

Engagement opportunities

Here's your opportunity to get fully involved and engage our buyers with your brand. Our educational events are specific to industry sectors, inviting those buyers with maximum purchasing power and seniority to participate. Or how about the IMEXrun? You can also connect with us and get creative with your own activation space.*

SOLD



SOLD

COSTS FROM
€10,000



*Artwork and activations subject to approval by IMEX



Activation space

Every idea is a possibility at IMEX and we love seeing your creativity come alive!

We can provide you with the **perfect space** for you to create a unique activation to showcase your brand.

Activation space **€POA**



*Activations subject to approval by IMEX

Association Focus **SOLD**

Association Focus is a half-day event designed to bring together and engage association executives.

If this is your target market, this is a unique opportunity to be **one of three** sponsors presenting your brand and network to hundreds of **association leaders and senior association event planners** from across the world. Association Focus will be held on **Monday, May 19, 2025**.

Sponsorship includes:

Branding

- ➞ Sponsor's table with the opportunity to display a banner in the lunch and afternoon coffee break area
- ➞ Logo on event signage in the lunch/coffee break area
- ➞ Inclusion on the Association Focus webpage as a supporting sponsor with logo and link
- ➞ Logo on the sponsors acknowledgement slide

Promotion

- ➞ Opportunity to provide promotional material or a gift for each delegate
- ➞ Verbal thanks from IMEX

Networking

- ➞ Two senior company representatives can attend the lunch and coffee break, as well as the evening drinks reception

The agenda for Association Focus is researched and developed to highlight and discuss the challenges that association professionals face.

Association Focus is supported and co-delivered by some of the global industry's leading associations including **ICCA and ASAE**.

Sponsorship of IMEX Association Focus is limited to a maximum of three sponsors providing you with a rare and unparalleled opportunity to showcase your brand to senior association buyers from around the world.

Sponsorship €13,000



*Please note that entry to the education is not included as part of the sponsorship.

Exclusively Corporate

We're giving you the opportunity to be **one of three** sponsors promoting your organization at Exclusively Corporate on **Monday, May 19, 2025**.

This half-day event allows you to showcase your brand to around **100 invitation-only corporate meetings and events executives**, combining tailored education with exclusive peer-to-peer networking. Why not also impress our buyers with your sustainable, branded gifts?

Sponsorship includes:

Branding

- ➔ Sponsor's table with the opportunity to display a banner in the lunch and afternoon coffee break area
- ➔ Logo on electronic sign in the lunch/coffee break area

- ➔ Inclusion on the Exclusively Corporate webpage as a supporting sponsor with logo and link
- ➔ Logo on the sponsors acknowledgement slide

Promotion

- ➔ Opportunity to provide promotional material or a gift for each delegate
- ➔ Verbal thanks from IMEX

Networking

- ➔ Two senior company representatives can attend the lunch and coffee break, as well as the evening drinks reception

The agenda for Exclusively Corporate is researched and developed to focus on the challenges that corporate event professionals face.



Typical themes include creativity, innovation, technology trends and sustainability.

Sponsorship is limited to a maximum of three sponsors in total – providing you with a rare and unparalleled opportunity to showcase your branding to senior corporate buyers from around the world.

Sponsorship €13,000



*Please note that entry to the education is not included as part of the sponsorship.



IMEXrun

500 participants register to take part in our 5km fun-run along the river Main, starting early on **Wednesday, May 21**, just as the sun comes up over Frankfurt. The run is attended by buyers, exhibitors and attendees alike ensuring your branding is at the forefront of the runners' minds as they power their way to the finish line.

Sponsorship includes

- ➞ Branded t-shirts for run participants in a customized colour to suit your branding. T-shirts will be distributed from your booth on Tuesday, May 20
- ➞ Selfie frame – colour to match t-shirt, branded with your logo and strapline. Available for use on your stand through the show as well as at the IMEXrun
- ➞ Sponsor logo displayed on the start and finish arch
- ➞ Extra signage on promotional flags at the IMEXrun
- ➞ Option to provide an activity to engage with the runners at the start and finish of the run

Included additional branding/ PR opportunities

- ➞ Sponsor logo will be displayed on the IMEXrun registration web page
- ➞ Sponsor logo will be included in the email marketing for the IMEXrun
- ➞ Sponsor has the right to use the IMEXrun logo and title for their own communications

Sponsorship €24,000



Inspiration Hub

Elevate your brand and voice at IMEX Frankfurt's Inspiration Hub!

Seize the chance to sponsor one, two, or all three rooms in our Inspiration Hub at IMEX Frankfurt, where the main theme is **impact**. Our education sessions focus on pivotal areas such as **leadership** and **culture, tech innovation and AI, design matters, well-being and experiential event design**.

Each room attracted an average of 600 visitors, with nearly half of those attending sessions being buyers. This is your opportunity to make a lasting impression on key industry leaders and decision-makers.

Sponsorship includes

Brand Visibility:

- ➞ Display your logo on screens between education sessions, on a lectern and outside the room you sponsor
- ➞ A floor sticker, a backwall graphic and a branded column with two sides of your design
- ➞ Play a 1-minute video before an education session of your choice in the room you sponsor

Collaborative Involvement:

Work with our head of programming to be included in a scheduled education session, choosing the session that best fits your company goals and values from the programme in each of the inspiration hub rooms.

