



## IAEH, ESA and AGES join Host City 2019 as first Strategic Partners

**The world's leading associations representing stakeholders in major sports, business and cultural events have teamed up with Host City Expo & Conference in the event's first Strategic Partner programme.**

The International Association of Event Hosts (IAEH), the Association of Global Event Suppliers (AGES) and the European Sponsorship Association (ESA) are the first Strategic Partners to support the development of Host City, the largest meeting of sports, business and cultural events.

Host City Expo & Conference is a "one-stop shop" for the owners, organisers, hosts and other stakeholders of sports, business and cultural events. Now in its 6th year, the 2019 event takes place in Glasgow on 26-27 November and highlights the need for the sector to Innovate, Reformulate & Co-create.

Through the Strategic Partnership programme, Host City and the supporting organisations have opportunities to:

- co-produce the event agenda, with a combination of keynotes, panels, presentations, workshops and side meetings
- increase opportunities to enlist new members
- increase access to the event for all stakeholders in major events
- consolidate the major event hosting community around this unique focal point

Rick Traer, IAEH Co-Director and CEO of the Canadian Sport Tourism Alliance said: "The partnership with Host City provides a platform to deliver against a number of our strategic objectives, including the opportunity to share best practices, promote a standard set of event impact standards and to build a network of individuals and organizations involved in hosting major events around the world."

Daniel Cordey, Chairman of AGES said: “The partnership with Host City is a win-win situation and offers benefits at different levels for us. Our members get additional opportunities to meet industry professionals and the Association is co-organising interesting thematic talks embedded in the Host City event programme.”

Andy Westlake, ESA Chairman said: “ESA is excited to be partnering with Host City in November, as we think it’s important to explore how we can continue to enhance the contribution of sponsorship for major event host cities and organising committees. Sponsorship of course helps to drive additional revenue and offset major event budgets, but it also significantly enhances the spectator’s experience, contributes powerfully to the event marketing agenda and will often leave a strong and long-lasting grass roots legacy afterwards. We’re looking forward to being part of the discussion”

Ben Avison, Editorial and Conference Director of Host City said: “The launch of the Strategic Partnership programme is an important development for the Host City community. We are delighted to have the world’s leading associations joining us to further consolidate this unique focal point of all the various stakeholders involved in staging the world’s greatest events. We are very grateful to IAEH, AGES and ESA for their support in developing Host City and look forward to welcoming their members to Host City 2019, the largest meeting of cities and sports, business and cultural events.”

**Members, please keep an eye out in your future email bulletins for notification of your Host City 2019 discount.**

### **About Host City**

Host City Expo & Conference brings together cities and sports, business and cultural events for two full days of unrivalled insight, networking, workshops and business on 26-27 November at the Technology & Innovation Centre in Glasgow.

This is where representatives of host destinations, federations and other rights holders, organisers, event suppliers and services from all over the world meet to discover opportunities and discuss the challenges of major event hosting. Participants are encouraged to use Host City as a platform to develop, workshop and announce new events, partnerships and formats.

[www.hostcity.com](http://www.hostcity.com)

### **About IAEH**

The International Association of Event Hosts (IAEH) exists for representatives of international destinations to collaborate to generate the best possible value from hosting major sporting and cultural events and provide a voice for ‘not for profit’ hosts of events.

IAEH provides a platform for members to learn from the successes and challenges of major events, share knowledge and generate greater long term social and economic benefits from hosting events.

[www.eventhosts.org](http://www.eventhosts.org)

## **About AGES**

The purpose of the Association of Global Event Suppliers (AGES) is to build up awareness for industry-specific aspects and to promote and defend the interests of its members in the international event marketplace.

The objective is to become a professional and business-oriented association which offers to share and manage valuable information related to the temporary infrastructure industry in order to streamline business for buyers and sellers.

AGES wants to develop a roadmap together with governmental bodies and key stakeholders to create procedures, standards and other tools to facilitate interaction and business with event suppliers, and through this contribute to lowering the burden on future organisers.

[www.ages.international](http://www.ages.international)

## **About ESA**

The European Sponsorship Association (ESA) is a not-for-profit membership association whose mission is to inspire, unite and grow the sponsorship industry for the benefit of its members. ESA does this through education, guidance, representation, the recognition of excellence and the sharing of best practice and performance.

ESA's reach encompasses all types of sponsorship activity from sport, broadcast, education, charity, the arts and culture through to environment and the community. Its membership includes sponsors, rights holders, agencies and consultants, professional advisors and suppliers.

[www.sponsorship.org](http://www.sponsorship.org)