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GALLERY

Mar 11 / Submitted By Stuart Wood

## IELA campaign #togetherstrong promotes industry unity



The International Exhibition Logistics Association (IELA) has launched a new campaign, 'Together Strong'.

The campaign aims to promote togetherness and unity during the testing times of the coronavirus. It encourages event professionals to share a picture showing their united strength, as an individual or team, using the hashtag #togetherstrong.

IELA reiterates that the IELA network is supporting and working closely with organisers and venues, managing challenges and ensuring reschedules happen in 2020.

IELA is also supporting the UFI & SISO campaign **'This Show Is Open'**. It is working with its membership to implement the campaign logo and communicate about ongoing events around the world.

"IELA passionately believes in the considerable social and economic power of face-to-face exhibitions and events and remains committed to the industry. We know that the negative long-term effects of speculation, hype and overreaction will not only cause direct harm to this sector, but also have repercussions on our local communities and business as a whole.

"The strength of the industry as a whole will trigger the smooth return to face-to-face action. Postponed shows are being rescheduled in the normally low season for exhibitions (June, July, August) and IELA Members are already getting prepared for this new challenge. The flexibility of logistics partners and their capacity to adapt to every challenging and unexpected situation make them a strong partner when it comes to rescheduled events.

IELA resources around the coronavirus can be found [here](#).



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