

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
\$13,000



*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** on the show floor to showcase your brand through a unique activation. Talk to us about guidelines and possibilities.

Sponsorship cost **\$POA**



Association Leadership Forum

The IMEX Association Leadership Forum is an afternoon workshop held on Monday, October 7, 2024, designed specifically for association leaders and senior management. The event is invitation only and every year around **100 association leaders including CEOs, COOs, presidents, executive directors, secretary generals, chairs and board members** attend the Association Leadership Forum.

IMEX partners with ASAE: The Center for Association Leadership, the leading organization for association management, representing both organizations and individual association professionals.

Sponsorship of Association Leadership Forum is limited to one exclusive sponsor, providing you with a rare and unparalleled opportunity to showcase your brand to senior association leaders and management from around the world.

Sponsorship includes:

Branding

- ➞ Opportunity to display a pop-up banner
- ➞ Logo on event signage
- ➞ Inclusion on the Association Leadership Forum webpage as a supporting sponsor with logo and link
- ➞ Acknowledgement as a sponsor in associated IMEX marketing
- ➞ Logo on event holding slides rotating in the room between presentations

Promotion

- ➞ Opportunity to display promotional material or provide a sustainable gift for each delegate
- ➞ Option to show a two-minute video introduced by one of your senior representatives

Networking

- ➞ A representative from your company can welcome attendees before the Forum starts and then stay to observe the Forum

Sponsorship cost \$13,000

SOLD





IMEXrun **SOLD**

500 participants register to take part in our 5km fun-run along the Vegas Strip, starting early on Wednesday, October 9, just as dawn breaks over Las Vegas.

The fun run is part of IMEX's well-being initiative, and is our way of helping participants balance an intense week of business with healthy physical activity.

Sponsorship includes

- ➞ Up to 500 registrations for the IMEXrun
- ➞ Branded t-shirts for runners in a customized color to suit your branding.
Your logo will be displayed on the front, with the logos of all sponsors on the back. T-shirts will be distributed from your booth on Tuesday, October 8
- ➞ Selfie frame – color to match t-shirt, branded with your logo and strapline. Available for use on your booth through the show as well as at the IMEXrun
- ➞ Sponsor logo displayed on the start/finish arch
- ➞ Option to provide an activity to engage with the runners at the start/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 email marketing for the IMEXrun
- ➞ Sponsor has the right to use the IMEXrun logo and title for their own communications

Sponsorship cost \$30,000



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 America](#) webpage for more information on the show, as well as our exhibiting brochure.



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