



EXPERIENCES

that build a better tomorrow

GUIDED BY OUR **TRUE** COMMITMENT



Welcome

2024: A Year of Vision & Growth



Derek Linde
Chief Executive Officer
GES

At GES, we thrive on excellence and momentum—constantly planning and delivering extraordinary events for clients across the globe. In 2024, we continued to take important steps toward expanding our service offerings, growing globally, and investing in the remarkable talents and capabilities our team members demonstrate every day.

As much as our focus is set on the future, it is important to look back and acknowledge the efforts of our global team members and their contributions to our clients, each other, and the communities they serve.

As we reviewed our 2024 ESG (Environmental, Social, & Governance) progress and accomplishments, we realized these efforts align with our TRUE values—Trust, Responsibility, Understanding, and Excellence. These principles are central to who we are and everything we do, including our ESG initiatives.

With that—**welcome to our 2024 TRUE Report.**

We are exceptionally proud of everything we accomplished last year and the exciting projects underway for 2025. Every day, GES takes another step toward the future. Guided by our TRUE values, we are confident that our future will be meaningful and successful for our colleagues, clients, and communities.



TRUST

Trust each other to always be honest and do what's right.



RESPONSIBILITY

Be responsible for our actions and deliver on our commitments.



UNDERSTANDING

People come first. Be understanding and compassionate.



EXCELLENCE

Provide excellent service and execution.

Company Update

One of the most important steps GES took in 2024 was joining the Truelink portfolio of companies.

On the last day of the year, GES was acquired by Truelink Capital. Based in Los Angeles, Truelink excels in partnering with operationally driven companies like GES, and its exceptional team has a proven ability to create long-term value. The Truelink team has already demonstrated their unmatched strategic insight and dedication to collaborating with GES to continue our growth into the future.

Preparing to exit the Viad/Pursuit umbrella required a significant amount of effort and focus throughout the year, and our team members were up to the task. The prospect of starting a new chapter with Truelink—who believes in our ability to deliver industry leadership, innovation, and growth—was compelling.

We are thrilled to take our place in the Truelink portfolio of companies, with a partner committed to realizing GES' full potential in providing extraordinary experiences for our clients across the globe.



Trust is the Foundation

GES is committed to being the partner of choice for our clients. To meet that expectation, we must operate with trust—always.

Everyone we work with—clients, team members, and critical partners—counts on us to deliver. Our performance in 2024 sent a clear message: we can be depended on in every scenario, from a hotel show in Chicago to a multi-national event in Barcelona.

Trust also demands transparency. We over-communicate the what and the why behind our decisions—we know that's how lasting trust is built.

Trust is the foundation of sustainable business. It reflects transparency in reporting, ethical governance, and accountability to stakeholders. In ESG, that means clear disclosures, honest communication, and a commitment to doing what's right—even when no one's watching.

Because trust isn't just a value—it's how we lead.



TRUE Compliance

Our TRUE Compliance program is not designed to intimidate. It's intended to serve as a guide for our team leaders as they span the globe to deliver for our clients. Sometimes, we find ourselves in situations where a guide is especially helpful to see us through—that is the intent of our TRUE Compliance program.

These guidelines are in place to assist and empower our team members—not to discourage them. They know what to do and who to call when a decision is unclear. This structure supports individual decision-making and reinforces accountability. It ensures that the facilities and communities we work in, and the clients we serve, can count on us to operate in a consistent and principled way.

Our TRUE Compliance program exists to build trust. Our team is committed to performing in alignment with these guidelines, in a way our clients and partners can depend on. We know that trust sets us apart—and it's a standard we strive for continuously.

Making the Right Decisions

This Manual cannot cover every situation you may face. If you are unsure of the right course of action, ask yourself the following questions:

- Would this action conflict with Company values, Company policies, or the law?
- Have I consulted the right resources to help me resolve the question or issue?
- If I take this action, how would it look on the front page of the newspaper or on the internet? What would my colleagues and family think? What other potential wide-reaching impacts may there be?

If you remain uncertain, ask for help. The following resources are available to you:

- Your supervisor
- Your Human Resources or People and Culture Department
- The Chief Human Resources Officer
- The Law Department
- The TRUE Compliance Hotline

Additional contact information is provided at the end of this Manual.

Sometimes, determining the proper course of action is difficult. When in doubt, ask questions and get assistance.

Our Duty to Report

At GES, we proactively communicate our ethics reporting policies to our employees by requiring that our employees and officers annually review and reaffirm our True Compliance Program Manual, which includes information on ethics and whistleblower provisions.

As a company, we report actual or suspected illegal conduct to the True Compliance Manual, Company policy or the law. You do not need to be certain that misconduct actually occurred, but you should raise your concerns promptly, honestly and in good faith. Problems or concerns may be reported to any of the following:

- Your supervisor
- Your Human Resources or People and Culture Department
- The Chief Human Resources Officer
- The Law Department
- Any executive officer of the Company

You can also report violations or raise concerns as follows:

- Call the toll-free TRUE Compliance Hotline, which is available 24/7, at the numbers listed under "Contact Information" in this Manual.
- Send an e-mail to TrueCompliance@GES.com.

