



GLOBAL
EXHIBITIONS
DAY 2 JUNE 2021
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IELA sets alarm clock for **GED2021**

The Association invites event professionals to globally **celebrate** GED2021 on social media with the **#GED2021riseagain** campaign.

Create together a GED social wave of the sun rising from East to West all over the world.

Geneva, Switzerland – May 11th 2021

The international Exhibition Logistics Association (IELA) has been an avid supporter of GED over the past 6 years since the very first edition was announced. By celebrating the day with key messages & finding creative ways to engage the community worldwide, GED has developed into a strong tool giving power to leverage the industry, of particular importance as recovery is finally programmed following many months of being hard hit.

IELA personally ranks GED high on the list as THE annual event for the whole industry to create a common community experience. Its members profit from the opportunity to annually rethink their role as logistics service providers in the value chain by incorporating the GED key messages into the IELA value proposition.



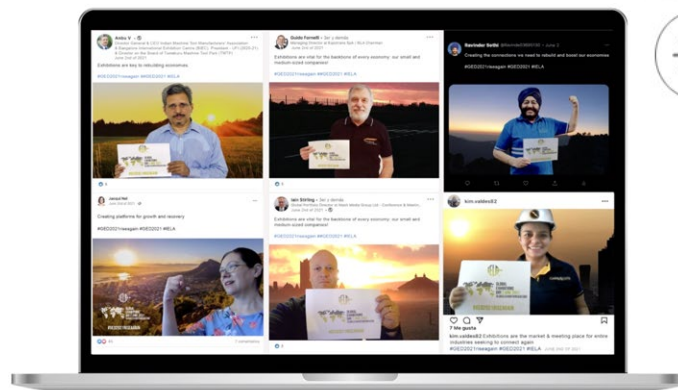
<https://vimeo.com/545694193>

Following the impact of the GED2020 campaign, it is with great pleasure that IELA presents GED2021 RISE AGAIN. **Elizabeth Niehaus**, IELA Executive Officer, explains in more depth *"In our beloved industry, we have the power to unlock amazing opportunities. We have based our campaign on the fact that exhibitions have been in polar darkness over the past months. Our shows and vertical industries are now waiting for the sun to rise again."*



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The spirit of the IELA 2021 campaign is very simple: on June 2nd all event professionals worldwide are welcomed to follow the sun rising and build a wave on social media, from first sunlight in the pacific to the last sunrise on the West coast in the Americas: **Take a photo and/or video with the sunrise** featuring in the backdrop, explain in a short message why exhibitions will rise again including **#GED2021** & **#GED2021riseagain** in the text and on June 2nd **share** it on social media at your local sunrise time and **join the RISE AGAIN wave**. In this way a wave of hope & confidence will spread over the Globe from west to east through all time zones.



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

HOW TO PARTICIPATE?



<https://www.iela.org/news/global-exhibitions-day/ged2021.html>

Elizabeth emphasizes the importance of this year's GED celebration for the industry by saying "This year is more important than ever in order to win government support for re-openings and support our advocacy efforts. UFI, all national associations, organisers, venue owners and services providers are working as a UNITED FRONT to make this happen. To celebrate together GED."

So the message is clear: set the alarm, pull yourself out of bed, prepare a coffee or tea, go outside to enjoy the sunrise and wait! The best ideas rise up at the start of the day with the sun. GED is only one day, let's make every minute count.





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About IELA:

The **International Exhibition Logistics Association** is the global industry network enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition & event industry. IELA works with venue owners, organisers and national associations educating, training and sharing expertise for safe and secure operations around the world. The quality brand IELA is currently represented by 167 members and 29 affiliates in 56 countries.

For further information contact


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 IELA International Exhibition Logistics Association

