

Branding opportunities

With over 3,800 buyers having attended IMEX Frankfurt 2023, and this year's show looking to be even bigger and better, why not grab the chance to place your branding right in front of our buyers, where you can make a real impact!

SOLD

SOLD

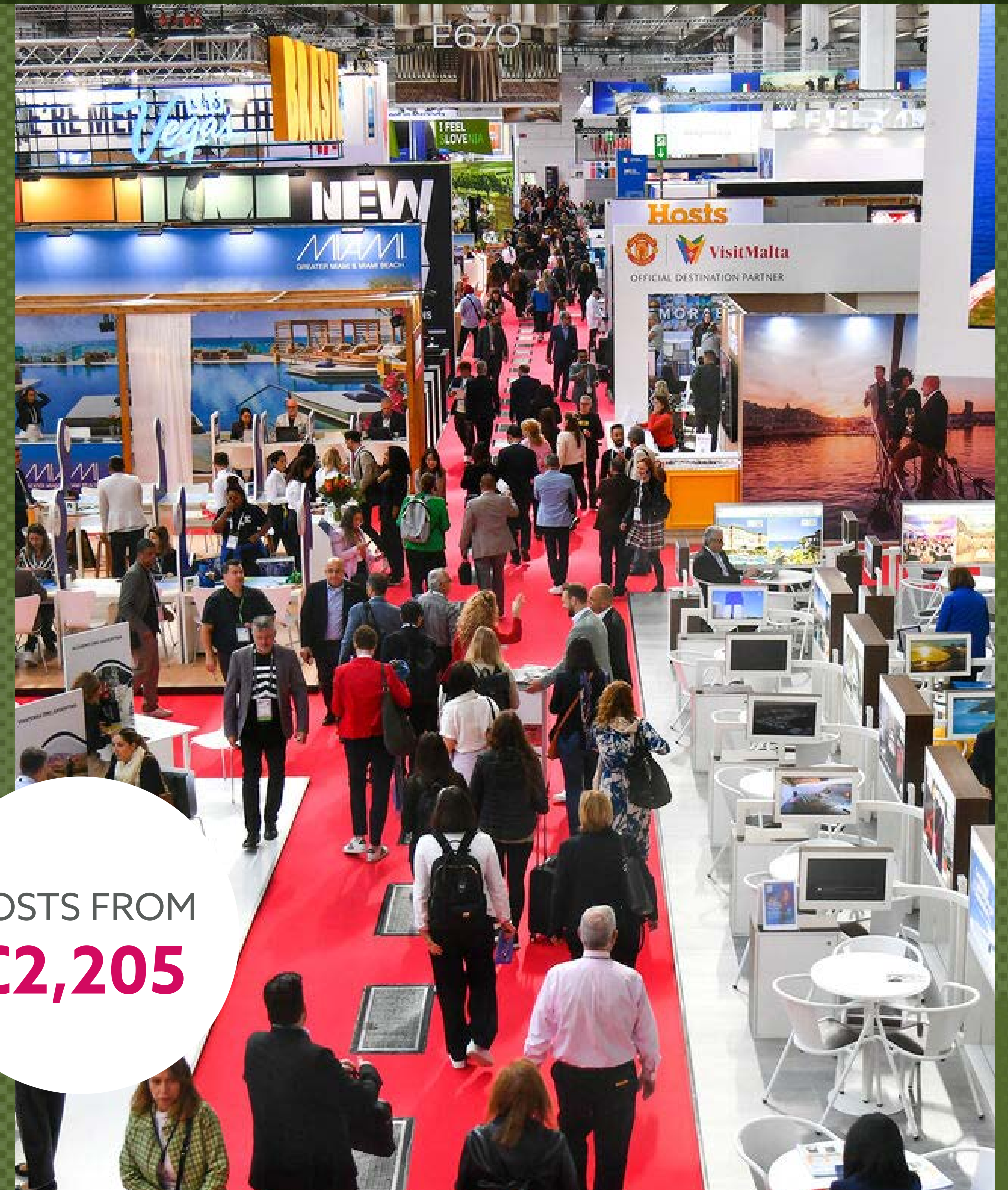
Banners

SOLD

SOLD

SOLD

COSTS FROM
€2,205



Aisle markers **SOLD**

Our aisle markers guide buyers around the show floor, so if you have a **striking logo** or a snappy tagline, this is your perfect opportunity to **draw buyers to your stand**.

Sponsorship includes:

➞ One design on 25-30 aisle markers*

Sponsorship cost **€35,000**

*Artwork subject to approval by IMEX



Café branding

Attendees **flood into our cafés** during their breaks. This is your perfect opportunity to gain extra brand exposure.

Two possible locations; in the Galleria outside the show entrance, and on the show floor.