Anonymous and Confidentiality

You may choose to remain anonymous when making reports of potential misconduct. You are, however, encouraged to identify yourself. Being an anonymous reporter and being GES conduct a thorough investigation. The hotline is managed by GES. Calls are not recorded. They are not monitored to determine the location of the caller.

We handle all reports as confidentially as possible and investigate them promptly. Only those with a legitimate need to know will be made aware of an investigation. Because we strive to maintain the confidentiality, we may not be able to inform you of the outcome of an investigation.

To ensure a properly timely, investigate, and resolve each report, we have processes in place to address ethics and compliance reports efficiently and effectively.

All reports are reviewed based on the following guidelines:

- Suspected violations involving Executive Officers will be reported to the CEO.
- Suspected violations related to anyone other than Executive Officers will be managed under the supervision of the Chief Human Resources Officer and/or the GES Law Dept.

Once the report is received, appropriate action to investigate will be taken, possibly including internal investigation or engagement of outside parties to investigate. If it is determined that allegations exist or are alleged, such action may include a required document in the personnel file, demotion, termination, or other measures deemed appropriate.

Truthful Reporting and Cooperation

We are expected to be truthful when we report concerns. We should always be ready to cooperate fully in any investigation. It is a violation of TRUE Compliance to knowingly make a false accusation or to refuse to cooperate. It is also a violation to interfere with or refuse to cooperate in an investigation.

Q&A

Q: I am wondering if I would like to report, but I don't want to give my name. Is there a way to do that?

A: Yes, we encourage you to identify yourself when making a report, because that will make it easier to communicate with you and conduct a thorough investigation of the matter. But you are not required to give your name. If you wish, you may remain anonymous when making a report using the hotline.

Valuing and Respecting Diversity and Equal Opportunity

As a team, we respect each other and value our diversity. Our team is made up of people from different backgrounds, all of whom contribute to our continued success. We do not discriminate against employees or potential employees based on race, color, age, disability, ethnicity, citizenship, religion, sex, national origin, sexual orientation, genetics or genetic information or any other categories protected by law. We immediately report any suspected discrimination.

We also do not base employment decisions on factors that have no bearing on the job. We do not make employment decisions based on illegal or otherwise improper considerations. Our commitment to equal opportunity extends to all our employment activities. These include:

- Recruitment
- Hiring
- Compensation
- Determination of benefits
- Training
- Promotions
- Discipline

We provide reasonable accommodations to disabled persons as required by law. We also make reasonable adjustments so that disabled applicants can perform essential functions of their jobs and so that they can be considered for open positions. We also reasonably accommodate employees' religious observances and practices.

We treat others as we want to be treated. And we treat others as they want to be treated with dignity and respect. Hostile or disrespectful behavior is not acceptable and is degrading and disruptive.

Our Responsibilities

We act ethically and in compliance with applicable legal requirements. Behaving in this way helps us meet our objectives honorably. It protects our most valuable business asset: our reputation.

Our TRUE Compliance program is our guide to behaving with integrity and sets forth our way of conducting ourselves on behalf of the Company, with each other and with everyone we partner with. It guides us to act honestly, ethically and always in compliance with the law.

This manual applies to all of us working at GES and its operating companies.

We uphold our high standards and ensure continued success when we:

- Understand and follow Company policies.
- Use good judgment.
- Seek guidance and assistance when unsure of the correct action.
- Raise concerns about any suspected violations of this Manual, Company policies, or the law.
- Cooperate fully in any investigation related to suspected violations.
- Participate in all education and training on ethical decision-making, policies, principles, and procedures, and legal compliance.

Managers and supervisors have additional responsibilities. As a Company leader, you can further uphold our standards when you:

- Ensure that those you supervise read and understand the Manual.
- Ensure that those you supervise comply with these standards.
- Ensure that those you supervise participate in all required training and other program requirements.
- Lead by example.
- Create a culture of support, where employees feel comfortable asking questions and raising concerns.

- Address any questions and concerns from the people you supervise in a timely manner.
- Seek guidance from the appropriate resources if you are ever unsure how to respond to a question.
- If an employee raises an issue to you that is a violation or potential, you have a duty to report the matter. Reports should be made to your Human Resources or People and Culture Department, to the Chief Human Resources Officer or to the Law Department.

Relationships with Our Customers

Our customers are the key to our business success. They place their trust in us. We always treat our customers with honesty and integrity. We honor their trust and deliver world-class products, services and support.

- We strive always to deliver the highest quality services and products to our customers.
- We are honest in how we communicate about our products and services.
- Our representations to our customers are truthful, accurate and in good faith.
- We compete on the basis of the quality and value of our services and products.

- We tell compelling, accurate stories about our services and products.
- We do not exaggerate or spread inaccurate information about our competitors.

Our reputation and our success depend upon the quality, value and integrity of our services and products. Each of us must ensure that we deliver our services and products with the highest level of care.

Relationships with Suppliers and Third Parties

Suppliers, agents and consultants are an important part of our success. We treat them with respect. We take steps to ensure that those doing business with the Company uphold our standards.

When dealing with suppliers and third parties:

- We do not direct, pressure or use a supplier or third party to conduct improper business activities.
- We report any suspected wrongdoing by a supplier or third party working with us.
- We make sure ethical, legal, and other expectations are properly communicated to suppliers and third parties.

