

BENEFIT PACKAGE from the MEMBERSHIP in POLISH CHAMBER OF EXHIBITION INDUSTRY

Membership in Polish Chamber of Exhibition Industry is connected with numerous benefits. In each and every case, Members alone decide how to draw maximum benefits from the opportunities offered by the Chamber. We are looking forward to our cooperation!

NETWORKING – COOPERATION PLATFORM – be among the best

- ❖ Polish Chamber of Exhibition Industry is the most significant **integrator of the exhibition sector in Poland**. Members of the Chamber can actively participate in the Chamber's actions - work in its bodies, peer sections and working groups. They can also take part in many promotional events and the annual Winter Meetings of PCEI.
- ❖ Membership in the Chamber offers a unique opportunity **to develop relations and exchange experiences with the most important exhibition companies in Poland**.
- ❖ Members of the Chamber **can be part of trade chapters**. Currently the existing chapters are:
 - chapter of organizers of exhibitions in Poland and exhibition venue operators,
 - chapter of companies which construct exhibition stands,
 - chapter of organizers of participation in exhibitions abroad and representatives of foreign exhibitions.
- ❖ PCEI regularly **issues the Newsletter for Members** which presents information about ongoing events in the life of the Chamber and the exhibition industry and about latest problems facing the sector.
- ❖ Membership in the Chamber offers an opportunity to **meet face-to-face** interesting personalities of the sector as well as people from the world of science, culture, politics and local governments.
- ❖ Membership in PCEI provides Members with a possibility to accomplish joint projects aimed at **reciprocal promotion**, e.g. participation in the "Official Partner" project, sharing links to websites, etc.
- ❖ Membership in the Chamber **means informal and formal personal and corporate contacts which facilitate development of business**.

RECOMMENDATIONS AND PROMOTION - differentiate or die

- ❖ Members of PCEI have the right to use the **"Member of PCEI" logo**.

- ❖ PCEI provides Members who organize exhibitions with the **"Exhibition recommended by PCEI"** quality marking, whose aim is to honour and promote the high quality of exhibitions in Poland.
- ❖ **PCEI organizes the annual promotional contest "Exposition of the Year" for the Members** who design and construct exhibition and event expositions. Participation in the contest offers Members of the Chamber an opportunity to **gain a significant distinction in the sector and a chance to promote their companies and brand.**

Awards and honourable mentions in the contest presented to PCEI Members are widely reported on by the media and information about the laureates reach all prominent press publications and trade magazines.

- ❖ **PCEI created and presents the honorary title of the "Exhibition Ambassador"** to persons from outside the industry distinguished for the development of the exhibition sector and **the nominations for the title can be submitted exclusively by Members.**
- ❖ **PCEI organizes the nation-wide marketing campaign "Exhibitions offer more"**, whose aim is to reinforce the **positive image of exhibitions as an important marketing tool** and to convince all Poles, regardless of the age, interests and profession, to exhibitions. Thanks to exhibitions, visitors and, above all, entrepreneurs gain new customers, save time, gain new knowledge and contacts, and develop their passions. Exhibitions offer more: money, time, contacts, knowledge.
- ❖ **PCEI is a member of the international UFI task force which carries out the unique project "Global Exhibitions Day"**. PCEI is one of the originators of the project which gained the approval of UFI and was carried out for the first time in 2016 as a global promotional campaign in cooperation with fellow exhibition associations. The aim of the project is to **extensively promote exhibitions in the context of their functions in the modern economy and integration of the exhibition industry.**
- ❖ **PCEI offers a modern form of promotion of Members on the website www.polfair.pl and in Chamber publications.**
- ❖ The Chamber **initiates many publications** on the exhibition sector. **They focus on Members of the Chamber**, which offers them **higher awareness and builds up their positive image.**

SUPPORT FOR PCEI MEMBERS – be one of us, feel the support of the sector

- ❖ **PCEI is an organization which works for and on behalf of its Members - it serves as an umbrella** offering Members a good quality "shield" while providing a chance to solve many problems important for the sector.
- ❖ Each day PCEI **supports Members with knowledge, experience, contacts; it offers experts' opinions, advice and recommendations.**
- ❖ PCEI has a **Code of Ethics** and it **promotes ethical business conduct.**
- ❖ **With the support and good will of its Members, PCEI has a chance to settle disputes in the sector using the Arbitration Committee appointed for that purpose.**

