

Guidelines

Global Exhibitions Day 2020

Table of contents

| | | |
|-------|--------------------------------------|---|
| I. | Introduction to the guidelines..... | 2 |
| II. | The context..... | 2 |
| III. | What is Global Exhibitions Day?..... | 2 |
| IV. | GED advocacy messages..... | 2 |
| V. | Proposals for GED2020..... | 3 |
| VI. | Audiences..... | 3 |
| VII. | How to get involved..... | 4 |
| VIII. | Logos..... | 6 |
| IX. | UFI colour chart..... | 6 |
| X. | GED props references..... | 7 |
| XI. | Social media..... | 9 |

I. Introduction to the guidelines

The aim of these guidelines is to provide exhibition industry professionals with information about Global Exhibitions Day: what it is, who it is aimed at and how to get involved in GED2020.

Furthermore, it will present initiatives that were organised for previous Global Exhibitions Days in order to inspire initiatives for GED2020.

Lastly, it will provide links to all GED-related visuals (logos, photos, infographics etc.) and relevant documents that can be found in the online resource: [Trello](https://trello.com/u/global-exhibitions-day). In addition, the Flickr photo gallery, the Video playlist and all GED Social media channels are available at www.globalexhibitionsday.org.

II. The context

For 2020, our GED celebratory efforts focus on showing how the exhibition industry is rebuilding economies. Across the globe, 3.2 million people are part of the industry that creates the connections that fuel \$325 bn in business deals each year. If we all use our voices to recognize the great work of this industry, just imagine the noise we can make.

III. What is Global Exhibitions Day?

Now in its fifth year, Global Exhibitions Day is a worldwide celebration of the exhibitions and events industry and everyone involved in it. It highlights the power of face-to-face exhibitions to boost business, jobs, innovation and local investment. Last year, around 20,000 industry professionals in around 90 countries and regions participated in activities.

UFI, the Global Association of the Exhibition Industry, facilitates GED by inviting everyone working in and for exhibitions and trade shows to take part in this campaign by organising and sharing initiatives that promote the industry. Online, and through an array of national and local events, people on every continent are invited to join the campaign, from venues and organisers to students, local partners and public authorities.

IV. GED advocacy messages

In light of the COVID-19 situation, we are pivoting the focus of global exhibitions day to have a single theme.

1. Exhibitions are key to rebuilding economies

The global exhibition industry will “reconnect & rebuild” businesses. Our world has been turned upside down this year, and the exhibition industry is essential to creating the connections that will rebuild our economies. The size and far-reaching impact of

the exhibition industry are demonstrated by the “[Global Economic Impact of Exhibitions](#)” report that was produced by Oxford Economics and supported by SISO.

An example of the figures:

- The total output in business sales including direct, indirect and induced output at exhibitions in an annual year is €275 billion (\$325 billion).
- 3.2 million jobs are directly and indirectly supported by the exhibition industry
- There are 32,000 exhibitions worldwide each year
- There are 303 million visitors to exhibitions per year
- 4.5 million companies exhibit annually
- The visitor and exhibition spend is €116 billion (\$137 billion) every year

V. Proposals for GED2020

We will activate GED2020 along three paths: There are three ways to activate this:

1. **Growing awareness:** statements from politicians, economic impact data...
2. **Showcasing the way events build the world:** creating a visual display of significant happenings at events
3. **Steady messaging:** a planned rhythm of messages following the messaging theme around exhibitions creating the connections that rebuild economies

VI. Audiences

Exhibition industry professionals:

