



Join our global network of sales agents

Represent Easyfairs events as a local sales agent and
make a difference – for a whole community!



Easyfairs at a glance

We organise events



110

Market-leading event titles



12

Industries



90%

B2B events



>1M

Visitors per year



23K

Exhibitors per year



12

Countries

We invest in talents



820

Talents



37

Nationalities



20

Offices



11

Countries with offices

We operate venues



8

Venues



3

Countries



215K

Square meters



500+

Events hosted per year

We constantly grow

Evolution recurring revenues 2019 - 2024

2024

235 M€

2023

190 M€

2019

167 M€

Evolution recurring EBITDA 2019 - 2024

2024

52 M€

2023

35 M€

2019

32 M€

Be a business catalyst

Easyfairs takes businesses into the future of their industries. By bringing people together and unlocking the power of face-to-face events, we foster connections, inspire innovation, spread knowledge and stimulate growth.

Our winning, future-proof business model sets us apart:

- **Our events focus on a specific target audience or region**, which makes them highly specialised and highly relevant to attendees.
- **Our all-in model** is stress-free, cost-effective and sustainable. It has proven itself to be a crisis-resilient formula.

Be a catalyst for change, a growth enabler, an impact maker, a community builder – join our network of agents!

By leveraging your connections with local businesses, you'll help drive the future of Easyfairs events.



“Sales agents play a pivotal role in nurturing our professional communities and bringing them together at highly specialised events. We follow a structured process to ensure our sales agents are equipped with the tools and guidance they need to succeed. And our business model provides a magic mix that sets Easyfairs apart.”

Matt Benyon

Group CEO



Our event industries

See our event calendar
at easyfairs.com/events



Packaging & logistics



Manufacturing



Industrial processes



Tech & business services



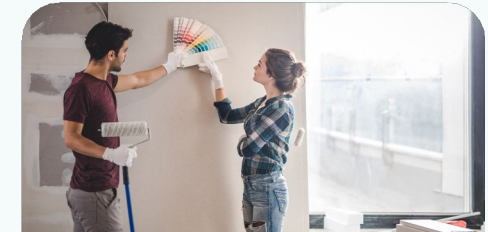
Hospitality & retail



Pop culture & lifestyle



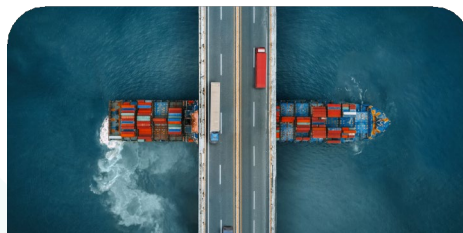
**Real estate, construction
& interiors**



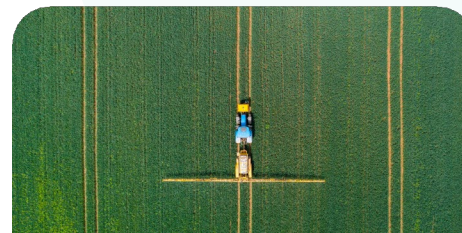
Building B2C



Beauty & care



Transport & maritime



**Agriculture
& landscaping**



Art

Our events portfolio

See our event calendar
on easyfairs.com/events

Packaging & logistics



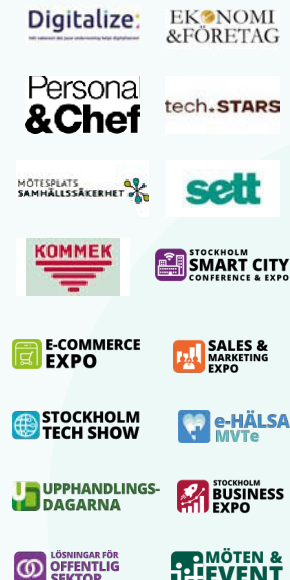
Manufacturing



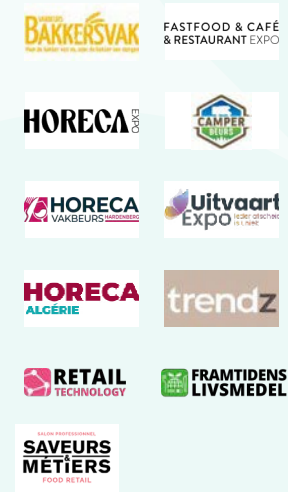
Industrial processes



Tech & business services



Hospitality & retail



Pop culture & lifestyle



Real estate, construction & interiors



Building B2C



Beauty & care



Transport & maritime



Agriculture & landscaping



Art



What's in it for you?

