



## Taking on Responsibility

The Association of Global Event Suppliers (AGES) is formed by leading events suppliers worldwide to promote temporary and semi-permanent infrastructures and technology required to host international sports, culture and entertainment events.

Together with governmental bodies and organizers AGES develops suitable standards and procedures to obtain sustainable, cost-effective infrastructure solutions for future events.

AGES is the international label for quality, safety and sustainability of the growing industry of global event suppliers.

## Smart Infrastructure Solutions

Cities and countries around the world hosting large international events must provide a substantial number of specific facilities, infrastructure and technical installations to meet the increasing requirements of athletes, the media, sponsors and other stakeholders so as to guarantee a safe and smooth operation of their events. These facilities and infrastructure are often unique with respect to size, quantity and location, and quite often do not fit into an established and sustainable urban development program. Organizers are increasingly faced with the challenge of finding appropriate yet cost-effective solutions and developing a true legacy plan for their large-scale events.

Temporary event infrastructure and technology is used to adapt new facilities, upgrade or remodel existing facilities, or even to create fully operational temporary or semi-permanent facilities for large events. Temporary infrastructure and technology solutions incorporating reusable material and equipment have increasingly become an important and indispensable factor for the organizers. This specialized and growing industry offers state-of-the-art technology which can be designed to the purpose.

## Mindset Change



Governmental bodies now start to ensure that organizer avoid wasteful construction and use more temporary infrastructure. *«As per the Olympic Agenda 2020, the IOC wants to actively promote the use of existing and temporary infrastructure»*, explains Xavier Becker. *«We want to develop the awareness regarding temporary infrastructure and to promote an earlier engagement with the suppliers market. This will contribute to more sustainable and cost effective solutions for Olympic events»*.

Xavier Becker (l), Associate Director, Venues & Event Delivery at IOC and Daniel Cordey (r), Chairman of AGES, at the AGES conference, March 2015.



*«The utilization of temporary infrastructure continues to play an increasing role in the staging of major events worldwide. AGES is perfectly timed to ensure that industry standards and performance meet this growing demand and provide the right level of governance and assurance to event organizers and regulatory authorities»*

Guy Lodge  
Event Industry Expert and Honorary Member of AGES



## Vision of AGES

- Represent the international event industry and take a pivotal role in the development of the event construction and recognized label for quality, safety and sustainability for temporary infrastructure works
- Contribute to a sustainable development and a cost-effective delivery of infrastructures and technology required for large events in all sectors
- Be a partner to governmental bodies, key stakeholders and organizers of large events, exhibitions or humanitarian aid to address the capabilities, to promote the possibilities and to maintain the interest of the event supplier industry

## Objectives of AGES

- Acquire and maintain members who are recognized industry market leaders worldwide and facilitate networking opportunities for its members and with local suppliers
- Promote industry awareness and buildup reputation and acknowledgement of the industry with a commitment to ethical commercial dealings
- Undertake efforts to facilitate knowledge transfer, education and support to young talents, the local event industry and other stakeholders involved in event infrastructure and technology
- Develop standardized, international technical documents, such as practice guides, sustainability guides, material & equipment, material & equipment specifications, method statements, health & safety policies, etc.
- Develop framework agreements with governmental bodies and host cities for customs and taxation procedures, code relaxations and establishing workshops outlining critical program milestones to maximize procurement participation from the industry

## AGES at a Glance

The Association of Global Event Suppliers (AGES) is a not-for-profit organization, consisting of reputable event companies and market leaders in the event industry, all having a unique track record with an outstanding work experience.

These global event suppliers are front runners in the development of new technology and services. The members offer services and works in all overlay work categories and are established in more than 70 countries in Europe, America, the Middle East and Asia. Together, the members of AGES provide services and temporary infrastructure worth more than 2 billion euros each year.

AGES sets a high standards to the sustainability performance, as well as to reliability and quality of work performance and admits members who adhere to the code of ethics and professional conduct as defined by the association.

With large events being awarded to countries with a young event industry, AGES understands its educational responsibility and supports organizers and local event suppliers in the planning and delivery process.



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