

IELA Starts #TOGETHERSTRONG Campaign

Apr 3, 2020



The International Exhibition Logistics Association, launched the campaign, *Together Strong*, March 5, both to support and honor every single individual in the exhibition and event industry in this time of uncertainty, and to foster business in thousands of vertical industries all over the world. They're encouraging everyone to share their own picture of being "Strong" on social media using the hashtag **#togetherstrong** and **#GED2020** and their personal message to the industry partners.

IELA believes that the exhibition and event industry is a truly global industry made of resilient, creative and strong people. Passionate minds that find new ways to support the industry, supportive institutions in close contact with governments since day one, problem solvers who are already offering their alternatives and solutions, associations from all over the world are joining forces with one common goal. Together, associations, organizers, venues and service providers are building the contingency network to cater to the industry's needs. After all, in these challenging times where confinement measures are changing everyone's life, the power of human beings to be able to adapt to any situation is a strong pillar on which the industry can count and rely on.

For this reason, and due to the nature of home office participation which offers unrelenting flexibility to combat the loss of cancelled activities, IELA invites all event professionals to join the initiative *Together Strong* and support Global Exhibitions Day on June 3, together and strong.

The strength of the industry now as a united entity will trigger the smooth return of face-to-face action. Postponed shows are being rescheduled for later this year and all event professionals, from organizers to service providers, are already busy getting prepared for this new challenge.

Global Exhibitions Day, begun in 2016 and held annually on the first Wednesday of June, is a worldwide celebration of the exhibition and event industry and everyone involved in it. In 2020, it will be held on June 3, as it highlights the power of face-to-face exhibitions to boost business, jobs, innovation and local investment. For more info, visit www.ufe.org/industry-resources/global-exhibitions-day.

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, organizers and national associations, educating, training and sharing expertise for safe and secure operations around the world. IELA has been a partner association to Global Exhibitions Day since the first edition. 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 currently has 173 members and 31 affiliates in 56 countries. For more info, visit www.IELA.org.

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