Data Insights: Receive scan data from attendees of the session you're speaking on, providing valuable insights for your follow-up strategies.

Sponsorship cost **€20,000** per room

...more options



*IMEX reserves the right to amend the sponsorship package. Any alternative would be of equivalent value to the sponsor.

Inspiration Hub - Campfire, Research Pod and People & Planet stage

The Research Pod and People & Planet Stage attracted over 600 visitors, with nearly half of those attending sessions being buyers. **The Campfire** area attracted nearly 200 visitors, with 60% of those attending sessions being buyers.

This is your opportunity to **make a lasting impression** on key **industry leaders** and **decision-makers**.

Sponsorship includes

Collaborative Involvement:

Work with our head of programming to be included in a scheduled education session. You'll be able to choose the session that best fits your company goals and values from the Research Pod stage, People and Planet stage or Campfire.

Data Insights: Receive scan data from attendees of the session you're speaking on, providing valuable insights for your follow-up strategies.

Branding

- ➔ Your logo on screens between education sessions and outside the room you sponsor

Research Pod/People & Planet stage sponsorship includes

Opportunity to play a 1-minute video before an education session of your choice in the room you sponsor

- ➔ 1x back wall graphic
- ➔ 1 x large floor sticker

Sponsorship cost €15,000

Campfire sponsorship includes

- ➔ 1 x small floor sticker

Sponsorship cost €10,000 **SOLD**



*IMEX reserves the right to amend the sponsorship package. Any alternative would be of equivalent value to the sponsor.

IMEX design services

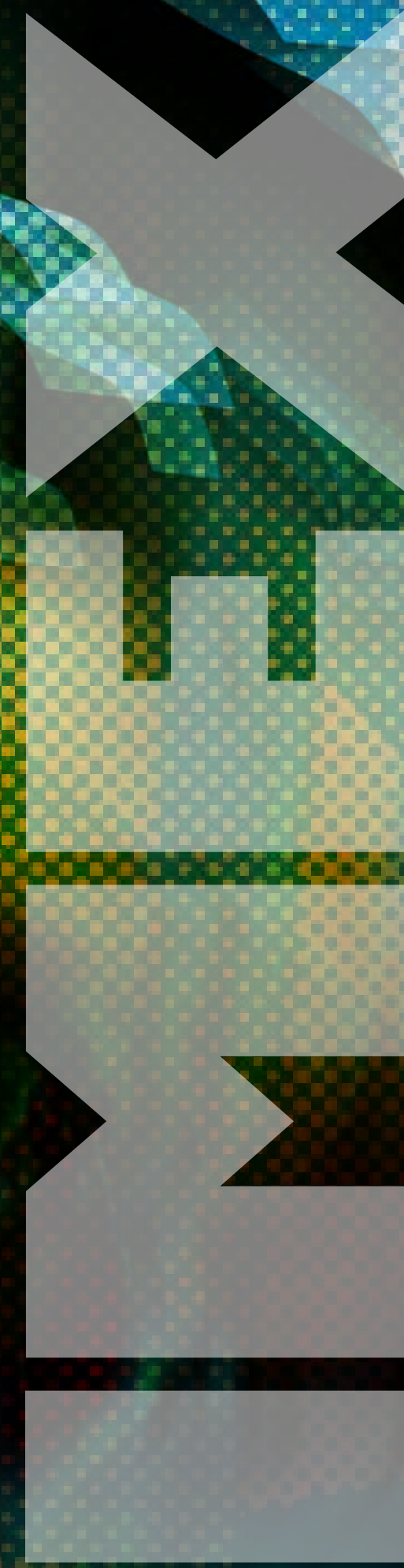
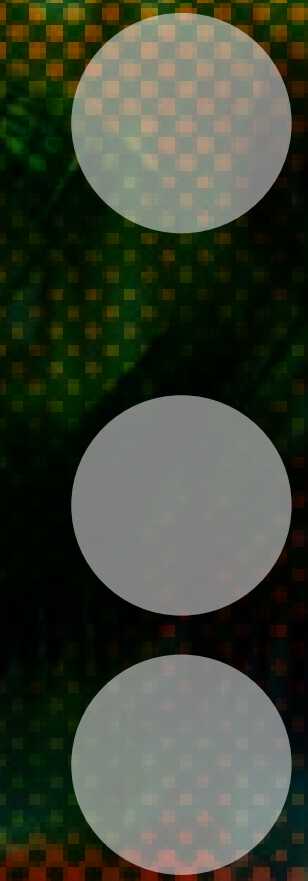
To help your IMEX sponsorship reach its full potential, we can offer you a **complete design service** through our in-house studio.

Staffed by **multi-award winning designers**, our in-house studio offers:

- ➔ All your design needs under one roof
- ➔ In-depth knowledge of the IMEX audience
- ➔ Expert insight and understanding of the venue including traffic flow and sponsorship visibility
- ➔ Direct relationships with the venue and key suppliers
- ➔ Preferential pricing
- ➔ Bespoke packages

Inquire today to discuss your next sponsorship project with our design team.

E: anna.gyseman@imexevents.com



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.



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