2024 TRUE Report – TRUE Compliance Manual

Our TRUE Compliance Manual empowers our people. While it cannot, and does not, address every possible situation we face in our global production environment, the principles of integrity and honesty are found throughout the manual.

We expect a lot of our team members, and at the top of that list is to work and interact with each other in ways that are consistent with our TRUE values. In return, our management team knows the importance of supporting our people when they report something that doesn't look or sound right—and taking the right measures to investigate and follow up. This is most important when it is not easy to do, and having this manual in place to guide our approach provides insight and a path forward.



Responsibility: **Integrity, Intention, & Impact**

We know it's our responsibility to deliver with excellence—on time, on brand, and on budget. That means anticipating challenges, adapting in real time, and continuously learning from every activation—making each event smoother, smarter, and more seamless for our clients and everyone involved.

Our responsibility extends beyond the show floor. We're committed to creating a work environment where talent thrives, ideas are heard, and every team member feels empowered to lead. We invest in our people's growth, value their contributions, and support their well-being.

Our responsibility reaches into the world around us. From reusing rentals to minimizing waste, we prioritize sustainable practices that reduce our footprint and support both our own and our clients' ESG goals. We're also proud that our team members give back—locally through charitable groups and nationally through industry organizations that champion the power of live, in-person events.

Every effort makes a difference, and we believe it's our responsibility to lead with purpose and impact.

Sustainability

Our Commitment

The Future is Created with Bold Moves

At GES, we lead the events and exhibitions industry by integrating sustainability into every aspect of our work. Our mission is to deliver extraordinary experiences through simple, user-friendly services and best-in-class execution—all while reducing our environmental impact.

We believe sustainable events are the future, and we're making them a reality by setting new standards for sustainability and inspiring others in the industry to join us in creating meaningful, positive change.

The following pages focus on the environmental aspects of our work, showcasing our efforts to reduce our ecological footprint.

Sustainability

GES & Spiro Sustainability Updates

GES installed rapid-closing warehouse door shutters to conserve heat and energy.

Emissions from purchased goods at our EMEA sites were reduced by 75%.



Completed Scope 1, 2, and 3 data collection, allowing us to measure our current greenhouse gas emissions, to understand how to reduce our carbon footprint—in preparation for our Net Zero Roadmap.

GES achieved a 25% reduction in emissions with flooring materials between 2023 and 2024, due to increased use of Rewind carpet.

Spiro maintained our ISO 14001 certification and achieved Tier 5 ESSA accreditation, demonstrating our ongoing commitment to environmental and operational excellence.



Spiro launched our Client Carbon Calculator and successfully delivered 42 carbon calculations. In 2025, we're targeting 84 client assessments to further support sustainable decision-making.

Spiro transitioned our first facility to 100% renewable energy, achieving a key milestone. In 2026, we will focus on converting additional facilities.



GES transitioned our uniforms to sustainably sourced materials with an end-of-life management plan.

On track to reduce our global GHG emissions by 50% by 2030.

Emissions across our GES value chain—including purchased goods, logistics, and business travel—fell by 17%, from 7,021 tCO₂e to 5,840 tCO₂e between 2023 and 2024.

25% of our UK GES-managed sites have transitioned to renewable energy, with the remaining 75% scheduled to transition by Q2 2026.

Safety

Taking Care of Ourselves and Each Other

Our commitment to creating safer work environments was evident in the development and implementation of an online global training standard, ensuring consistency and quality in how safety is taught and understood across all regions. This standard has not only unified our approach to safety but also elevated our culture of care and accountability.

Over the past year, more than 2,800 training courses have been delivered to team members worldwide, totaling approximately 84,000 hours of safety education. These efforts reflect our ongoing investment in our people and our belief that safety is not just a requirement—it's a fundamental value. From warehouses to show floors, GES employees demonstrated an unwavering commitment to doing the right thing, looking out for one another, and continuously improving.

Together, we've built a stronger, safer GES—and will continue to do so.

1.71

2024 Global Reportable Incident Rate

US industry standard:

Below 3.0: LOW

Between 3-8: MODERATE

Above 8: HIGH

Safety

Enhanced Programs & New Investments

DOT Program Excellence

Our DOT (Department of Transportation) program ensures we maintain full visibility into the condition of our trailers and tractors, the status of our drivers, and our compliance with all transportation regulations.

Compliance Awareness

A monthly DOT Safety Committee, reviews incidents, CSA stats, and best practices. We introduced the *Keys to Compliance* training series and a *Gate Check Program* to reinforce FMCSR standards.

Leveraging Technology

We implemented Supervision for continuous MVR monitoring, TenStreet for streamlined driver training, and Motive Technologies for ELDs, dash cams, and maintenance tracking.

Interpersonal Communication

Each initiative includes face-to-face engagement, reinforcing our Safety-First Culture. Driver meetings and gate checks foster trust, improve morale, and strengthen team relationships.'



GES received the 2024 Innovator Award at the CCJ Innovators Summit in recognition of GES's 'originality in tackling trucking's challenges.'

Contractor Safety Programs

GES developed tailored safety training programs for individual suppliers, ensuring consistent knowledge and standards at the worker level.

