



# GLOBAL EXHIBITIONS DAY #GED16

## FACT SHEET

### WHAT IS GLOBAL EXHIBITIONS DAY?

The inaugural Global Exhibitions Day (#GED16) – an initiative of UFI, the Global Association for the Exhibition Industry and the International Association of Exhibitions and Events (IAEE) – will take place on 8 June 2016 and Australia will be the first country kick of the celebrations. Established to highlight and celebrate the contribution of exhibitions to diverse sectors of the economy, business growth and national prosperity, GED is not one event, but a series of events, activities, and personal contributions from all over the world that together will give the global industry a united and cohesive voice to promote the Power of Exhibitions.

#### Key messages:

- Exhibitions are the most effective marketing channel, especially for small and medium enterprises.
- Exhibitions stimulate innovation and competition.
- Exhibitions support the development of trade and the internationalisation of business.
- Exhibitions support economic growth and generate significant social and economic benefits.
- Exhibitions provide a face-to-face medium to build relationships and do business.

### THE POWER OF EXHIBITIONS

The EY study, *The Value of Business Events to Australia*, produced for the Business Events Council Australia with the support of the Australian Government shows that in 2013/14:

- There were 2,157 exhibitions staged in Australia, attracting 9.3 million visitors and over 65,000 exhibitors
- Exhibition visitors spent \$2.3 billion in Australia
- Exhibitors spent \$643 million in Australia
- Exhibition organisers spent \$137 million in Australia, generating \$88 million in value add
- Total direct expenditure from exhibitions was \$3.1 billion, contributing a direct value add of \$1.5 billion and generating over 21,000 jobs
- 41% of Melbourne Convention & Exhibition Centre revenue is generated by exhibitions

### EEAA'S CONTRIBUTION TO #GED16

The Exhibition and Event Association of Australasia (EEAA) has signalled its support of GED by aligning two of the national Association's most important annual gatherings with the event. It is also escalating its Power of Exhibitions campaign specifically targeting Federal and State Governments and business leaders.

### 2016 EEAA Leaders Forum & 2016 Annual General Meeting

Over 8-9 June, EEAA will hold its annual member community gathering (Annual General Meeting, 8 June) and popular annual summit featuring senior industry leaders and stakeholders (Leaders Forum, 9 June) as part of its contribution to the GED effort. The EEAA Leaders Forum is attended by industry leaders and is





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designed to tackle the issues and opportunities facing the trade and consumer expo sector and help shape the future of the industry.

## Global Exhibitions Day Oration

The Melbourne Convention & Exhibition Centre (MCEC) in collaboration with the Exhibition and Event Association of Australasia (EEAA) will host a Global Exhibitions Day Oration. MCEC Global Exhibitions Day Oration is a free public event designed to celebrate the exhibition sector and provide the audience with a different perspective on the Australian exhibition industry. Delivered by innovationist and futurist, Justin Baird, the oration will explore how due to the changing pace in technology, coupled with the global nature of business, economic growth will benefit from the power of exhibitions.

## SHOW YOUR SUPPORT

You can show your support for the Power of Exhibitions by joining the conversation on social media. Simply take a photo or video of yourself and/or your colleagues using the prop supplied, upload it to one or more of your preferred social media platforms (Facebook, Twitter, LinkedIn) using #GED16, #powerofexhibitions and @EEAA, and include a short message of support. You can use one of the below examples or come up with one of your own:

- Exhibitions power the economy
- Exhibitions power key industry pillars of the economy
- Exhibitions power the visitor economy
- Exhibitions are good for business and create marketplaces
- Exhibitions power innovation and competition
- Exhibitions power export growth
- Exhibitions power jobs

That's it! Together we can send a clear message to the world that Australia gets the power of exhibitions! Here are some examples of what's already been done:



James Pearson, Chief Executive Officer, Australian Chamber of Commerce and Industry with Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia.



EEAA Staff L-R: Rebecca Ius, Joyce DiMascio and Sandra Stocken.



University of Notre Dame Australia student and EEAA Intern, Annabelle Reed.

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## ABOUT EEAA

The Exhibition and Event Association of Australasia (EEAA) is the peak industry association for exhibitions and events. Representing organisers, association organisers, venues and suppliers within the exhibition and event sector, the work of the association and its members is a testament to the **Power of Exhibitions** as a driver of the economy and in particular economic development, trade and export, employment, visitation and knowledge sharing. A not-for-profit organisation, EEAA works to ensure industry growth by encouraging high industry standards, promoting the professionalism of EEAA members and highlighting the unique business opportunities that exist through exhibitions.

Read more about [EEAA](#) or view the [Power of Exhibitions](#) video.

## CONTACTS

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Rebecca Ius, Events and Marketing Executive: 02 9413 9520

\*Sources: EEAA Market Monitor, EY study, The Value of Business Events to Australia, 2013-2014, EY Report Key Exhibition Business Outcomes for MCEC, 2015 and Audited Media Association of Australia (AMAA) Report 2015.

