**ELMIA SPARK AWARD**

**Jason Popp joins the jury at Elmia Spark Award**

***Through the newly established Elmia Spark Award, Elmia and Fairlink want to drive exhibitors and visitors return on event (ROE) to new heights. Now Jason Popp, at GES, agreed to join the jury.***

## With more than 90 years and the most comprehensive breadth of services and technology, GES bring brands and customers closer together through events, exhibits and exhibitions. GES has over 50 locations in the U.S., 10 in Canada, and 20 in Europe, the Middle East, and Africa. GES Events delivers scalable, customizable, and innovative event solutions to over 4,000 clients each year.

At GES, Jason Popp is President of EMEA and makes sure that GES is anywhere clients need it to go, whether it’s the U.K., Europe, UAE or Asia.

*- As a global service partner to the industry, GES interact with thousands of exhibitors each year.  I’m always interested in creative and sustainable activations, therefore I’m so pleased to be on the jury of the Elmia Spark Award for 2019*, says Jason Popp.

The first Awards will be held at Elmia in January 2020. Everyone may nominate a candidate from any of the tradeshow and events conducted at the Elmia venue (including the forestry fairs – hosted in the middle of the forest) during the year. To nominate, please go to: www.fairlink.se

Among all the incoming nominations during a year, Fairlink will select five exhibitors in each category that will also have the opportunity to provide additional information. The final candidates will be presented to the jury who appoints the three winning exhibitors. In addition to the honor, the winners will receive a price - selecting between an internal or customer activity and/or an event training at Elmia, to a value of maximum SEK 65,000.

*- We are very proud of having Jason in our jury. With Jason and the other jury members I think we have created a dream team*, says Mikael Jansson, CEO of Fairlink.

**The Elmia Spark Award - three different categories**

*Crowd Magnet of the Year:* An exhibitor who, by working actively with communication and invitations, have attracted many visitors to the tradeshow as well as to their own exhibit.

*Innovator of the Year:* An exhibitor who has utilized the exhibition media in an innovative and creative way resulting in high ROE.

*Sustainable Exhibitor of the Year:* An exhibitor who consistently through the entire process of their exhibit actively have utilized sustainability aspects resulting in high ROE.

**The Elmia Spark Award Jury - 2019**

Lotta Frenssen/Elmia

Carolina Axelsson/Elmia

Mikael Jansson/Fairlink

William Axelsson/FC Gruppen.

Jason Popp/GES

Johan Fritz/Jönköping municipality

Per Frankelius/Linköping University

Bengt Spjuth/Mediaspjuth

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**ABOUT ELMIA SPARK AWARD**

The exhibitors at Elmia's tradeshows are great and continuously improving in terms of utilizing all available aspects when exhibiting at a tradeshow or an event. With the purpose to boost the development further, Elmia and Fairlink, have established the Elmia Spark Award.

**ABOUT ELMIA**Elmia, which is located in Jönköping, is one of Swedens largest trade show organisers. **As a meeting-place, Elmia enjoys a powerful position – at the heart of the Nordic region where people and companies either have or are looking for new ideas, products and services.**

**ABOUT FAIRLINK**Fairlink is Scandinavias´s largest analysis and training company for the trade show and event business. Since 1986, Fairlink have helped both exhibitors and organizers to create ROE = Return on events.