



ONCE A YEAR WE CELEBRATE
THE **POWER OF OUR INDUSTRY**





IN EARLY JUNE WE ALSO CELEBRATE
EVERY SINGLE INDIVIDUAL WHO MAKES
THE **MAGIC OF EXHIBITIONS POSSIBLE**





2019







SHARING BEYOND LIMITS

EVENT LOGISTICS HORIZON PROJECT

How data sharing and working together for one common goal allows us to see far beyond limits.





2020





Message



Tom

Our IELA Member

This is our industry, our passion, our world



Bob

Our IELA Exhibitor



Petra

Our IELA Organiser



STRONG MESSAGE





COLLABORATION



WEDNESDAY, JUNE 3rd, 3PM CET



**IELA THINK - Forum 2.0 drives
the Industry on Global Exhibition Day**

Winning Back Confidence in the Industry

Speakers



RICARD ZAPATERO CAMPS
Fira Barcelona



MARKUS METZMACHER
ifm electronic gmbh



GIACOMO LUCCHINI
Consultant



GUIDO FORNELLI
Expotrans, IELA



Moderator
FLORENT JARRY
AMR International



GLOBAL
EXHIBITIONS
DAY #GED2020
GLOBALEXHIBITIONSDAY.ORG

Celebrating
Global Exhibitions Day



2021



WE HAVE THE POWER
TO UNLOCK
AMAZING OPPORTUNITIES





EXHIBITIONS HAVE BEEN
IN **POLAR DARKNESS**
IN SEVERAL REGIONS
OVER THE PAST **12 MONTHS**



AND ARE NOW FINALLY
AWAITING FOR THE **SUN**
TO **RISE AGAIN**





Sydney
6:52am





Darwin
7:02am





Shanghai
4:51am





Dubai
5:29am

ON JUNE 2ND **GED2021**
WILL REACH OUT
FROM **EAST TO WEST**



Cape Town
7:47am





Frankfurt
5:21 am





Paris
5:52am

**EACH SUNRISE IS BOTH
THE PROOF AND A CELEBRATION
OF THE RETURN OF NEW POWER**



San Francisco
5:50am

The background of the entire image is a photograph of the Golden Gate Bridge in San Francisco. The sun is rising directly behind the central tower of the bridge, creating a bright, golden glow that illuminates the sky and reflects on the water below. The bridge's suspension cables and towers are silhouetted against the bright light. The water in the foreground is dark, with some ripples visible.

LET'S CELEBRATE **GED2021**
AND **THE POWER OF EXHIBITIONS**
MORE THAN EVER!



**RECOVERY
CONFIDENCE
GROWTH
COMING-BACK-BETTER**



**GLOBAL
EXHIBITIONS
DAY 2 JUNE 2021**
GBALEXHIBITIONSDAY.ORG

#GED2021RISEAGAIN

HOW TO PARTICIPATE?