Spiro introduced a comprehensive vetting program for supplier companies, focusing on evaluating and approving partners based on robust safety criteria.

We're proud to report that within the EMEA region, we have maintained a non-reportable accident frequency rate—a reflection of our shared commitment to a strong, proactive safety culture.

Fleet Investment

GES invested over \$1.9 million in upgrading our fleet in 2024. This ensures that we have the safest fleet, with next-generation technology that reduces downtime—increasing cost savings—and lowers emissions.

Community Involvement

THIS is the Fun Part

In 2024, our team members gave their time and effort back to their communities—and paid it forward with the intention of making a better tomorrow.

They took the initiative to support a wide variety of efforts around the world. They got their hands dirty cleaning up beaches. They invested time in developing our associates. They volunteered with local food banks and other community organizations. They went to Capitol Hill and advocated with our industry partners on issues that will make a real difference for our clients—now and in the future.

Every year, we face new challenges and obstacles. Uncertainty is a constant, but one thing we can count on is each other. GES is entirely about bringing people together—and we've decided that it's our responsibility to continue this work: to connect with each other and our communities, and to show up in ways that make a difference.

Community Involvement

Assisting the New Kids on the Block

The **National House Project (NHP)** provides expertise and support to local authorities across the UK in creating **Local House Projects (LHPs)**. These projects help young people transition from care to independent living in a planned and supported way. To date, the NHP has supported a community of over **767 individuals**, with **465** now living in their own homes.

In 2024, **GES volunteers** rolled up their sleeves and got to work. This included **Mara Lauska** and **Liz Irving**, who stripped wallpaper in a flat in **West Bromwich, UK**, and a dedicated group of GES volunteers dug out and prepared a patio area, while others filled six large planters with a beautiful mix of flowers, vegetables, and herbs at the **NHP Sandwell Hub**.

As part of **GES policy**, **USA eligible full-time employees receive three paid volunteer days** and **EMEA employees receive two pro-rated volunteer days per year**, helping everyone to create time to give back to their communities.



NHP
Living connected
and fulfilling lives



“The days were filled with energy, laughter, and a real sense of achievement. It was a hands-on, fun experience that reminded us of the lasting impact we can make when we come together.”

Community Involvement

Partnering for Progress: Spiro x Educate The Kids

Spiro proudly partnered with Educate The Kids, pledging aid to assist children in Africa with gaining access to education, having their fundamental rights upheld, and meeting their basic needs—with the intention of supporting lasting, generational change.

Funding helped provide schooling for 68 children, created local jobs by hiring a teacher, assistant, and intern, and completed vital sports facilities including changing rooms, storage, and toilets.

Aligned with UN Sustainability Goals—Good Health & Wellbeing, No Poverty, Quality Education, Life on Land, and Sustainable Cities—Spiro's assistance went beyond funding.

Our team also collected and donated uniforms, along with 125kg of recycled shoes gathered from across EMEA. These donations were sent to children in Mombasa, helping them walk safely to school while also reducing landfill waste and supporting carbon reduction efforts.