These cafés are highlighted on floor plans displayed throughout the show and on our app; buyers will be **surrounded by your branding** on their well-deserved break.

Option 1 - Galleria lounge

Sponsorship includes

- ➞ Café naming rights
- ➞ 5 x columns
- ➞ 2 x wall banners

Sponsorship cost

€POA

Option 2 - Show floor café

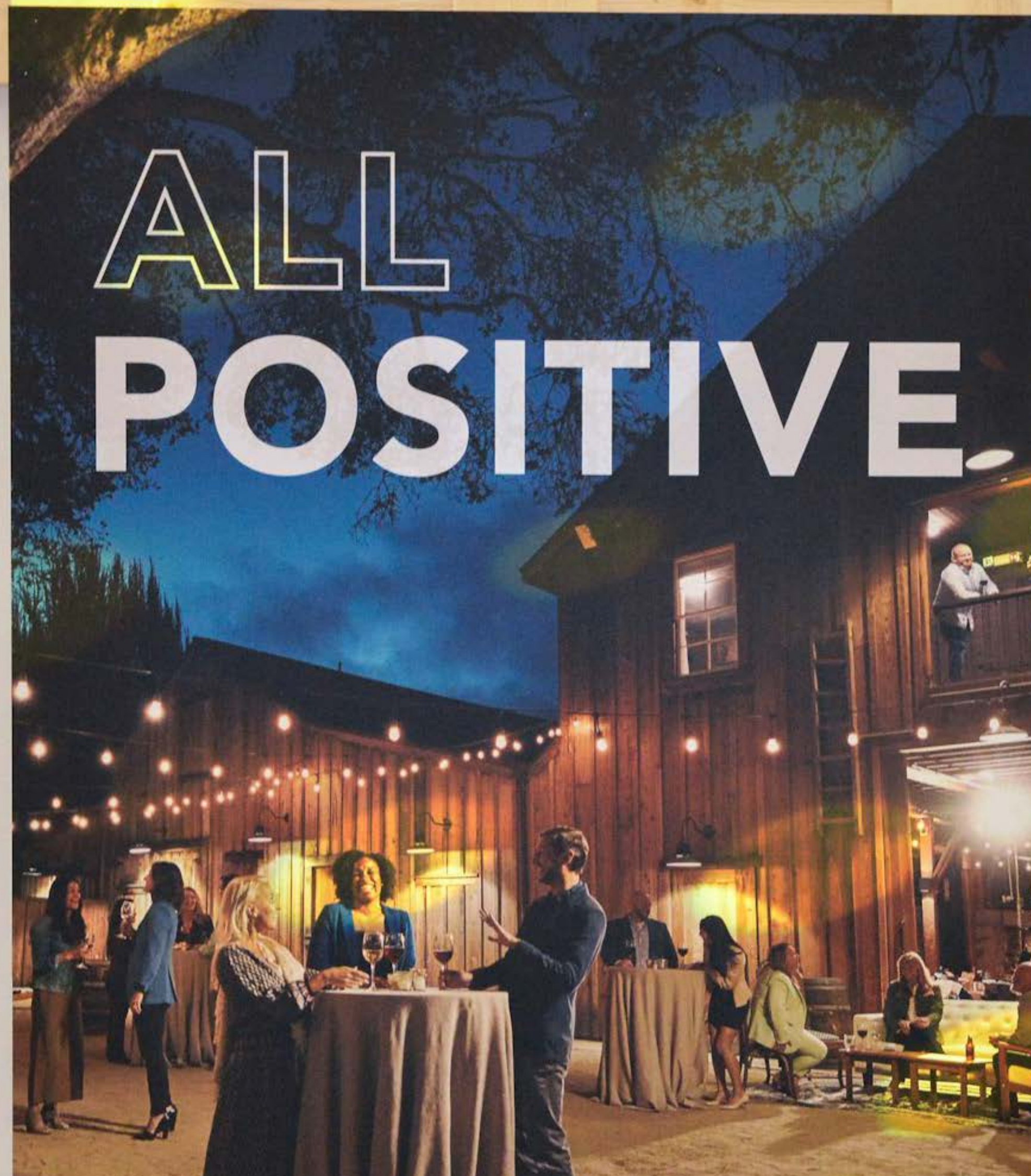
Sponsorship includes

- ➞ Café naming rights
- ➞ 8m x 1.5m fascia
- ➞ Choice of carpet to match your branding

Sponsorship cost

€31,000





Column branding

Column branding at IMEX is a unique way to place your brand in front of buyers. Located in Hall 9, your column branding is guaranteed to **make an impact!**

Customisable sponsorship opportunity for every budget:

➞ 2 x banners per column. 1200 mm (W)
x 1800 mm (H)

Sponsorship cost per column €5,500



Floor tiles

Floor tiles are a simple yet **effective way to promote your brand** to our buyers.

