

Digital opportunities

All of our buyers need to prep for IMEX – from booking meetings, planning their education and picking the best after-show parties – and the only place to do it is our website.*

SOLD

Web Banners

Emails

SOLD

SOLD

COSTS FROM
€3,000



* Artwork subject to approval by IMEX

IMEX App **SOLD**

The IMEX App is an indispensable tool for IMEX attendees, hosted buyers and exhibitors, with a variety of different functions aimed at enhancing the IMEX experience.

The App provides a one-stop service for all participant needs on the show floor. Your brand will be named as the primary sponsor.

As the primary App sponsor you will

- ➔ Maximize your exposure at IMEX
- ➔ Increase traffic to your booth and appointment schedule
- ➔ Drive web traffic through the IMEX App
- ➔ Enhance the partnership between IMEX and your brand

Your logo on the splash screen

Listed as the sponsor and visible each time the App is opened

Dedicated page on the App for you

From the main menu of the App, all users will be able to view your page with graphics and links

Your logo and web link on the dedicated App page on our website

Where the App is promoted before and during the show, you will be credited as the App sponsor

- ➔ Show signage
- ➔ Emails before the show

Web banners on the App

- ➔ Exclusive web banners on various pages of the App which include the exhibitor directory, products and services, speakers and sessions pages

Sponsorship cost €37,500



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Filters

COUNTRIES OF OPERATION (COO) ▾

PRODUCTS & SERVICES ▾

PROMOTED EXHIBITORS

Exhibition World...

NürnbergConve...

Macao Trade an...

Extraordinary Br...

Visit Detroit

Saint Lucia Tour...

EXHIBITORS

5 Senses Events

9 Hall 8 | E260

1 Hotel South Beach

9 Hall 8 | C150

25hours Hotels

9 Hall 8 | F660

2B UK DMC

9 Hall 8 | F440

2xceed

9 Hall 8 | D520

CORNERS EVENTS

9 Hall 8 | D540

Exposition

9 Hall 8 | E280

4x4 TOURS

9 Hall 8 | G330

Visit us at Stand B430

NEW IDEAS START HERE

THIS YEAR...

MAKE IT MEXICO OR PUNTA CANA

Firsta Americana Travelty

Promoted exhibitor spot

Ensure your exhibitor directory listing stands out by becoming one of our **promoted exhibitors**.

As one of up to six promoted exhibitors per week, ensure your listing gets maximum visibility on the exhibitor directory page.

1 x promoted exhibitor spot

You will be one of six promoted exhibitors for one week

Sponsorship cost **€3,000 per week**

Video walls/ plasma screen

LED video walls/plasma screens are an engaging and unique way to get attention at the show. A dynamic and effective means of putting your branding and messaging in front of our buyers.

Sponsorship includes:

- ➞ 1 LED video wall/plasma screen playing your video

Multiple locations and sizes available

Sponsorship cost from **€9,000**





Wi-Fi

Sponsor the free Wi-Fi used by all IMEX participants. Place your branding on the splash page all participants see when they connect to the network in addition to show signage. You won't be missed - Wi-Fi is always the first thing people look for.

2024 Wi-Fi stats

19,364 unique users used the free Wi-Fi service

Sponsorship cost €29,000

Pre-paid Wi-Fi customers

Please enter username and password

Username Password

Join Pre-paid IMEX Premium Wi-Fi

If you are having trouble logging on, please visit our help desk by Hall 8.0

IMEX Free Wi-Fi

Click continue to join the IMEX free Wi-Fi
(1 hour per session)

Join the IMEX Free-Wi-Fi

Badge emails

Target one of our key audiences, ranging from **3,000 to 7,000 people**, by promoting your brand on our badge emails. This is a high-value, high-engagement item everybody looks out for.

You can focus your advertising by choosing an audience type and placing your brand directly into their inbox. All participants will receive their badge by email before the show. Below are the audience types available.

Sponsorship includes:

➞ 1 x banner at the top of the email

Exhibitor

Sponsorship cost €10,500

Hosted buyer

Sponsorship cost €12,000

Attendee

Sponsorship cost €10,500



Dear Example:

We're looking forward to welcoming you to this year's IMEX Frankfurt.

To ensure your arrival is as smooth as possible we request that all badges are printed in advance.

[Print your badge](#)

Need to change your badge details?

- Sign in to your IMEX account [here](#)
- Use the tab 'Edit your badge'
- An updated badge email will be sent to you

When printing your badge

- Select 'fit to' in your printer settings, to ensure your badge fits into the holder
- Remember to print your badge in colour



IMEX Frankfurt 2024: All you need to know before you go

Hi friend,

It's almost IMEX time! We're all set to welcome you to a stand-out show. Stellar speakers, star-turns, stand-out professional development, endless opportunities for connection and conversation, and a superlative exhibitor line-up. It's all waiting for you.

