

What are group appointments?

- ➔ If you have a destination booth of 300sqft or more, you qualify to have group appointments during the show.
- ➔ We will send groups of hosted buyers to visit your booth at pre-scheduled times. The number of groups is based on the total size of your booth.
- ➔ Each group will include around 10-15 buyers.
- ➔ Each appointment lasts 25-30 minutes and is your chance to tell your groups all about your destination or company. Plan some fun activities to engage the group. Some buyers in the group may not have considered your destination/services before, making this the ideal opportunity to educate them.



- ➔ You can select the target markets you'd like buyers attending your group appointments to come from.
- ➔ Hosted buyer group leaders can also select which exhibitors they would prefer to see so that we can match both selections and schedule the group appointments accordingly.

Group appointments: Next steps

➔ Step one

Tell us who you want to see.

Confirm the regions from which you would like to see buyers.

Ensure you action this before the specified deadline.

➔ Step two

Review your scheduled group appointments.

We will email you when your group appointment schedule is available for you to review.

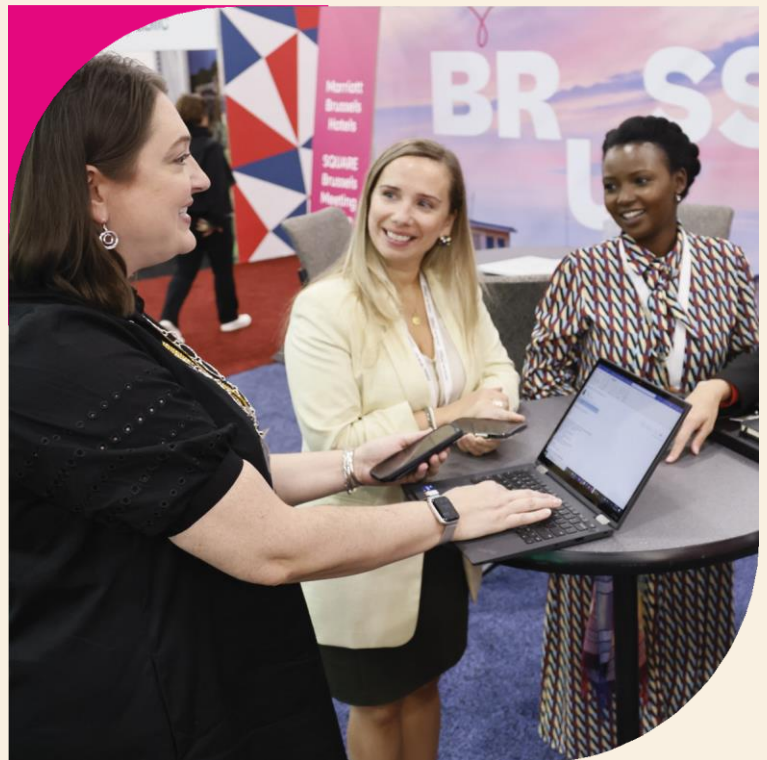
Ensure you send us your feedback before the specified deadline.

➔ Step three

Your group appointments will appear under *Exhibitor Events* six weeks before the show and will need allocating to the relevant team member(s). We will email you when this happens.

If you need any of your colleagues to be involved with the group appointment, ensure that they block the relevant time(s) in their schedule(s).

One week before the show, the names of each individual hosted buyer will be added to the group appointment.



Group appointments: What you need to know

- ➔ The group name references the company that is coordinating the group of hosted buyers and the country/ region they are from. For example, IHG Canada means that the group is coordinated by IHG and the buyers are from Canada.
- ➔ One week before the show the names of the hosted buyers in the group will be shown.
- ➔ Sometimes group appointment times need to be altered or cancelled. If this happens, we will email you with the changes.
- ➔ Sometimes we may match you with a group from your "do not want to see" list. This is usually because the hosted buyer group specifically asked to meet with you. Contact us if you would like to discuss any of these appointments.

NOTE: Numbers of buyers in each group will fluctuate in the run-up to IMEX. Please contact us if you have any questions about the number of buyers in any group.



Group appointments: Tips for success

- ➔ Organize engaging activities to catch buyers' attention. Buyers enjoy presentations more if you make them interactive and fun.
- ➔ Arrange drinks or refreshments on your booth to welcome each group.
- ➔ Inform your partners about how your presentations will work on your booth. For example, who will be involved and when.
- ➔ Headsets - consider the use of headsets for your group appointments. Buyers will appreciate being able to hear you clearly.
- ➔ Contact the intermediary. Introduce yourself and exchange cellphone numbers. Ask for information that will help you tailor your presentation to the group.

