

## AGES Mission Statement

*Updated October 2025*

### Preamble

Cities and countries hosting major international events must provide a wide range of specialised facilities, infrastructure and technical installations to meet the evolving requirements of athletes, media, sponsors and other stakeholders. These needs often go beyond the scope of long-term urban development plans. Event organisers are therefore challenged to find cost-effective, sustainable solutions that ensure operational excellence and contribute to a lasting legacy.

Temporary infrastructure (overlay) plays a vital role in achieving these objectives — adapting new facilities, upgrading existing venues, and, in some cases, creating temporary structures that enable world-class events to take place.

Recognising the growing importance of this sector, the leading companies in event supply have come together under AGES — the Association of Global Event Suppliers — to strengthen standards, share expertise, and represent the collective voice of the global event supply industry.

### Vision

AGES aims to be the recognised global representative of the international event supplier industry — a trusted label of quality, reliability and professionalism for temporary infrastructure and overlay works. Our vision is to be the partner of choice for governments, organisers, and major event stakeholders — promoting innovation, sustainability and collaboration in the planning and delivery of global events.

### Strategy

AGES' strategy focuses on two key priorities:

1. Defining global standards and procedures — establishing consistent, transparent business and technical frameworks that help organisers and planners understand the capabilities and value of the overlay industry.
2. Building partnerships and advocacy — engaging with governments, organising committees and key stakeholders early in the event cycle to demonstrate how applying recognised standards enhances safety, efficiency and legacy outcomes.

### General Objectives

AGES brings together market leaders and innovators across all categories of temporary infrastructure.

Our objectives are to:

- Maintain a diverse and global membership, representing excellence in each field of event supply.
- Serve as a credible and unified voice for the overlay industry.
- Facilitate knowledge exchange, collaboration and best practice among members.
- Support the development of safe, sustainable and efficient infrastructure solutions for major events.

AGES operates as a non-commercial, not-for-profit organisation. We do not pursue individual member interests but work collectively to strengthen the reputation, recognition and business potential of the event supplier industry worldwide.

In emerging markets, AGES supports local organisers in engaging local suppliers and encourages partnerships with international members to build capacity and share expertise.

### **Specific Objectives**

1. Establish internationally recognised standards
  - Business standards: model contracts, health and safety policies, insurance and liability guidelines.
  - Technical standards: material specifications, equipment standards, method statements, operational manuals, and applicable codes.
2. Improve efficiency and cost-effectiveness
  - Clarify customs and tax procedures in new markets.
  - Promote knowledge transfer between members, governments and organising committees.
  - Facilitate new business insights through data collection and sharing of market information.
3. Represent members' interests globally
  - Engage with key international bodies (IOC, FIFA, UEFA, Commonwealth Games Federation, etc.).
  - Collaborate with organising committees of major sports and cultural events.
  - Liaise with national and regional sports federations and public authorities involved in event delivery.

### **How AGES Acts**

#### **Externally, AGES:**

- Promotes awareness of the industry's role and value.
- Represents members' interests through advocacy and dialogue.
- Creates networking and collaboration opportunities.
- Organises workshops and sessions to improve understanding of industry practices and procurement processes.

#### **Internally, AGES:**

- Facilitates information exchange and knowledge sharing.
- Develops standardised international technical and commercial documents.
- Promotes ethical practices and professionalism within the industry.

### **Mission**

AGES unites the leading companies of the global event supply industry to advance standards, strengthen collaboration and promote excellence in temporary infrastructure worldwide. Through shared knowledge, advocacy and partnership, AGES contributes to the delivery of safe, sustainable and impactful events that leave a lasting legacy for communities and the industry alike.