UFI has identified the following groups as working in the exhibition industry:

| | ORGANISERS | VENUES | SUPPLIERS | ASSOCIATIONS |
|-------------------|---|---|---|---|
| SALES | Employees in sales create connections with potential clients to sell the services or products the company has to offer, for most businesses this is how they make their revenue, such as: <i>The stand space to the exhibitors</i> | <i>The space at the venue to organisers</i> | <i>The products and services provided by the suppliers to organisers and exhibitors</i> | <i>Memberships to the associations, events, training, research</i> |
| MARKETING | Marketers help grow the company by ensuring that the products and services are visible to the wider world by using media such as digital, print, social media, radio and television. <i>Ensuring that potential visitors and exhibitors know about the exhibition as well as managing partnerships and sponsor deals</i> | <i>Promoting the venue to organisers</i> | <i>Showcasing the services and products to organisers, venues and in some cases other suppliers</i> | <i>Ensuring that the exhibition community is aware of the association and what they have to offer</i> |
| OPERATIONS | The operations teams are those that deliver an exhibition, knowing what is happening, when and with whom. Everything to do with actually building the exhibition and turning space into place. Examples: <i>This will be team that run the show, taking care of all industry partners involved in the show</i> | <i>Venue operations teams work with the organiser to make sure that the venue is delivering the event and</i> | <i>Suppliers operations managers will be those working on the exhibition floor to ensure the products</i> | <i>For associations, operations could include delivering an event and</i> |

| | | | | |
|--------------|--|---|--|--|
| | <i>and bringing all the elements together</i> | <i>ensuring health and safety standards</i> | <i>and services are working for the client. These are the people responsible for building the event environment.</i> | <i>running the day-to-day workings of an association</i> |
| OTHER | These jobs may not necessarily be specific to the exhibition industry, but are integral to any company, such as finance, HR, IT and office management, admin and accounting. | | | |

Influential figures:

The idea for GED2020 is to get even more influential people involved and involve regional and local media and have experts and public personalities (such as economists) presenting the impact of the exhibition industry. We will call on the 41 partner associations to activate this.

Also, political figures hold a lot of influence and can draw attention to the cause. Examples of political figures to be targeted are ministers, politicians, ministers of trade, local politicians such as mayors, the EU Commission and Parliament.



Example of high profile advocacy for "Global Exhibitions Day" by UFI

Furthermore, we will look at groups to get involved, such as NGL alumni.

VII. How to get involved

Planning your initiative

UFI is inviting exhibition industry professionals all over the world to get involved and participate in this campaign to promote the industry. In fact, part of what makes GED such an exciting initiative is the huge range of activities thought up every year by industry professionals. The promotion of exhibitions as an effective way of doing business, the career opportunities they offer and the global nature of them are particular focuses for many events and initiatives and year-on-year we have seen a growing number of company activities and industry association events and advocacy efforts aligned with Global Exhibitions Day.

UFI welcomes all initiatives that showcase the exhibition industry and/or your career in it. Here are a few ideas for initiatives but we welcome all manner of creative and informative campaigns:

- Organise a (video) conference on an issue(s) affecting the exhibition industry

- Organise a (virtual) networking event
- Release figures or interesting facts about the exhibition industry
- Take photos of your company members holding the GED sign
- Take advantage of your venue's technical and signage possibilities to showcase the GED logo
- Follow GED2020 on social media (Facebook, Twitter, LinkedIn and YouTube) and use it to motivate your colleagues and friends to get involved

To help with the planning of your campaign and to give you ideas, it might be useful to know of campaigns and initiatives that were organised for GED19:

Asia-Pacific:

- IEIA organised and coordinated several events in India, including a cleanliness (litter-picking) drive in Mumbai, the distribution of clothes and food to an orphanage in Jaipur, GED India awards, and a delegation meeting to discuss the advocacy campaign for the exhibition industry
- EEAA held a Leaders Forum and Conference and Global Exhibitions Day dinner in Melbourne, Australia, focusing on the theme of improving the environmental sustainability of business events and promoting careers in the sector
- TECA held a networking meeting in Taiwan to discuss industry issues
- In China, GICEC, Hangzhou Venue, Zhuhai Venue and Poly World Trade Center created videos including "Follow-me" videos

Africa and the Middle-East:

- AAXO and EXSA organised an Exhibition Quiz and Networking Event in South Africa, to celebrate GED19 and the global exhibition industry, with refreshments and prizes
- Montgomery group subsidiary, Specialised Exhibitions, organised the conference "Madex Expo" with 14 African Distributors in Johannesburg