Understanding **Is Our Superpower**

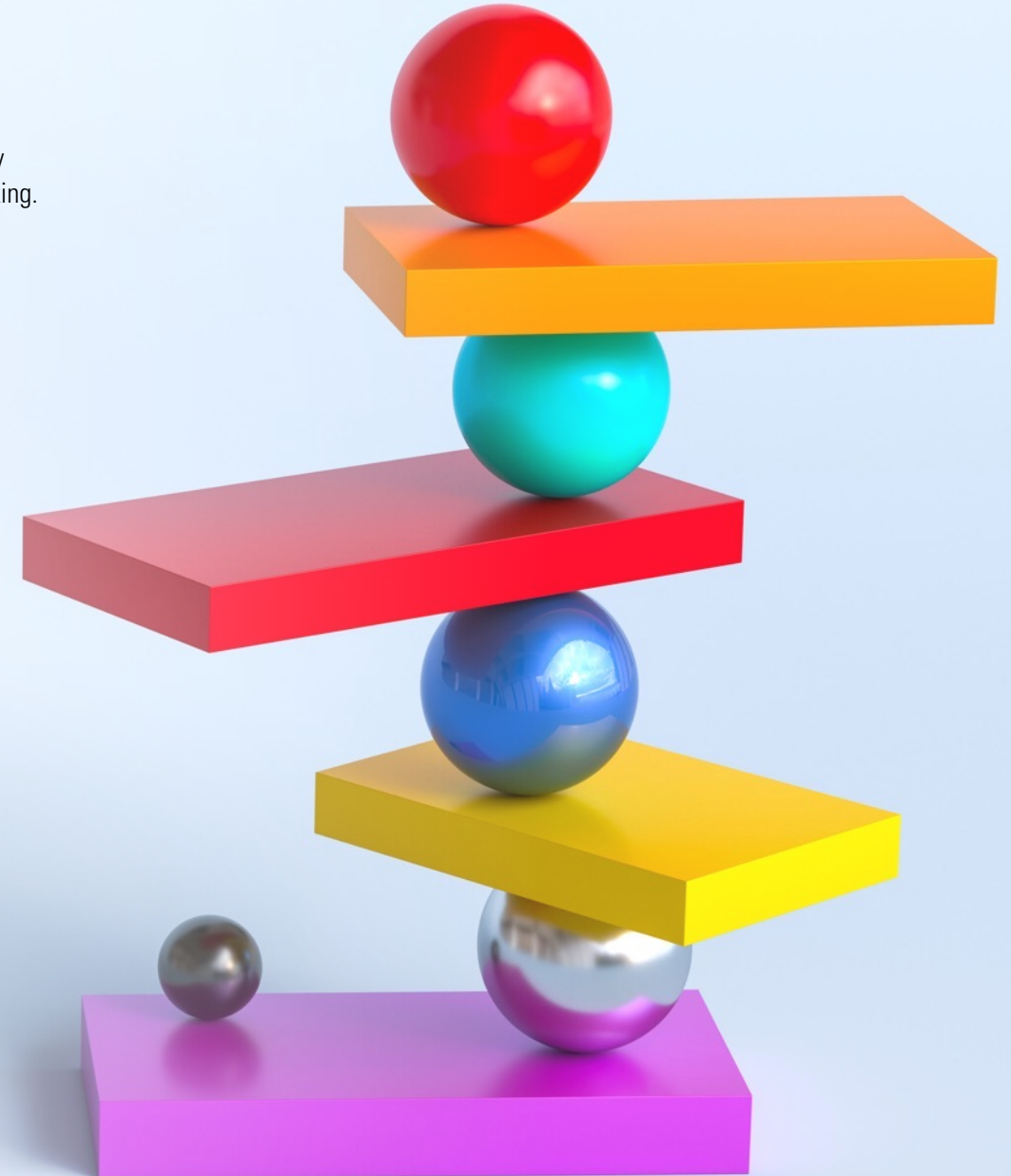
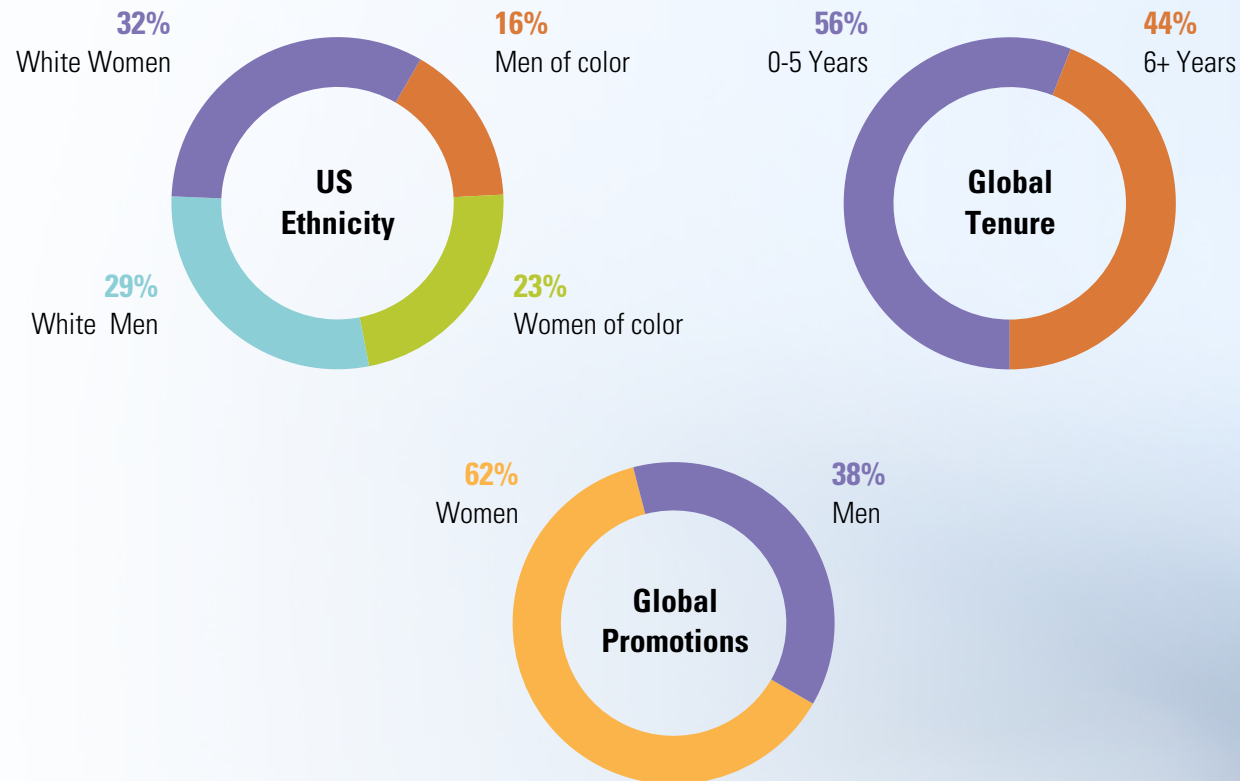
That's how we continue to deliver for long-standing clients year after year... and attract new ones. Whether we're supporting a member-driven event, expanding a global brand, or launching a first-time show in a new market—our work begins with understanding.

