

## IELA Spreads #togetherstrong Campaign Over #GED2020



GLOBAL  
EXHIBITIONS  
DAY #GED2020  
GLOBALEXHIBITIONSDAY.ORG

Geneva, Switzerland – March 23<sup>rd</sup> 2020

IELA, the International Exhibition Logistics Association, launched the **campaign TOGETHER STRONG** last March 5<sup>th</sup>, both **to support and honour 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.**

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.

### "This is our industry, our passion, our world."

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 0, problem solvers who are already offering their alternatives and solutions, associations from all over the world joining forces with one common goal.

**Together** with associations, organisers, venues and service providers etc, **we are building the contingency network to cater to the industry's needs.**

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, TOGETHER and STRONG!**

#GED2020 #togetherstrong



> Mrs. Oanh Nguyen Thuy  
Vega Logistics Co. Ltd.  
Vietnam



> Mr. Nicolas Rougerie  
Timar S.A.  
Morocco



> Mrs. Claudia Leoni  
Expotrans S.p.A.  
Italy



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



PRESS



> Agility Fairs & Events Logistics Team

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

**Join the Fight! Be a part of the contingency network.**

**Share your own picture of being STRONG** on social media using the hashtag #togetherstrong & #GED2020 and your personal message to the industry partners!

**Share your STRONG picture in support of our global and STRONG Exhibition Industry.**

Download visuals: <https://bit.ly/IELAtogetherstrongGEDlogos>



#### About Global Exhibitions Day:

Initially starting in 2016 and now in its fifth year, Global Exhibitions Day is a worldwide celebration of the exhibition and event industry and everyone involved in it. It highlights the power of face-to-face exhibitions to boost business, jobs, innovation and local investment.



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

#### About IELA:

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.

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 173 members and 31 affiliates in 56 countries.

**For further information, please contact the IELA Secretariat:**

<https://www.iela.org/contact/contact.html>





INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



PRESS



Press Contact:

**Ludivine Bastien**

Confined Communication Manager  
with Magic Fairies

IELA

4, Rue Charles-Bonnet

1211 Geneva 12, Switzerland

[ludivine@iela.org](mailto:ludivine@iela.org)



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

For further information contact

**IELA, International Exhibition Logistics Association**

**Elizabeth Niehaus**

IELA Executive Officer

[elizabeth@iela.org](mailto:elizabeth@iela.org)

[www.iela.org](http://www.iela.org)

@IELAassociation

@IELAWORLD

@ielaassociation

IELA International Exhibition Logistics Association

[www.iela.org](http://www.iela.org)