RESEARCH, AUDITS, STATISTICS - make use of unique information about exhibitions

- ❖ Thanks to membership in PCEI, organizers of exhibitions in Poland have an opportunity to **professionally audit statistical data of their exhibitions according to the international standards of: CENTREX – the International Exhibition Statistics Union and UFI - the Global Association of the Exhibition Industry.**
- ❖ Thanks to **cooperation between PCEI and CENTREX**, the international, specialized auditor of exhibition statistics approved by UFI, **reliable and transparent statistical data of exhibitions organized by Members are published in the PCEI Report Exhibitions in Poland and in international statistical reports (UFI Euro Fair Statistics, CENTREX Report).**
- ❖ PCEI Members have **free access to statistical reports concerning the Polish exhibition market** and to the results of other **research of the national and international exhibition market** carried out by the Chamber. They also have **easier access to international statistical reports** published by foreign exhibition organizations and **many unique trade publications** which offer a unique synthetic study of the sector.

INFORMATION, PUBLICATONS, THE MEDIA - be the source of information, be the expert

- ❖ **PCEI Members have access to a dedicated special information service, i.e. the website www.polfair.pl** , which is the source of current knowledge about the events in the exhibition industry in Poland and abroad, about Members and the whole exhibition world.
- ❖ Thanks to the **access of the Members' Zone on the website www.polfair.pl** PCEI Members can use unique factual materials, studies, trade research findings and PCEI publications.
- ❖ Membership in the Chamber guarantees **access to prepared and selected Polish and international publications devoted to exhibitions.**
- ❖ PCEI issues the annual "**PCEI Report Exhibitions in Poland**".
- ❖ **PCEI and its Members are an important partner for the media** - journalists and publications who write about the economy and exhibitions. **Members of the Chamber have an opportunity to speak out in the media as Chamber experts.**

LOBBYING AND PUBLIC AFFAIRS – nothing about us, without us; speak out for yourself

- ❖ **PCEI is a member of the Polish Chamber of Commerce** so it can use the statutory right to **influence the law-making process through consultations and opinions on legal acts.**
- ❖ **Thanks to the statutory rights of economic chambers, PCEI Members have a unique possibility to co-create and consult on legal regulations important for the exhibition industry.** PCEI Members have the right to lobby for positive legislation in front of Sejm and Senate Committees, the government, and ministries.
- ❖ **Members of the Chamber are experts and partners for national and local authorities.**

INTERNATIONAL COOPERATION - think globally, act locally

- ❖ Thanks to many years of intensive cooperation based particularly on **membership in UFI, the Global Association of the Exhibition Industry (activities within the Associations Committee and the European Chapter)**, which associates exhibition companies from several dozen countries in the world, and on **partnership with CENTREX, the International Exhibition Statistics Union**, formed by the largest exhibition organizers in Central and Eastern Europe, PCEI has an **opportunity to popularize reliable and trustworthy information about the Polish market**.
- ❖ **PCEI membership in UFI** allows the Chamber and other national and international exhibition organizations **to participate in international projects** within the **Associations Committee** (which associates several dozen exhibition organizations) and the **European Chapter**, as well as **EEIA – the European Exhibition Industry Alliance** formed by members of UFI and EMECA for the purpose of lobbying in the structures of the European Union for the EU regulations friendly for the exhibition industry.
- ❖ **PCEI Members** can **actively participate in the life of the international exhibition community**. They receive information about promotional projects and trade meetings organized by the most important exhibitions organizations in Europe and in the world – UFI i CENTREX, and proposals to take part in these projects thanks to which **they have an opportunity to speak out about all important matters for the sector**.
- ❖ **Cooperation between PCEI, UFI, CENTREX and other exhibition organizations abroad**, such as AUMA, AEFI, AFE, EFU, IFES, and others, **allows Members of the Chamber to have easier access to specialist knowledge in the area of operations of exhibiting companies**, e.g. in the area of legal regulations implemented in Europe and around the world. This knowledge allows Members to **better understand the surrounding economic reality and run their businesses in a better way**.
- ❖ **Foreign contacts of PCEI** offer an **opportunity to attract international experts** for important promotional activities carried out by PCEI.

EDUCATION - expand your knowledge and contacts

- ❖ PCEI and its Members **cooperate with tertiary institutions and science centres in Poland** and thanks to membership in UFI, also with **educational institutions abroad**.
- ❖ Membership in PCEI offers an **opportunity to take part in science conferences, panel discussions and educational trade meetings**.
- ❖ Membership in the Chamber is an **opportunity to expand one's knowledge and skills**. Members of the Chamber can use the assistance of experts who cooperate with the organization.
- ❖ Thanks to membership in PCEI they can **influence trade fair education at Polish colleges and universities**.

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