

# Countdown to Global Exhibitions Day 2024

- Global Exhibitions Day to be celebrated on Wednesday 5 June 2024
- Theme for this year is “Exhibitions are catalysts to sustainable futures”
- Call for community to celebrate globally and plant a “GED Forest”

**Paris – 7 May 2024:** Exhibitions have transversal impact across multiple industries and economies, building communities to collaborate on solutions for global challenges. The exhibition industry drives progress, facilitates economic growth, connects people and are a sustainable way of doing business. On Global Exhibitions Day, we invite all interested in increasing the visibility of the exhibitions industry regionally and globally to celebrate.

Celebrated annually on the first Wednesday of June, the ninth edition of Global Exhibitions Day (GED) will be held on Wednesday 5 June 2024 under the theme “**Exhibitions are catalysts to sustainable futures**”. The GED 2024 theme reinforces the role of exhibitions as platforms to bring people together face-to-face to connect, collaborate on global solutions aligned to the United Nations Sustainable Development Goals, and drive progress for economies worldwide.

## Key Campaign Pillars

Four key messages underpin this year’s theme, including:

1. **Exhibitions drive progress:** Exhibitions are platforms to discuss, create and showcase solutions to our universal challenges.
2. **Exhibitions facilitate economic growth:** Exhibitions are engines of economic growth, connecting industries and driving job creation.
3. **Exhibitions are a sustainable way of doing business:** Exhibitions are a sustainable way to drive business and development, gathering communities in one place and managing our environmental impact.
4. **Exhibitions connect people:** Exhibitions are community builders, bringing people together face-to-face to connect, collaborate and contribute.

With one month to GED, the GED 2024 campaign is pleased to collaborate with Digital Marketing Partner **snöball** and Sustainability Partner **EcoMatcher** to plant a “[GED Forest](#)” across the Philippines, Madagascar, and Ecuador. With every social share using snöball, each participant will receive a tree planted in the *GED Forest* provided by EcoMatcher. We invite all professionals across the industry to amplify their support for GED 2024 and help us grow our global *GED Forest*.

**UFI President, Geoff Dickinson**, comments: “For this year’s Global Exhibitions Day, it is important that we recognise the critical role of exhibitions in catalysing our collective sustainable future. This is a call for us to share the GED 2024 message across our communities with policymakers and media, colleagues and customers, family and friends. Let us plant the seed, and watch it snowball to grow our GED Forest around the world.”

## How you can get involved

Resources and tools to help you celebrate GED 2024 can be found on the official event website, [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org). Some ideas on how to get involved include:

- Organise your own GED 2024 initiative and add them to the [GED World Map](#).
- Ask your government officials for endorsement and recognition of the exhibition industry.
- Share GED 2024 theme and core messages with local media to increase awareness.
- Download the [toolkit](#) on the GED website and customise your own visuals using the GED logo or 'Voices of the Industry' card.
- Share the '[Global Economic Impact of Exhibitions](#)' infographic from the GED website to highlight the relevance of our industry globally and regionally.
- Plant a tree in the GED Forest by sharing your support via snöball.
- Share your Global Exhibitions Day activities through social media with the hashtag #GED2024.

Facilitated by UFI, the Global Association of the Exhibition Industry, GED 2024 is supported by over 70 national and international industry associations, Digital Marketing Partner snöball and Sustainability Partner EcoMatcher.

For questions, please contact: [ged@ufi.org](mailto:ged@ufi.org).

To learn more about Global Exhibitions Day, please visit [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).

**Attachments:**

- [Global Exhibitions Day 2024 horizontal visual](#)
- [Global Exhibitions Day 2024 vertical visual](#)

***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 more than 68 national and regional association members. More than 830 member organisations in 85+ countries around the world 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.*

*For more information, please contact: UFI Headquarters: Email: [media@ufi.org](mailto:media@ufi.org) Tel: +33 (0)1 46 39 75 00 or <http://www.ufi.org>*