

IFES value proposition to individual members

What is IFES?

IFES is the International Federation of Exhibition and Event services. The federation has been active since 1985.

IFES helps its members to better serve their clients who exhibit internationally.

In an industry of constant change and development geographically, IFES provides professionals with a network dedicated to helping them face new challenges and acquire new business.

IFES has 3 main focus areas:

- Representing the International Exhibition & Event Service industry and addressing its specific issues and development needs through our unique Global network of National Associations and Individual Company members
- Providing and maintaining an communication network both online and in meetings so that all our members can stay in touch
- Supporting a business development network on Expopedia.net so that IFES Individual Company members are positioned to grow their international business

Why does IFES concern you?

- You may know every major exhibit hall in Europe or the USA but do you need to help your clients to work in new regions like China and India? Can you navigate alone all the new languages, cultural requirements and regulations you will encounter?
- Are you based in Asia-Pacific with clients who want to Exhibit in Europe or the US? Do you need to find trusted partners who can help you deliver a cost-effective exhibit service?
- Are you seeing companies from new regions exhibiting in your local events and venues? Would you like know how you can benefit?
- The enlarged IFES network will help you to indentify and grow new business opportunities
- You can play role in the development and representation of the global Exhibition and Event Service Industry

What is new and why were you not directly involved before?

Change 1:

The first 25 years the federation was run through only the national association members
Now, beginning in 2010, individual companies can also become full members

Advantages of the change :

You can get involved in the IFES management on an international level
Each individual company member will be able to be fully active and engaged in the key IFES positions and decisions

What can you be involved in?

- Do you have an interest in technical questions such as the global conformity of electrical equipment?
- Do you want to be part of the Exchange of ideas and experiences concerning local and national rules & regulations?
- Do you want to help shape the role of Education in our industry and work with both peers and future leaders?
- Do you have ideas on how IFES fits into the global network of exhibition industry associations?

Get involved!

IFES members will be able to join working groups and committees.

These groups will all have two objectives:

1. To improve the performance and value of the organisation for its members
2. To address key issues affecting your business and to represent the interests of the Exhibition & Event service industry

The initial groups have already been defined:

- ° Planning and strategy
- ° Membership
- ° Marketing & Business Development
- ° National Associations
- ° Health & Safety and Regulations
- ° Education
- ° Environment & Sustainability
- ° Statistics
- ° Past Presidents Council

• Change 2 :

The structure was very much organised by country
From now on the structure will be organised by profession

- ° Designers for exhibitions
- ° Producers of Exhibition services
- ° Producers of event services
- ° National associations

IFES believes in the important role a national association plays in this industry.
IFES will focus on the unique challenges doing International business brings and will work to foster the growth of new associations within the network.

Advantage of change 2:

IFES will be more focused on the needs and the goals of the different players in the service industry. Our profession is getting more and more international and borders are not relevant anymore.

We need to be focused on the strategy and our future collaboration – not on our differences

Join us and play an important role in the service industry!

What are your benefits as an individual member?

• Representation on the international level

IFES is recognized as the international federation of exhibition and event services!

We have high level contacts with the other players in the industry

- ° UFI (Union des Foires International – exhibition organizers)
- ° Emeca (federation of hall owners)

They are also the speaking partner for all international organisations such as

- ° the EU
- ° other governmental organisations

Who is going to defend the interests of our industry on the international level ?

IFES has been since 1985 and will continue to do so!

• The network

- Just another network? No!

- IFES brings together annually the key players in our industry.

- ° You can learn from each other

sharing knowledge

- ° You can work together

global collaboration

IFES gives you the opportunity to meet each other and enjoy all the benefits of this face to face contact that is the unique and essential quality of our profession.

• Education / Statistics / Regulations / Health and Safety ...

- IFES works on all kinds of matters that concern our members.

- IFES individual members will get direct information and direct access to these items.

- ° Education programs
- ° Benchmarking studies e.g. local price comparisons and discount policies
- ° Statistics e.g. how is the Exhibit Service sector performing? Where are the emerging markets?

- **Virtual communication platforms**

IFES online platforms give us the opportunity to be in permanent contact and to have all necessary information available as soon as it is released. IFES wants to play an important role in this virtual world.

You will get the opportunity to be visible in two ways

- **The IFES Partner Forum**

IFES maintains active groups on Linked In where all our members can share privileged information amongst our trusted partner network.

- **Expopedia.net**

This is the global, publically accessible search engine where anyone (exhibitor, stand builder, designer) can find a local supplier for specific service in a specific location

By registering in this portal, you can be found as a local supplier and promote your main activities in the locations where you specialise.

IFES members will be visible both from our own website and with enhanced listings on Expopedia. Expopedia values the quality and reliability of the IFES member network so all our members will be indentified to help you stand out to potential clients as a trusted IFES member!

IFES members get very interesting conditions:

- the Partner forum is part of your member package so you and your staff can stay connected
- Expopedia is free for IFES Members for the listing of the main venue you work at and the main service your offer. You can then upgrade your listing on this search engine with multiple activities, linked to multiple venues.

IFES Members will get a 40 % discount on all upgrades to their subscription!

Join us and develop your business internationally

The advantages of individual members listed

- Be an active member of the worldwide federation
- Be represented at the highest levels in our industry
- Access to the IFES online network for all your employees
- Access to results of IFES Member statistics / benchmarking studies
- Active participation in all communication initiatives
- Option to join Working Groups & Committees
- Discounted Convention Fees
- Frequent, informative news and industry updates
- Full member voting rights so you can help shape your association
- Extra: optional Partner Guide listing
free introduction on Expopedia

IFES standard rates

- Individual Company: € 750

Before you subscribe: Are you a member of one of IFES' National Association members?

If so, contact IFES or your National Association: As a member of both organisations you will benefit from a discount of € 200 - € 300!

Meetings

- Meet us and see for yourself the value in our network!

Join us at the IFES Annual General Meeting

20-26 June 2010- Shanghai

Join us at Euroshop

26 February – 3 March 2011 – Dusseldorf

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