Understanding starts with our people—their experience, creativity, and potential fuel everything. We expect a lot, and they deliver. When our people feel seen, supported, and understood, they do their best work—and create excellence.

Understanding extends beyond our walls. It means listening, learning, and making decisions that reflect the needs of our communities and planet—achieving our partners' objectives while meeting our ESG goals with purpose and clarity.

Innovation Powered by Unique Voices & Varied Experiences

Creativity flourishes when people with different perspectives come together to solve challenges and achieve goals. By embracing a wide range of lived experiences and ideas, we unlock unexpected solutions and spark bold, original thinking.



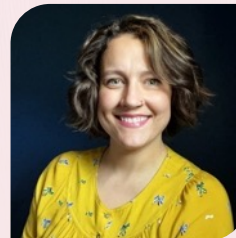
Promoting Gender Inclusivity

Mentorship Mission

Our mission is to empower women and provide invaluable support for career development. Female leaders from various areas within the organization drive the mentorship aspect of the program, focusing on helping mentees develop leadership skills and navigate their career journeys.

Group & 1:1 Support

Through monthly group meetings and individual one-on-one guidance sessions, mentees benefit from shared learning and peer support, while also receiving personalized feedback and development tailored to overcoming challenges and identifying goals and next steps.



Danielle Kosnik
(Mentee)
Senior Graphic Designer

“It might seem strange, but I feel like my goals are more achievable now. I loved hearing about each of the mentor's backgrounds and how different each of their paths were. Everyone had different experiences, and each person was able to pave their own path upward. That was just super inspiring.”

Donna Hyland: One of the Most Influential People in the Events Industry.

We're thrilled to share that our very own Donna Hyland has been recognized by Eventex in multiple prestigious categories: ***The 100 Most Influential People in the Events Industry***, *The 100 Most Influential Event Professionals*, and *The 50 Most Influential People in the Events Industry in the UK*!

Donna has over 23 years of experience in the events and exhibitions industry and is a valued mentor, known for generously sharing her expertise and nurturing the growth of her team. She currently serves as the **General Manager for GES Middle East**. These honors recognize global industry leaders who have made a significant impact through creativity, vision, and innovation. Donna's dedication and passion for the events industry are truly unmatched, making this recognition incredibly well-deserved.

GES EMEA was also a proud sponsor of the Day 1 program at the 2nd WiE World Summit which was themed, **Building Bridges, Breaking Ceilings**. The event brought together professionals from around the world to empower women in the events industry through insightful discussions—Donna participated in an inspiring panel session exploring leadership and exhibitions across different regions.



Groups & Professional Development

Employee Connection & Support

Spiro's Employee Resource Groups (ERGs) **are voluntary, employee-led groups whose aim is to foster a diverse, inclusive workplace.** These voluntary, employee-led communities provide space where team members can explore shared experiences, backgrounds, and interests. Individuals have an opportunity to connect and contribute to an atmosphere where authenticity is celebrated, and support is given and received. Spiro has 5 unique ERGs:



Women of Spiro

This group is dedicated to supporting and empowering women across our organization—designed to foster a safe and inclusive environment where women can connect, share experiences, and find personal and professional support.



Prism•PRIDE

This group brings together LGBTQ+ team members and allies. The goal is to establish an open and safe space for collaboration, sharing, and fellowship—building an inclusive culture that upholds acceptance, dignity, and respect for all.



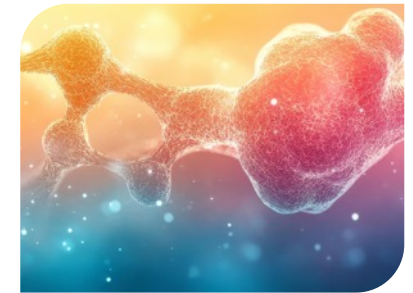
Mindful THERE•ness

Focusing on mental health, this ERG creates a sanctuary to delve into the importance of mental well-being at different life stages—to enhance positive emotions and foster a sense of peace.



Green Team

Reducing our environmental impact, not just in our working lives, but also in our personal lives is the goal of this group, who is focused on reducing Spiro's carbon footprint by 50% by the year 2030 and achieve carbon neutrality by 2050.



Neuro•nauts

Bringing together Spiro•nauts who either identify as neurodivergent, or care for someone who is neurodivergent, this group's goal is to provide support, share resources, and celebrate the wins within our community.

Celebrating Authenticity

Spiro's Prism Pride Employee Resource Group hosted our first annual LGBTQ+ Pride Month celebration. The month kicked off with a Pride Trivia activity, offering both education and laughter, and providing a welcome reprieve from the day's demands. This was followed by a virtual happy hour, where employees had the opportunity to learn about the group's goals and objectives while enjoying a carefully curated LGBTQ+-inspired playlist.

We closed the month with a special installment of Spiro •voices, where we got to know some of our colleagues who identify as members of the LGBTQ+ community or as allies. We learned about the people they admire, how their identities influence their presence in the workplace, and what representation means to each individual.

It was a month filled with PRIDE!



Spotlight Barry Garbarino

Barry, who identifies as a gay man, leads our Prism Pride Employee Resource Group. Since joining Spiro in April 2022 as our VP of Strategy & Sales Enablement, Barry has consistently promoted living authentically from the moment he stepped through our virtual doors. When he isn't partnering with our Sales team to provide strategic insights and support to fuel Spiro's growth, Barry is creating safe spaces for everyone around him to "be authentically you".



