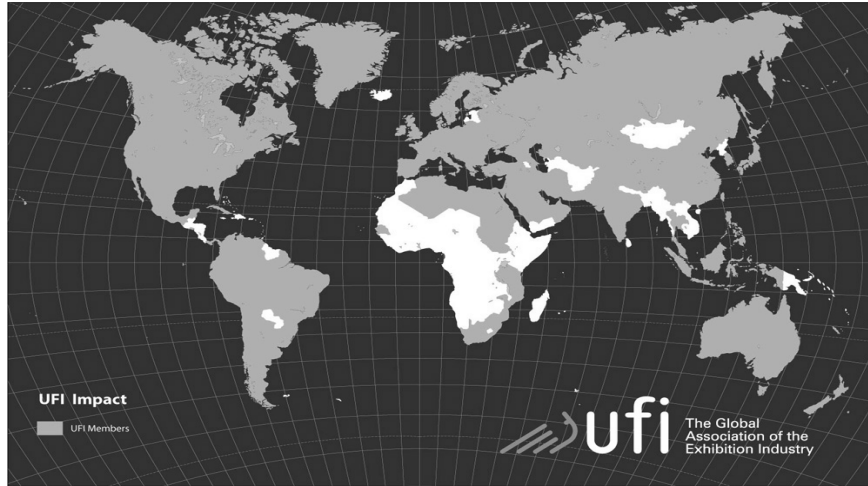
## UFI's Members

✓ Organizers only	<b>274</b>
✓ Organizers and Exhibition Centres	<b>125</b>
✓ Exhibition Centres only	<b>56</b>
✓ Associations (national & international)	<b>46</b>
✓ Partners of the Industry	<b>27</b>
– Research Institutions	
– Auditors	
– Universities	
– Media	
– Service Providers	
	<b>Total: 528</b>

## UFI Impact

- ✓ Presence of UFI Members in **82 countries** (including the 40 largest countries in terms of GDP) and 205 different cities
- ✓ UFI members **Exhibition Centers = 11,5 mio m<sup>2</sup>**
- ✓ UFI members **Organizers = 3 500 exhibitions per year, or 34,6 Mio m<sup>2</sup>**
- ✓ **UFI members host and organize 4,500 exhibitions, visited by more than 100 million visitors.**
- ✓ The number of members has **doubled in 7 years**

## UFI's Global Impact



## UFI in the world.....

- ✓ Europe: **283** members
- ✓ Asia/Pacific: **165** members
- ✓ Middle East/Africa: **38** members
- ✓ Americas: **42** members

### 3 UFI Offices

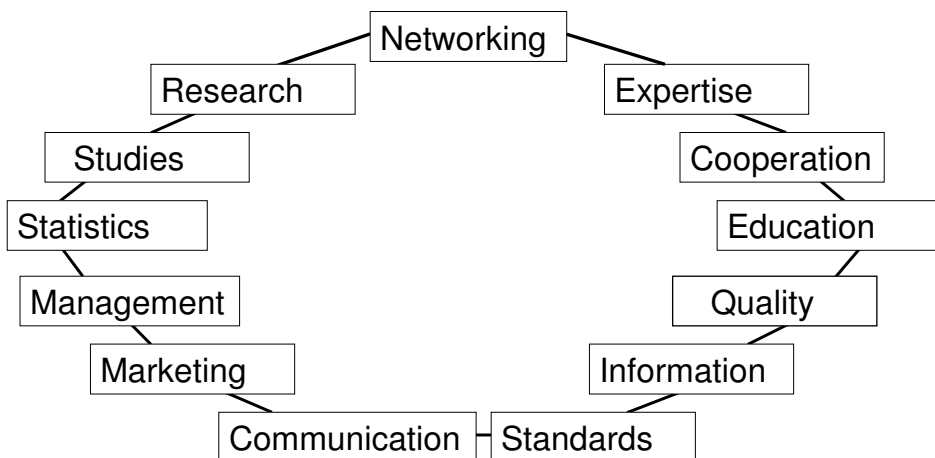
- Headquarters in Paris
- Regional Office Asia/Pacific in Hong Kong
- Regional Office in Middle East / Africa in Abu Dhabi

## UFI in the world.....

### Major Countries:

1. China (N°1 for past 2 years)
2. Germany (was N° 1 since 1955)
3. Russia (N° 7 four years ago )
4. Italy
5. Spain
6. France
7. UK

## UFI – Full service.....



Back to our seminar:

## « Fairs & Exhibitions: is the destination an issue? »:

### UFI's viewpoint

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## How much does an Exhibition influence the choice of Destination?