We have a variety of locations available and can work with you to **maximise your brand's impact!**

Sponsorship includes:

- ➞ Carpet tile in a prominent location at the show
1.5m x 0.75m

Sponsorship cost per tile **€2,205**





Giant floorplan tiles

Place your branding and stand number on a floor tile to **draw attendees to your stand** the moment they step onto the show floor.

These giant floor plan tiles help buyers navigate their way around and put your stand location at the forefront of their minds.

You simply can't miss them!

Sponsorship cost per tile **€6,825**



Hall 8 entrance branding **SOLD**

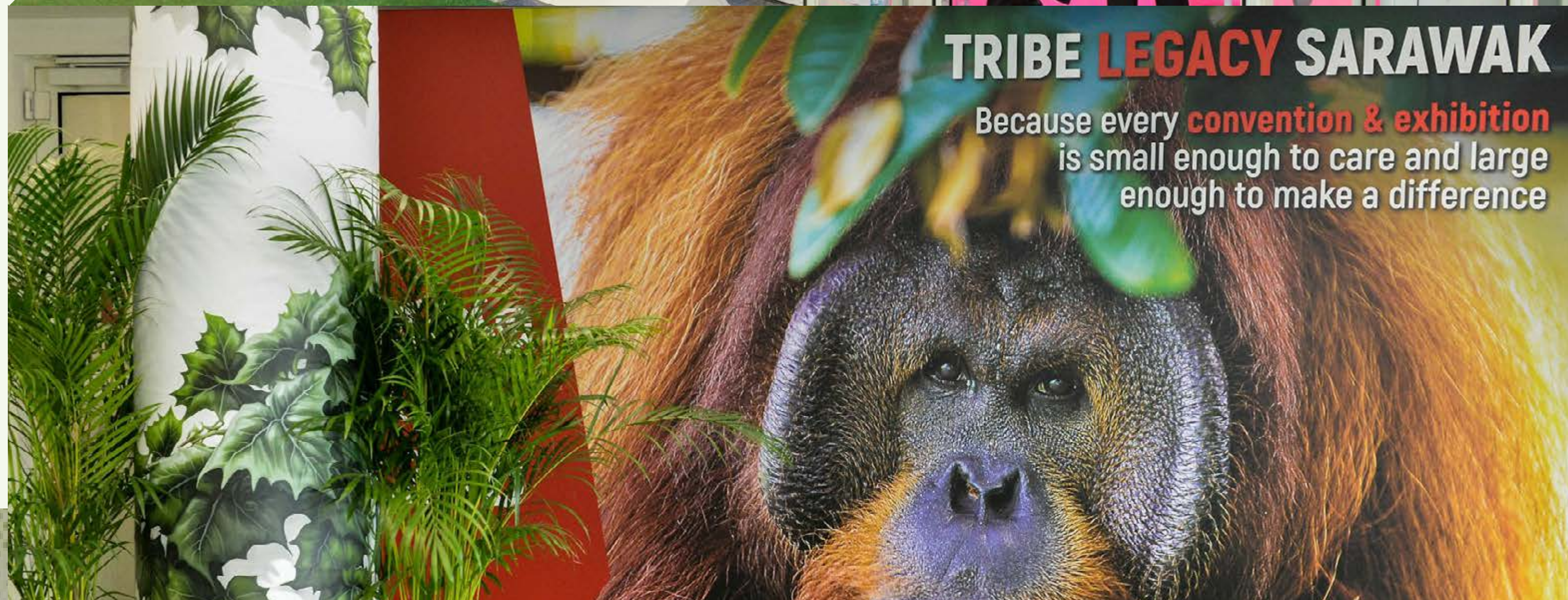
This is the main entrance to Hall 8 - the show floor, an area that **numerous attendees** will pass through every day of IMEX Frankfurt.

This is a **huge opportunity for your branding** and messaging to be seen!

Sponsorship includes:

- ➞ 2 x wall banners
- ➞ 10 x window stickers

Sponsorship cost **€POA**





Hall 9 entrance branding

Brand this **high-traffic gateway** between the Galleria and Hall 9. Guide buyers and visitors with branded floor tiles and window stickers as they make their way between the show floor and Hall 9, home to our Hosted Buyer Lounge, our Inspiration Hub and more!

There is a lot of space to be creative and **ensure your branding stands out!**

Sponsorship includes:

- ➔ 6 x floor tiles
(3 on each walkway leading to Hall 9)
- ➔ 20 x window stickers
(10 windows double sided)

Sponsorship cost €23,100



Hosted Buyer Lounge

Big space, big impact – our Hosted Buyer Lounge is a special place.

It's "home from home" for our hosted buyers, a place to relax away from the show floor. As one of four key sponsors, your zone in the lounge is a fantastic opportunity to bring your brand to life in front of all of our hosted buyers.

