

# The Industry Partnership Program (IPP)

Bern, May 2023 (Rev 4)

## 1. Introduction

AGES has developed a partnership program for global industry leaders (multinational firms) involved in the event business and connected with the business of our members and associate members. Together with the partners, AGES develops initiatives to improve the economic, social and sustainable performances of the event suppliers' industry.

## 2. Objectives

The objectives of the IPP are:

- to engage with industry partners who represent business excellence and unique competence in a selected thematic area of interest to AGES
- to facilitate high level commercial relationships between the members, the associate members and the executives of the selected industry partners
- to incorporate the industry partners in working groups (jointly with governmental bodies) to support the elaboration of new standards, policies and procedures as per the activity plan of AGES
- to generate additional funds to finance the activity program of AGES

Through knowledge transfer and active involvement of industry leaders, the IPP shall contribute to the elaboration of new policies, tools, methods or products for the partner and/or the event suppliers' industry.

## 3. Categories

AGES has identified the following thematic areas representing an important aspect of the members business. For these thematic areas AGES seeks a global Industry Partner, on exclusivity basis:

### -Human resource and work force solutions

This category is for globally operating HR companies providing qualified manpower and other kinds of work force solutions to the event industry.

### -Risk Management and Insurance

This category is for global insurance companies involved in the event sector with expertise for global business insurance and corporate and specialty risks

-Tax and legal

This category is for large multinational companies providing accounting services, legal and tax advice as well as strategic advice and consultancy services for firms involved in the international event industry.

-Logistics and transportation

This category is for globally operating companies providing various kinds of logistics and transportation services for the event industry.

-Technology and digitalization

This category is for international companies and global leaders providing and distributing technology and/or digital solutions for the event industry.

-Sustainability and engineering

This category is for multinational companies who contribute through their outstanding engineering capabilities, but also through their comprehensive product offering to more sustainable and environmentally sound solutions.

#### **4. Offering by AGES**

AGES offers following services or benefits to the selected Industry Partners:

- Access to high level executives of member and associate member companies
- Exclusivity in the defined thematic area within AGES with the possibility to actively contribute to the elaboration of new standards and policies
- Visibility as the official Industry Partner of AGES on official webpage and in official publications and brochures
- Presentation of the Industrial Partner's services and products at the AGES conference, meetings or webinars, in accordance to the AGES program
- Participation to conference and networking activities with representatives free of charge
- participation to AGES debriefing or knowledge sessions free of charge

#### **5. Contributions by the Industry Partners**

The Industry Partners contributes with Cash and/or VIK services to the partnership with AGES.

Interested parties are kindly requested to contact Daniel Cordey, Chairman at [Daniel@ages.international](mailto:Daniel@ages.international) or by phone +41 79 407 06 06.