1 TAKE YOUR GED PICTURE AND/OR VIDEO WITH THE SUN RISING BEHIND YOU



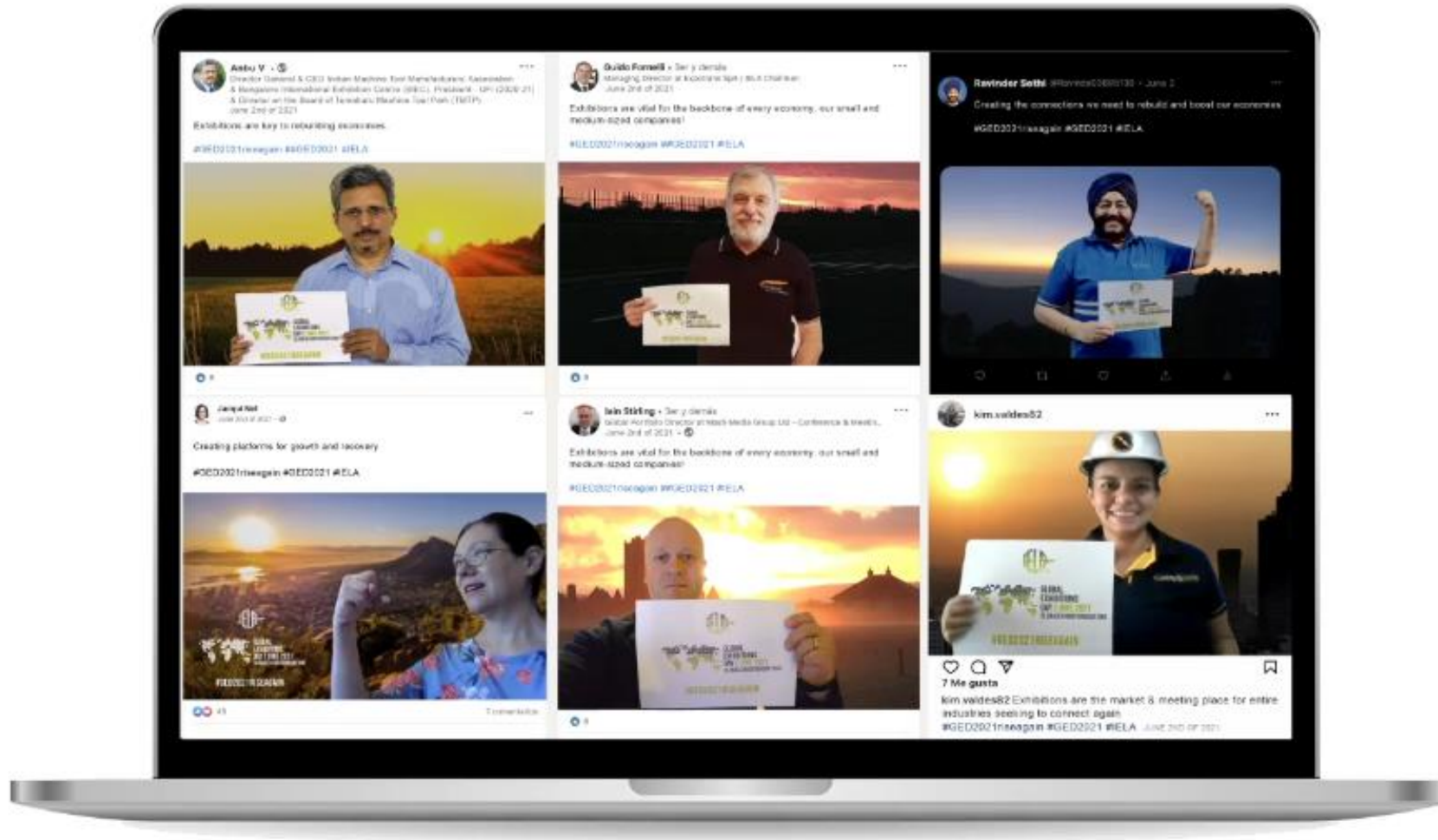
HOW TO PARTICIPATE?

2

**PREPARE YOUR MESSAGE, INCLUDING
#GED2021 & #GED2021RISEAGAIN,
AND EXPLAINING WHY EXHIBITIONS
WILL RISE AGAIN**

HOW TO PARTICIPATE?

3 **SHARE IT ON SOCIAL MEDIA
ON JUNE 2ND AT YOUR LOCAL
SUNRISE TIME**



**JOIN #GED2021RISEAGAIN & RIDE
THE WAVE OF CONFIDENCE OVER THE GLOBE**



AND SOON WE'LL BE **LIGHTING UP**
THE STAGE AGAIN.



**GLOBAL
EXHIBITIONS
DAY 2 JUNE 2021**
GLOBALEXHIBITIONSDAY.ORG

#GED2021RISEAGAIN