Europe:

- IEIA organised an Event Logistics Horizon Project, a campaign for active data collection, with a view to boosting industry statistics and knowledge, as well as a Voice of the Exhibition Industry campaign
- Zagreb Fair organised an international conference entitled "Exhibition Industry – Disruptor or Disruptee?" The goals of the event included revealing the impact of trade fairs on economies, exploiting the potential of the industry and sharing knowledge and insights

- AEFI in Italy organised a conference entitled “Cooperation and Sustainability: change drivers for Italian fairs.” The event included a debate by the AEFI President and Vice Presidents on the themes of sector legislation, economic development and the promotion of Made in Italy
- Belgrade Fair produced a special postcard and an exclusive and limited postage stamp to commemorate GED19, designed by the Post of Serbia, with the GED19 logo incorporated. It also opened the Design Exhibition by students of Belgrade University, Faculty of Architecture

Americas :

- IAEE led Exhibitions mean Business Coalition hosted the annual Exhibitions Day in Washington DC, focussing on meetings with US federal lawmakers and legislation that affects the exhibitions industry in the US
- Messe Frankfurt Argentina, together with AOCA, put on an event to present the results of their Barometer of Economic Impact of the Industry

VIII. Logos

Use the official [GED2020 logos](#) in your posts. They are in .jpg format and .png with no background format so can be added to the images and content that you share on social media

If you want to know how your social media contribution is performing, you can track your posts using the following indicators:

- Number of posts of your social media channels
- Number of ‘likes’, share and comments on your social media posts
- Number of visits to the page on which the campaign has been shared
- Number of views on resources you posts

IX. UFI colour chart

The colour chart of official UFI colours that you can use in your initiatives and campaigns can be found below and [here](#).






UFI - The Global Association of the Exhibition Industry Identity user guide

Core, complimentary and accent Colour palette






Technical specification for each colour






- | | |
|---|---|
| 1 Litho special inks Pantone colours From Pantone colours coated selector | 3 Screen based colours RGB values from Pantone solid in RGB guide |
| 2 4 colour litho/web-offset (Process) colours - CMYK values from Pantone solid to process guide | 4 Web safe colours HTML values from Pantone web-safe guide |

Core identity colours






| UFI blue | UFI olive | UFI dark grey | UFI light grey | Black |
|---|---|---|--|---|
|  |  |  |  |  |
| 1 Pantone 533 | Pantone 391 | Pantone Warm Grey 11 | Pantone Warm Grey 7 | Process Black |
| 2 C:100 M:80 Y:0 K:68 | C:11 M:0 Y:97 K:45 | C:0 M:25 Y:30 K:76 | C:0 M:9 Y:14 K:44 | C:0 M:0 Y:0 K:100 |
| 3 R:41 G:51 B:82 | R:148 G:145 B:8 | R:107 G:92 B:79 | R:163 G:148 B:135 | R:0 G:0 B:0 |
| 4 H: 000033 | H: 999900 | H: 333333 | H: 999999 | H: 000000 |






Complimentary colours

| | | | | |
|--|--|--|---|--|
|  |  |  |  |  |
| 1 Pantone 581 | Pantone 7468 | Pantone 504 | Pantone 228 | Pantone 1615 |
| 2 C:0 M:0 Y:80 K:72 | C:91 M:10 Y:0 K:45 | C:0 M:85 Y:45 K:83 | C:0 M:100 Y:0 K:50 | C:0 M:73 Y:95 K:52 |
| 3 R:69 G:70 B:0 | R:0 G:120 B:156 | R:79 G:31 B:38 | R:138 G:0 B:76 | R:161 G:61 B:5 |
| 4 H: 666600 | H: 006699 | H: 663333 | H: 990066 | H: 993300 |

