



GLOBAL EXHIBITIONS DAY 7 JUNE 2017

THE EXHIBITION INDUSTRY UNITED: THINK GLOBAL — ACT LOCAL

GET INVOLVED!

Global Exhibitions Day 2017 is an invitation for everyone to celebrate the outstanding value of our industry and to share that with one single and cohesive voice. Global Exhibitions Day is not a single event, but a combination of all our efforts together.



Everyone in the exhibition industry can make a difference, by getting involved and taking part, whether as an individual, a company or an association. Anything you do will contribute to the greater impact of #GED17, and will help us all promote our exhibition industry globally. Join the global exhibition community.

WHAT CAN YOU DO TO SUPPORT #GED17?

- Get in touch with your local GED partner associations*
- Integrate the #GED17 logo to your email signature
- Film a 'highlights' video from behind the scenes in your company
- Partner with regional events to promote #GED17
- Add the #GED17 logo to your printed & online materials (brochures, flyers, badges, banners, website etc.)
- Share quotes / interviews from your staff and clients on their highlights of working within the exhibition industry. Eg. what was their best exhibition experience or the most significant moment in their career
- Share your #GED17 activities with your local trade publications
- Plan an event on 7 June 2017 and share your activities through social media and with UFI.

For more ideas visit www.ufi.org/ged and take a look at the "ideas factory".

*list of GED partners can be found at www.ufi.org/ged

THE INAUGURAL
GLOBAL
EXHIBITIONS DAY,
HELD IN 2016,
WAS THE FIRST
EVER EXHIBITION
INDUSTRY
MOVEMENT TO
HAVE AN IMPACT
WORLDWIDE.

From association events and company and client meetings, to social media engagement and political lobbying, the industry celebrated the power of exhibitions.

GLOBAL EXHIBITIONS DAY 2016 MADE HISTORY

WHAT HAPPENED FOR GED 2016?

WHO
1000+

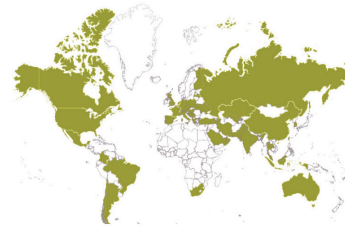
exhibition
industry
professionals
celebrated
GED 2016

PARTNERS
34

Global
Exhibitions
Day Partner
Associations

WHERE
60

Countries from all over
the world took part to
celebrate the first ever
Global Exhibitions Day



WHATEVER YOU DO TO SUPPORT #GED17, SHARE IT LOUD AND PROUD:

 @GED_2017

 GED
Facebook group

 UFI_Official

 ged@ufi.org

 www.ufi.tv

 www.ufi.org/ged



 **ufi** The Global
Association of the
Exhibition Industry