

## **Mission Statement**

Event Suppliers and Services Association (ESSA) is the trade association representing contractors and suppliers of goods and services to the exhibitions & events industry. ESSA will endeavour, through its products and services, to improve business performance of its members.

## **Vision**

### **Voice**

- ESSA will seek to maintain parity of voice on all event industry issues
- ESSA will be a strong, cohesive and powerful voice on significant issues affecting its members
- ESSA will seek an international voice to influence relevant European and Worldwide event industry issues
- ESSA will seek to represent and promote the relevant interests of its members

### **Standards**

- ESSA will seek to understand and drive higher standards within the event contracting and service supplier industry
- ESSA will develop, update and verify members compliance of the ESSA membership standards
- ESSA brand values will be recognised by exhibitors, organisers and venues
- ESSA logo will be recognised as the event industry 'kite mark' by exhibitors, organisers and venues

### **Communications**

- ESSA will seek to provide members with a knowledge base and resource on relevant event industry issues
- ESSA will seek to understand and affect relevant event industry issues
- ESSA will develop and deliver services that help members run their businesses

### **Environment**

- ESSA will seek to understand, affect and develop environmental policies for the events industry