Sponsorship cost from €28,000

Branding

- ➞ 1x banner 6m x 3m
- ➞ 6x graphics on 3x columns - 1.2m x 1.8m
- ➞ 1x meeting pod
- ➞ 2x floor stickers 2m x 2m

Optional extras

- ➞ Opportunity to provide giveaways for hosted buyers within the lounge
- ➞ Impress with your offering of tasty drinks/nibbles

- ➞ Option to provide decorations and cushions giving it your brand's personal touch and adding colour and interest to your zone
- ➞ Opportunity to provide an activity or exhibit within the lounge, talk to us about your ideas!*

*to be agreed in advance by IMEX.
Additional costs may be applicable.



Inspiration Hub

This is a high status, **high visibility branding** package located in a prominent position in Hall 9. This is the perfect sponsorship opportunity to position your company as a true thought-leader and knowledge innovator within the industry.

Branding to be discussed and agreed.

Sponsorship cost **€POA**



Lanyards **SOLD**

Essential for **every visitor** to IMEX Frankfurt.

Place your branding around the necks of all our attendees (hosted buyers, visitors, exhibitors and press), **ensuring maximum visibility across the whole event**, with our exclusive lanyard sponsorship opportunity.

Sponsorship cost **€36,000**





Meeting pods

The meeting pods offer a unique branding opportunity and the perfect setting to extend your stand's branding and hospitality.

Located in Hall 9, the pods provide attendees a private space away from the hustle and bustle of the show floor.

Includes seating for two people, electricity and internet connection.

Sponsorship includes:

- ➞ 4 x two-seater meeting pods
- ➞ Branding on each pod

Sponsorship cost €29,400

Press Centre

Stand out and **make an impact** at IMEX with pre-show exposure, branding inside our Press Centre and coverage in our digital publications.

A creative opportunity to get your name in front of some of the industry's key global media at IMEX Frankfurt 2024.

All press attending IMEX will use the Press Centre as their hub. It is a busy, buzzy place to be with exciting announcements from exhibitor press conferences, video interviews and the latest news from the IMEX show floor.

Branding

- ➞ 4 x branded panels in the Press Centre
- ➞ 3 x desk dividers inside the Press Centre
- ➞ Press Centre reception desk kick board
- ➞ Press Centre reception desk fascia panel
- ➞ Press Centre pigeon hole fascia
- ➞ Window clings
- ➞ Inclusion of a logo, 20 words and a web link in the press acquisition email campaigns
- ➞ Logo on the main press page of the IMEX website

Promotion

- ➞ Sponsorship of breakfast and drinks for media in the Press Centre
- ➞ The opportunity to hold a press conference
- ➞ Editorial inclusion in the digital IMEX Daily
- ➞ A dedicated IMEX PR representative to work closely with you to coordinate elements of your package
- ➞ The opportunity to hand out branded gifts to the press

Sponsorship cost €30,000





Teardrop flags

Teardrop flags provide a **distinctive** branding opportunity that is **sure to catch the eye** of every buyer at the show.

These eye-catching flags are located at the hosted buyer shuttle bus drop off point outside the entrance to IMEX.

Sponsorship includes:

➞ 7 x teardrop flags

Sponsorship cost **€10,500**



Water stations

Showcase your brand by sponsoring the water refill stations at IMEX Frankfurt 2024.

Placed around the show floor and in key areas such as the Hosted Buyer Lounge, attendees will see your brand as they replenish time and time again throughout the duration of the show.

Sponsorship includes:

- ➞ Your branding on the four side panels of 5 x water stations and recyclable branded cups

Sponsorship cost €13,500

Banners

Locations available in the **Galleria and the show entrance walkway** and boasting thousands of views per day, these banners are the perfect way to promote your brand.



Galleria banners & stair risers

Between the main entrances to Hall 8 and Hall 9, these banners are to be combined with stair risers to create a bolder branding opportunity.

Package includes:

- ➞ 2 x galleria banners 4m (w) x 2.2m (h)
- ➞ Stair risers (every other stair)

Sponsorship cost **€37,000** **SOLD**



Walkway banners

Located along the route to the exhibition hall from the coach drop off for hosted buyers and from the shuttle bus stop, choose from two sizes.

Medium banner: 3.6m x 3.2m

Sponsorship cost €8,000

Large banner 7.6m x 3.2m

Sponsorship cost €15,000 **SOLD**



Contact the sales team

Together we can find the **perfect package** for you.

To place your brand in front of our highly engaged audience, **get in touch with us today!**

Visit our [IMEX Frankfurt](#) webpage for more information on the show, as well as our exhibiting brochure.



Kelly, Paolo, George, Richard, Heather, Dan, Alex and Liz