

Tomorrow is Global Exhibitions Day 2021

- Global Exhibitions Day (GED) takes place tomorrow, 2 June 2021
- GED 2021 celebrates the safe return of exhibitions and their role in accelerating the economic recovery
- Everyone associated with the global exhibition industry is encouraged to participate

Paris, 1 June 2021 – Global Exhibitions Day 2021 takes place tomorrow, 2 June. The GED 2021 campaign focuses on just how instrumental exhibitions are in creating platforms for growth and recovery, while also instilling confidence in others to participate in organised events that prioritise safety and success in equal measure.

New this year, the exhibition industry is aligning through a first-of-its-kind global coalition, designed to prioritise the safety and success of communities as they return to business! As customers signal a desire to return to live event experiences, the coalition will see UFI, organiser of Global Exhibitions Day, important industry associations such as SISO, and the world’s leading exhibition organisers Clarion Events, Comexposium, Diversified Communications, Emerald, Informa Markets, Reed Exhibitions and Tarsus joining forces. They will prove that in-person opportunities to connect and do business can happen safely and successfully, by putting collaboration, consistency and customer experience at the heart of the approach.

The GED 2021 campaign, which has already engaged audiences in 46 countries/regions, is supported by major players in the exhibition industry. We expect engagement to grow significantly and to make it the largest and most important day of advocacy and awareness for the global exhibition industry!

From videos to meetings with policy makers, from webinars to hybrid events, from webcasts to social campaigns and virtual running parties – and much more – UFI would like to invite all event industry professionals and enthusiasts to get involved in the many different events that will be taking place around the world, to help make GED 2021 the best Global Exhibitions Day yet!

Anbu Varathan, UFI President, says: “this year, we are celebrating the safe return of exhibitions to instil confidence in stakeholders to organise events, by prioritising safety and success in equal measure. The exhibition industry is well prepared to run events safely and with top-class procedures in place. Let’s restart our engines with renewed confidence and vigour from today onwards, so the show can go on, in the best of spirits. Let’s celebrate Global Exhibitions Day together, on 2 June 2021!”

The entire exhibition industry is encouraged to take part on 2 June!

How you can get involved:

- Share and engage with #GED2021 on social media
- Share photos of you and your colleagues with the GED logo:
 - [GED2021 logo with date](#)
 - [GED2021 logo with hashtag](#)
- Share stories from your exhibition, the launch of a product, a notable person who attended your show, a quote from an exhibitor or a great ROI stat
- Create your own “voices of the exhibition industry” card, and share your thoughts on the future of the industry: [click here to download the template](#)

- Organise or attend a GED event
- Ask government officials for endorsement and recognition of the exhibition industry
- Come up with your own idea to celebrate the day however you want

For everything you need to get involved in GED 2021, visit www.globalexhibitionsday.org

As in previous years, GED partners have been collaborating on this important day of advocacy for the exhibition industry, and UFI will soon share the results of this ongoing collaboration on the GED 2021 website.

#GED2021 partner associations under the UFI umbrella:

AAXO, AEFI, AEO, AFE, AFECA, AFIDA, AMPROFEC, AOCA, AUMA, CAEM, CEFA, CENTREX, CFI, EEAA, EEIA, EFU, EMECA, EXSA, FAIRLINK, FAMAB, HKECIA, ECA, IDFA, IECA, IEIA, IELA, IFES, LECA, MACEOS, MFTA, PCEI, RUEF, SACEOS/SECB, SCEIA, SISO, TEA, TECA, TFOA, UBRAFE and UNIMEV.

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 its 60 national and regional association members. More than 800 member organisations in 83 countries around the world are presently signed up as members. Around 1,000 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.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org