Trust, responsibility, and understanding – naturally lead to *Excellence*



Our team members delivered amazing results in 2024. To say we are proud is an understatement.

Our Exhibitions teams were everywhere, producing some of the largest events in our long history. Spiro took incredible steps forward, gaining strong market recognition as a leader in its space. onPeak, Visit, and ShowTech continued to demonstrate leadership and unique capabilities in each of their areas of expertise. Overall, we believe this is what sets GES apart—our singular ability to provide these services anywhere in the world, with a team that operates with true focus for our clients.

The following pages highlight what our team accomplished in 2024, but this is by no means an exhaustive list of the excellence we delivered. It is a privilege to understand and support our clients where and when they need us—and to be trusted with the responsibility of their shows, events, brands, people, and just about anything else they may need.

MINExpo / IMTS / IWF / MODEX

Delivering BIG in 2024

We produce thousands of events each year for our clients—but some of our largest shows don't occur annually. In 2024, several of these major events rotated back onto our calendar, and our teams rose to the occasion.

Four standout shows—**MINExpo** in Las Vegas, **IMTS** in Chicago, and **IWF** and **MODEX** in Atlanta—demanded significant focus and coordination. We delivered. Across these four massive events, we produced more than 2.5 million square feet of exhibit space for over 5,500 exhibitors. This monumental effort required more than 300,000 labor hours from our expert teams. We also produced over 320,000 square feet of graphics and moved an astonishing 52 million tons of freight.

While we are exceptionally proud of the scale and execution of these events, we are equally honored by the trust our clients placed in us to bring them to life. This is what we love to do—creating experiential excellence—and we're ready to keep delivering bold, large-scale brand experiences that shape industries and inspire audiences.

MINExpo, Las Vegas



IMTS, Chicago



IWF, Atlanta



MODEX, Atlanta



2.5M

Square feet of
exhibit space

5,500

Exhibitors

+300,000

Labor hours

320,000

Square feet
of graphics

52M

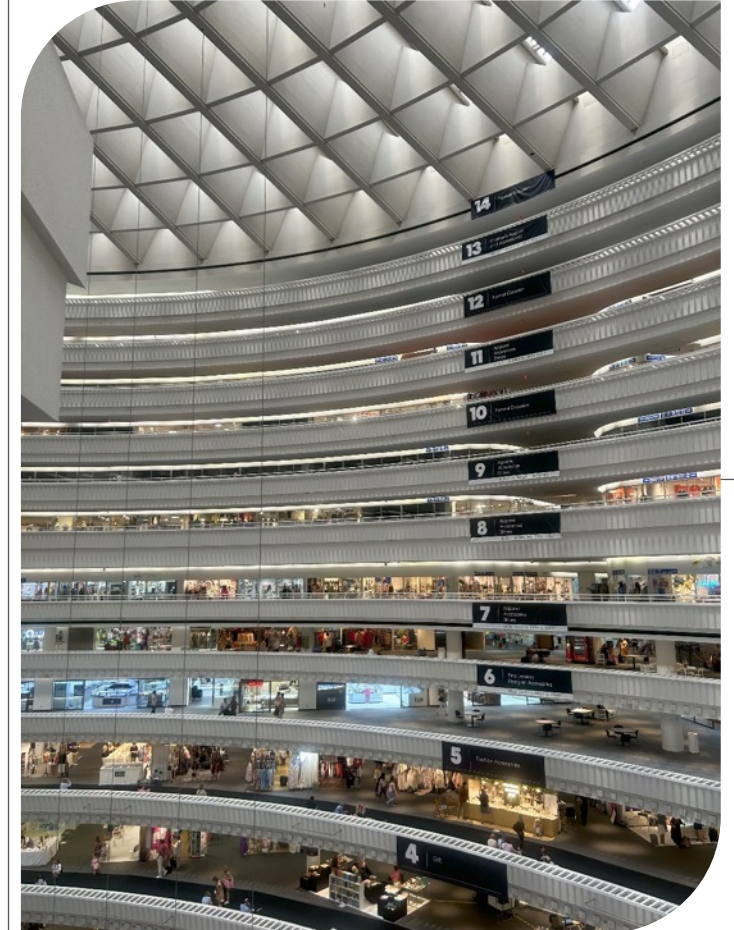
Tons of freight

Atlanta Market 2024

Elevating Hospitality: onPeak in Atlanta

At the January 2024 Atlanta Market, excellence wasn't just a theme—it was a promise delivered at every touchpoint of the attendee experience. As the official housing partner, onPeak brought that promise to life with exclusive hotel discounts and a seamless, stress-free booking process that set a new benchmark for service.

Their unwavering commitment to hospitality ensured every guest felt supported from reservation to check-in. With a sharp focus on precision, responsiveness, and comfort, onPeak didn't just manage logistics—they elevated them. As a trusted partner, they played a vital role in shaping an exceptional market experience, embodying the very essence of excellence in execution.