- ✓ Exhibitions are mostly **sedentary** (i.e tied to a given location)...for many reasons
- ✓ Whereas Congresses are **itinerant**.
- ✓ A Congress wanting to combine with an exhibition in the same field of activity would thus have to take place **in parallel**: same venue, same dates. And the dates of an exhibition are difficult to change. Also the periodicity may not be convenient if not the same as the periodicity of the Congress.

**The other model:** the Congress is the main focus, and the exhibition (probably less important) depends on the Congress destination and dates. The exhibition is of secondary importance.

## Choice of the destination for a new exhibition:

- ✓ Quite obvious place if the organizer is also the fairground operator/owner
- ✓ Free choice if not linked to a venue

### Determining factors:

- ✓ Geographical strategy: global, regional, national, local
- ✓ Is it a clone of an existing fair/exhibition?
- ✓ Nature of exhibitors' market (for instance the manufacturers)
- ✓ Nature of visitors'/buyers' market (for instance China in full development)
- ✓ Joint-venture partner can also be a determining factor
- ✓ Size of the venue needed, if a large venue is needed
- ✓ Dates available in the venue's existing calendar
- ✓ Location of potentially competing fairs

## Other important factors

- ✓ Accessibility, transport networks
- ✓ Accommodation available (Hotels)
- ✓ Cost (venue rental and service providers)
- ✓ Security (country risk).....
- ✓ Official/Public support
- ✓ Quality of the venue and its services
- ✓ Technical capacity (height or weight, parking, logistics)
  
- ✓ Last, .....and maybe the least:  
the attractiveness of the destination



## Fairs/ Exhibitions vs Congresses: Friends or Foes?

### Friends:

- Complementary, each improves the content of the other
- Complementary, each increases the attractiveness of the other
- Delegates are also visitors; visitors can also participate in a Congress
- « kills two birds with one stone »: less expenses for the participant
- Increases organizer(s) revenue

### Foes:

- For the exhibitor: time spent by the visitor in Congress sessions amounts to time not spent visiting booths (competition)
- Different logistical requirements
- They may require different venues (for ex: in town for Congress Centres; in city outskirts for Exhibition Centres)

## **Reality:**

Congresses and Exhibitions are coming closer.

More exhibition centres are adding congress facilities to their venue.

## **And:**

all the international associations of our respective sectors are part of the JMIC, the « Joint Meetings Industry Council » (meeting twice a year at IMEX and EIBTM)

## **UFI is also a Congress Organizer**

- ✓ 350 delegates, 80 accompanying persons = total 420 (upper management and CEO level)
- ✓ 3 days of meetings + 1 day tourism
- ✓ 10 meetings during this Congress
  
- ✓ In addition to the annual Congress, UFI also organizes 30 other events and meetings, including 8 seminars, worldwide.

## How do we choose the Congress destination?

1. We need **as host an UFI member** (Exhibition centre, Organizer or National association)
2. We need **financial support**, thus a strong host:  
Delegate fees+ own sponsors = 300.000€  
Total cost = 600.000 €.
3. We **rotate** from continent to continent
4. **Choice of the country/city** is linked to the exhibition activity of the city or country
5. **Destination attractiveness** is an issue, although not outwardly recognized
6. **Dates** (end of October, beginning of November) not competing with another important event in the city and venue
7. **Planning**: research 3 years in advance, announcement 2 years ahead

8. Hotel/Accommodation is very often the most difficult/largest problem
  - Location: (if the Congress takes place in an outside venue)
  - Capacity: 250 rooms per night in 1 hotel (total 850 nights)
  - Room rate: 5 star hotel
  - Pricing: set more than 2 years in advance
  - Affordable prices
  - 100 complimentary nights for speakers and own team (=12%)
  - Payment/cancellation policy
  - Room blocks/room-release policy
  - Guaranties, prepayment terms
  - Meeting capacity (if some meetings take place in Hotel)
9. Very **small exhibition** = more like a sponsors' alley
10. If the host has no **PCO** capacities, we may require a local PCO

**All the rest is organized by UFI: content/speakers, registration, promotion, documents, invoicing,etc**

Happy to share with you

**Thank you for your attention**

For more information: **[www.ufi.org](http://www.ufi.org)**