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
| Pantone 117 | Pantone 418 | Pantone 342 | Pantone 2617 | Pantone 186 |
| C:0 M:25 Y:100 K:22 | C:3 M:0 Y:30 K:85 | C:95 M:32 Y:79 K:126 | C:87 M:100 Y:26 K:15 | C:11 M:100 Y:82 K:3 |
| R:196 G:158 B:13 | R:92 G:92 B:79 | R:0 G:103 B:74 | R:76 G:21 B:103 | R:207 G:19 B:49 |
| H: CC9900 | H: 666666 | H: 00674A | H: 4C1567 | H: CE1330 |

Accent/highlight colours

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
| 1 Pantone 390 | Pantone 7467 | Pantone 221 | Pantone Rubine Red | Pantone 166 |
| 2 C:26 M:0 Y:92 K:5 | C:87 M:0 Y:25 K:0 | C:0 M:100 Y:16 K:40 | C:0 M:100 Y:9 K:4 | C:0 M:75 Y:90 K:0 |
| 3 R:181 G:186 B:5 | R:0 G:173 B:181 | R:145 G:0 B:69 | R:207 G:3 B:92 | R:217 G:89 B:0 |
| 4 H: CCCC00 | H: 336666 | H: 990033 | H: CC0066 | H: CC6600 |

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
| Pantone 109 | Pantone 416 | Pantone 7488 | Pantone 667 | Pantone 709 |
| C:0 M:13 Y:100 K:0 | C:1 M:0 Y:20 K:61 | C:58 M:0 Y:86 K:0 | C:58 M:61 Y:22 K:5 | C:0 M:75 Y:36 K:0 |
| R:247 G:229 B:22 | R:140 G:138 B:122 | R:124 G:186 B:77 | R:126 G:105 B:144 | R:244 G:98 B:120 |
| H: FFCC00 | H: 999999 | H: 7CBA4D | H: 7D698F | H: FA6277 |

X. GED props references

GED foam signs:

In case you would like to print your own GED signs to use in your GED campaigns, you will find the printing references below:

Version 1:



Version 2:



Material: foam board

Format: A3. Provide vectorised logos to your printing company. The boards are cut around the logos (template can be found [here](#)).

Details: add the date **3 June 2020** or the hashtag **#GED2020** after “Global Exhibitions Day” if desired

GED mobile phone stickers



Format: 10cm-11cm. Oval or rectangular depending on preference.

Details: add the date **3 June 2020** or the hashtag **#GED2020** after “Global Exhibitions Day” if desired.
Request an easy-to-peel slit on the back.

XI. Social media

A big part of the promotion of Global Exhibitions Day takes place on social media. This is largely how UFI promotes events and initiatives, competitions, shares photos, and explains how to get involved. For this reason, our social media accounts are very active and regularly updated.

We use four platforms to promote Global Exhibitions Day:

- **Twitter**

The URL is https://twitter.com/GED_2020

The handle is [@GED_2020](#)

The hashtag is [#GED2020](#)

- **Facebook**

The URL is <https://www.facebook.com/groups/GlobalExhibitionsDay/>

The hashtag is [#GED2020](#)

- **LinkedIn**

The URL is <https://www.linkedin.com/company/660846/admin/>

The hashtag is [#GED2020](#)

- **YouTube**

The channel is www.ufi.tv

The playlist is “Global Exhibitions Day”

How to use social media:

There are various ways to join the community on social media, using both your organisation’s social media channels and UFI’s:

- Use the official hashtag [#GED2020](#) in your GED-related posts
- Share/ retweet GED-related posts on the social media channels of your organisation as well as UFI’s
- Share the previously mentioned facts and stats from the Global Economic Impact of Exhibitions research that was released by UFI in 2019

- Use your own messages or the ready-to-use posts that are available in this online resource and on our social media channels, such as GIFs, videos and photos. Think about using the 4 advocacy messages in your posts
- Share photos of your GED initiatives
- Share photos of yourself and your colleagues holding a sign with the GED2020 logo
- Encourage colleagues/ partners/ member associations etc. to follow the GED platforms, participate in the conversation on social media, and talking about the campaign among their community
- Identify national and international influencers and invite them to get involved by using the #GED2020 hashtag and sharing their photos