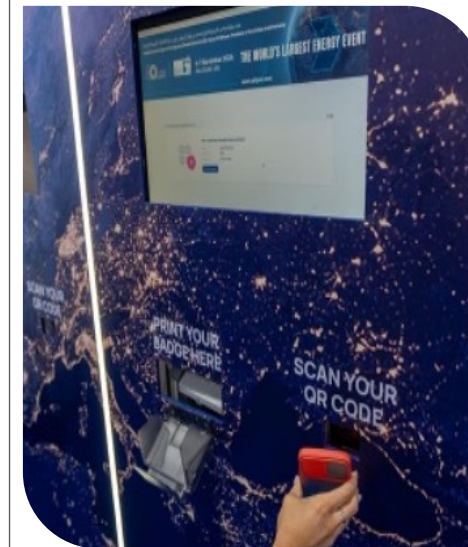
ADIPEC 2024

Precision, Performance & Scale: Visit Delivers

ADIPEC 2024 welcomed over 109,000 participants and more than 1,700 exhibitors, reaffirming its status as one of the world's premier energy events. Behind the scenes, Visit powered a seamless experience for attendees and exhibitors alike through a robust, scalable tech infrastructure.

From registration and access control to badge printing and lead capture, every detail was flawlessly executed. Over 1,000 conditional rules enabled precise access and tailored experiences, while Visit Connect equipped exhibitors to capture leads efficiently and drive measurable ROI.

This is just one example of Visit's proven ability to deliver precision, performance, and scale. In close partnership with dmg events, Visit played a pivotal role in another standout edition of ADIPEC—and is ready to support even larger events ahead.



Formula E

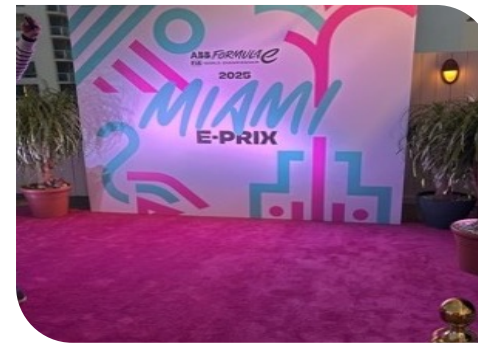
VIP Party & Race Day Hospitality

Spiro collaborated with Formula E to deliver premium hospitality experiences at the 2024 Miami E-Prix.

The **Race Suites** were designed to provide VIP guests with an unforgettable race-day experience with exceptional, personalized viewing experiences and all-inclusive catering.

The **Emotion Club** was masterfully designed by Spiro to embody a dynamic fusion of luxury motorsport and Miami's vibrant cultural identity. The space came alive with bold colors, boho-inspired design elements, and artful aesthetics that captured the city's electric authenticity.

The **Welcome Event** lit up Soho Beach House with the city's signature flair—spicy street food, tropical cocktails, and Latin rhythms and entertainment that pulsed with Miami's unmistakable energy.



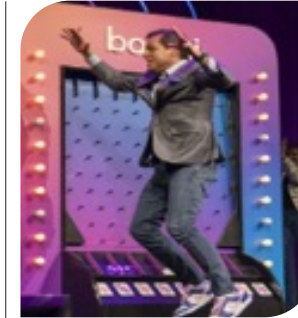
Boomi World

Keynotes, Workshops, & Networking Success

Boomi, a global leader in cloud integration and data automation, partnered with Spiro to amplify two of its most pivotal brand experiences: Boomi World and the Revenue Kickoff Meeting (RKOM).

With audiences spanning IT professionals to C-suite leaders, these events needed to inspire, connect, and energize. Spiro led creative and production across both in-person and hybrid formats, developing a unified event identity aligned with Boomi's bold brand and strategic goals.

We delivered full-service support across general sessions, breakouts, expos, and celebrations. The result was a successful return of Boomi World post-pandemic, engaging thousands and reigniting both internal momentum and external brand affinity.



Chuck Grouzard's Legacy of Leadership and Service

Spanning nearly four decades in the exhibitions industry, Chuck Grouzard exemplifies what it means to lead with purpose. As Executive Vice President of Business Development, Creative and Design, Chuck guides our business development team with a strategic focus on growth, innovation, and building lasting client partnerships.

He currently serves as Chairperson of the 2025 Board for the International Association of Exhibitions and Events (IAEE), a role that reflects his deep commitment to advancing the industry. His leadership extends well beyond GES—Chuck has previously held key positions including Chairperson of the Center for Exhibition Industry Research (CEIR), President of the Exhibition Services & Contractors Association (ESCA), and President of the IAEE Midwestern Chapter. In 2024, Chuck was honored with ESCA's Lifetime Achievement Award, recognizing his enduring impact on the exhibitions and events community.

A passionate mentor and coach, Chuck consistently invests in the next generation of event professionals. His leadership is defined by integrity, innovation, and a genuine desire to elevate the industry for all—hallmarks of the values we champion at GES.



Photo credit: Trade Show Executive Media Group/Garret Buckley



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RESPONSIBILITY

UNDERSTANDING

EXCELLENCE

2024 was a year of dynamic transformation, meaningful progress, and bold expansion.

As we move forward together in 2025, we remain committed to fostering an environment that drives positive change and growth—within our organizations, for our people, and beyond, for our clients and the communities we serve.



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