



## AGES Annual Event - General Requirements for Hosting the Event

**Bern, April 2021 - Rev. 3, October 2025**

### 1. Overview

The **Association of Global Event Suppliers (AGES)** organises the Annual Event in close cooperation with the **Host**.

The event may be hosted by **one to three member companies** (from the same geographic area if co-hosted). In the case of co-hosting, the companies operate as a single entity and appoint a **Host Manager** as the main contact for AGES.

AGES designates an internal **Event Team** to work with the Host throughout planning and delivery.

### 2. Event Concept

The Annual Event is a **two-to-three-day meeting** for AGES members, associate members, partners and invited guests (attendance by invitation only).

- **Sunday:** Arrival and official *Welcome Reception*. The Host may propose an optional social or cultural programme.
- **Monday:** *Conference Day* with speakers selected by AGES, followed by the *Official Dinner* hosted by the Host.
- **Tuesday:** *Workshops and Member Sessions* organised by AGES, concluding around 3pm.

### 3. Location and Venue

The Host selects the hotel and conference venue. The location should be:

- Easily accessible, ideally near an international airport.
- A high-quality 4-star property or equivalent.
- With accommodation and meeting spaces in the same or neighbouring facilities.



- Fully equipped with **professional AV and hybrid capabilities** (sound, projection, video, and connectivity).

The chosen venue should reflect professional standards and provide a comfortable, efficient setting for all delegates.

#### 4. Dates

The event should take place **between early March and mid-April**, ideally in March. Dates must avoid major public holidays and key global events. The proposed dates require **AGES approval** and should be confirmed **one year in advance** whenever possible.

#### 5. Attendance

- **Sunday–Monday:** Approximately 100 participants (members, speakers, guests, and media).
- **Tuesday:** Approximately 70 participants (members only).
- **Speakers:** 6/8 experts invited by AGES; the Host may suggest up to two additional speakers.
- **Guests:** Attendance by invitation, subject to joint approval by AGES and the Host.
- **Delegates:** 3 official delegates per co-hosting company (4–6 if a single host).

#### 6. Host Coordination

The Host appoints a **Lead Coordinator** at least six months before the event. This person will:

- Present an initial **concept and budget** outlining responsibilities and cost items.
- Liaise regularly with the AGES team through scheduled calls.
- Oversee on-site coordination during the event.

#### 7. Registration

AGES manages the **registration process**.

The Host provides an **information pack** (venue details, access, hotel booking, optional programme) at least **five months before** the event.



Registration typically opens **four months in advance**. AGES will share updates on participation and provide the **final list** approximately **one week before** the event. The Host submits its own delegate and guest list accordingly.

## 8. Facilities and Equipment

### Sunday:

- Venue for the *Welcome Reception* (iconic or representative setting).

### Monday:

- Main auditorium (90-100 participants) with full AV and hybrid setup.
- Two to three breakout rooms for smaller sessions or meetings.
- Welcome desk for accreditation.

### Tuesday:

- Workshop room (approx. 70 participants) and one or two smaller meeting rooms.

A qualified **technician** must be present throughout managing AV, presentations, and live connections.

Spaces should offer good sightlines, sound quality, and branding opportunities.

## 9. Accommodation

The Host negotiates **preferential hotel rates** and arranges a **room block**. Participants book directly using a **dedicated AGES reservation link** provided by the hotel.

AGES covers accommodation for **speakers, honorary members and guests**. The Host organises a **Welcome Desk** near reception for badge collection and late arrivals.

## 10. Programme Elements

- **Welcome Reception (Sunday):** Organised by the Host. Costs covered by AGES or an AGES sponsor.
- **Speakers' Dinner (Sunday):** Organised and reserved by the Host; costs covered by AGES.
- **Conference (Monday):** Hosted by AGES with full catering and coffee breaks arranged by the Host.



- **Official Dinner (Monday evening):** Hosted and financed by the Host (approx. 100 participants), preceded by a short networking reception.
- **Workshops (Tuesday):** Organised by AGES. Catering and setup provided by the Host.

## 11. Food and Beverage

The Host provides and covers:

- Coffee, tea, and refreshments for all breaks.
- Light buffet lunches for Monday and Tuesday.
- Catering for any optional Sunday activity.

## 12. Transport

Participants arrange their own travel to and from the event. The Host organises **local transfers** where necessary between the hotel, meeting venue, and dinner locations, as well as transport for any optional programme.

## 13. Marketing and Visibility

AGES offers the Host visibility through:

- A welcome message in the event booklet and on AGES Connect.
- Recognition during the opening session.
- Inclusion in press releases and post-event communications.

The Host may also propose **showcasing opportunities**, such as:

- Facility visits or site tours (Sunday).
- Booths or displays at the venue.
- Pamphlets or inserts in the welcome pack.

All Host marketing activities require prior AGES approval.



## 14. Sponsors

To offset costs, the Host may propose **one or two sponsors** for specific event components (e.g. dinner, reception, technology). All sponsorships must be **approved by AGES** before confirmation.

## 15. Event Materials

- **Programme and Booklet:** AGES provides the content; the Host handles design, printing and distribution. A digital version is encouraged.
- **Badges and Lanyards:** Prepared by the Host according to AGES design and distributed on-site.
- **Giveaway:** A small, branded item is traditionally offered by the Host as a keepsake.
- **Photography:** The Host arranges a professional photographer to document the event, including a group photo and coverage of the official dinner.

## 16. Financial Framework

At least six months prior to the event, the Host reviews and confirms the **budget** submitted during the application process. AGES and the Host agree on the **final cost allocation** and any AGES financial contribution from the Annual Event Support Fund.

From that point onwards, each party is responsible for its own costs, contracts and payments. Final financial settlement is completed within one month after the event.

## 17. Responsibilities Overview

### AGES:

- Registration and participant management
- Speaker coordination, travel and accommodation
- Gifts for Speakers
- Booklet and online programme
- Speakers' Dinner
- Welcome Reception



**Host:**

- Venue and hotel agreements
- Information pack for registration
- Venue and AV costs
- On-site staffing and logistics
- Local transport (if required)
- Catering for Monday and Tuesday
- Optional Sunday programme
- Official Dinner
- Badges, lanyards, photographer

**Participants:**

- Individual travel and accommodation costs (except invited guests and speakers)