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UFI welcomes Art of Fiber as new Diamond Sponsor

UFI, The Global Association of the Exhibition Industry, is pleased to announce that Art of Fiber has signed a multi-year Diamond Sponsorship Agreement. This agreement underlines Art of Fiber's commitment to the global exhibition industry and its role in driving the sector forward.

The official signing took place during the 91st UFI Global Congress in Cologne, Germany, between Geoff Dickinson, UFI President 2023-24, and Dave Schmidt, Founder and Investor of Art of Fiber.

"UFI's mission to support and advance the exhibition industry aligns perfectly with Art of Fiber's goals," says **Dave Schmidt, Founder and Investor of Art of Fiber**. "Art of Fiber is committed to leading the event services industry through digital innovation, sustainable solutions and profitable growth. With our full-service marketplace for standardised stand building, we transform the exhibitor and venue experience. Being a Diamond Sponsor provides Art of Fiber with a unique opportunity to engage globally and play a pivotal role across the industry."

"Art of Fiber joining as a UFI Diamond Sponsor represents a significant milestone for our association. Their support will help us continue enhancing our initiatives, championing innovation, and fostering greater collaboration across our global community," adds **Geoff Dickinson, UFI President 2023-24**.

The UFI Diamond Sponsorship is the highest tier of UFI sponsorship available. All UFI Diamond Sponsors directly contribute to expanding the depth and scope of UFI activities, enabling the association to better serve the exhibition industry.

As part of the UFI Diamond Sponsorship Agreement, Art of Fiber will gain year-round promotion and visibility across all UFI events and activities.

UFI Diamond Sponsorship

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefitting from the networking opportunities the globally leading association of the exhibition industry has to offer.

Find out more about UFI sponsorship activities at www.ufi.org/sponsorship-opportunities.

Attachment:

- [UFI and Art of Fiber signing ceremony at the 91st UFI Global Congress](#)

***About UFI, The Global Association of the Exhibition Industry:** UFI is the global trade association of the world's 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 directly represents more than 50,000 exhibition industry employees globally and also works closely with more than 72 national and regional association members. Close to 900 member organisations in 90 countries and regions worldwide are presently signed up as members. 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.*

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