As a sales agent for Easyfairs events you'll be part of a multicultural team of smart, dynamic people. With “nurturing talent” and “having fun” as two of our core values, we're creating a culture where every team member feels welcomed, valued, respected and motivated to thrive.

What we offer

- Competitive and transparent agency agreements including performance-based targets.
- An exciting and rewarding working collaboration.
- An opportunity to foster and expand your own network through access to our market-leading events.
- Attractive financial incentives.

What you can expect

- You'll receive a complete onboarding as well as a sales & marketing toolkit to adapt to your local market.
- You'll provide a detailed sales & marketing plan and enjoy regular communications with the event team.



Our awards and successes

See all our awards and labels on easyfairs.com



Easyfairs is proud to be one of the top 20 world's exhibition organisers, according to the annual STAX ranking.

The Stax Top 20 Ranking evaluates the event industry's leading players based on their exhibition-organising revenues.



Entrepreneur of the Year®
L'Entreprise de l'Année® 2018

In 2018, Easyfairs picked up the Entrepreneur of the Year® Award. Organised by EY, the title is reserved for the corporate elite and rewards companies that stand out. It recognises businesses for their innovation, strategy, competition, openness to the world and exemplary management.



**BEST
MANAGED
COMPANIES**

Gold Laureate

In 2024, we earned the Gold Best Managed Companies award for the sixth year running. The programme, coordinated by Deloitte, Econopolis and KU Leuven, rigorously evaluates participants against a proven global framework. This includes a clear long-term strategy, extensive capabilities, strong commitment and excellent financial performance.



Winner
HR
Management

We were delighted to win the UFI Education Award in 2017 and the UFI HR Award in 2023. These accolades recognise the role that talent development plays in Easyfairs' growth strategy and honour the most successful, creative, and innovative HR initiatives in the events industry.



Sustainable
Development

In 2024 we received the UFI Sustainable Development Award. Easyfairs' submission covered both the intrinsic sustainability of our business model and overall roadmap. This is a huge vote of confidence for our team members, who are shaping and implementing countless sustainability initiatives.



Digital
Innovation

In 2024, we also received the Digital Innovation Award from UFI. The award recognises how we are using data to deploy artificial intelligence and therefore enhance operations and customer experience.

Are you our new agent?

- ✓ Are you an expert in any of the industries in which we are active?
- ✓ Do you have a good network of local businesses in those industries?
- ✓ Do you have a good knowledge of your local market?
- ✓ Do you want to benefit from a collaboration with a global top exhibition company?
- ✓ Do you want to partner with a tech frontrunner company that uses innovation to deliver superior exhibitor and visitor experiences?
- ✓ Do you want to foster business networking and success?
- ✓ Are you excited to play your part in offering targeted, must-attend events with a highly customer-centric focus?

Then contact us today!



PATRICK HUIJS

Group Head of Sales Excellence

patrick.huijs@easyfairs.com
+31 6 450 990 91



ANNA ALENIKOVA

Head of International Relations

anna.aleinikova@easyfairs.com
+44 (0) 2031964335

"As a sales agent promoting almost 40 events in 20 countries we've been working with Easyfairs since 2018. They have been our best partner ever since and make us feel like we're a team. Easy to work with and they always find the best solution."

Emine Özhan Güneş

Foreign Relations Coordinator Atlas Expo
(Easyfairs sales agent and partner)



Visit the future with Easyfairs and find out more on

[easyfairs.com](https://www.easyfairs.com)



Get in touch
company/easyfairs



Follow us
@easyfairsgroup



Follow us
easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future.

We organise 110 market-leading event titles in 12 countries and manage eight event venues in Belgium, the Netherlands and Sweden.

We are passionate about “easifying” the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 820 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the sixth year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2024. Easyfairs is proud to be one of the top 20 world’s exhibition organisers, according to the annual STAX ranking.