Here's all you need to know and do before it's time to say—let's go!

- Read our [Know Before You Go](#) for everything from arriving in Frankfurt, to show opening times, to where to head for that all important coffee
- Buyers, [sign in](#) and book your meetings now with your pick of IMEX exhibitors through our online meeting system
- Download the [IMEX App](#) to easily manage your show schedule and show contacts, and to navigate your way around the show
- Print your badge (full size and in color) using the link in the badge email we've sent you. No badge email? Check your junk and clutter folders and if it's not there, go to Registration when you arrive
- Bookmark our [IMEX News Hub](#) for all the headlines, news and views throughout IMEX Frankfurt week and beyond

KNOW BEFORE YOU GO

SHOW AMENITIES AND INFORMATION

That's it. You're all set and so are we.

See you soon!

Your IMEX team



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Hello friend,

A gateway to a world of endless potential, IMEX 2024 saw 12,000 global suppliers and event professionals gather for 63,000 buyer-exhibitor meetings over three transformative Frankfurt days. Catch up with the news, views and insights from an era-defining IMEX Frankfurt 2024 on our [News Hub](#).



"A launchpad for our industry"
IMEX Frankfurt 2024 showcased where events are heading, and how we can, as a global community, work together to shape a brighter future.



A myriad of magical events
Led by Impact, our 2024 Talking Point, IMEX offered abundant potential for discovery and exploration. For sharing ideas, forging connections and opening up to new possibilities.

IMEX SHOW REVIEW

Thank you to everyone that joined us, for your energy, your exuberance, your eagerness to learn and connect, to come together for an exhilarating and unforgettable IMEX 2024.

See you in just a few short months for IMEX America 2024, October 8-10, or this time next year for IMEX Frankfurt 2025, May 20-22.

Warmest wishes,

Your IMEX team



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Pre and post-show emails

Know before you go

Our popular **know before you go** email is sent a week before the show to all hosted buyers, buyers and attendees.

This email offers timely information to ensure everyone makes the most of their IMEX experience and arrives fully prepared. The email is re-sent to those who've not opened the original email a few days later.

Maximize your exposure and reach our participants with your brand.

Package includes:

- ➞ 1 x banner in know before you go email

Sponsorship cost €12,000

Post-show review

Following IMEX, our eagerly awaited **post-show review** is sent to all participants, providing invaluable key takeaways and comprehensive show statistics.

Capitalize on this opportunity to showcase your branding to all participants while the buzz is high.

Package includes:

- ➞ 1 x banner in post-show review email

Sponsorship cost €10,000

Attendee list

The attendee list is viewed and **used by all** registered buyers and exhibitors.
It's the place to go to make connections.

Top banner

➞ Desktop banner size: 1370 (w) x 124 (h)

You will be one of four rotating sponsors

Sponsorship cost €7,500

The screenshot displays the IMEX Frankfurt 2025 website interface. At the top, the header includes the IMEX Frankfurt logo and navigation links: Visit website, What's on, News Hub, Exhibitor Directory, Education and activities, Help guides, My dashboard, and My IMEX account. A top banner features a scenic view of a lake and a building, with the text "Discover All Sides of Zürich, Switzerland." and a call to action "Visit us in Hall 8, Stand E155".

Below the banner, the main content area is divided into two sections. On the left is a "Filters" sidebar with dropdown menus for: ATTENDEE TYPE, ATTENDEE COUNTRY, ATTENDEE REGION, BUYER ORGANIZATION TYPE, BUYER TYPE OF EVENTS, BUYER INDUSTRY SECTOR OF EVEN..., BUYER NATURE OF BUSINESS, and Buyer Interests (COUNTRIES OF OPERATION (C.O....) and PRODUCTS & SERVICES). On the right is the "Attendee list" section, which displays a grid of attendee profiles. Each profile includes a circular profile picture, a star icon, and the attendee's name and title. The attendees listed are:

- Abdelrahman Hesham ... Head of contracting an... Global Travel Solutions...
- Abdul Ghori Head of MICE Desert Gate DMC
- Abdul Hadi Director AB Group of C... Al Badiah Transportatio...
- Abdul Halim Rashid Account Manager, Inter... Sentosa Development ...
- Abdulkadir KAPLAN Ministry of Culture and ...
- ABDULLAH ALJADI CHAIRMAN TRAVELCATIONKW
- ABDUL MANAN MU... Catalunya Convention B...
- Abdulrahman Ahmadi ABU DHABI CONVENTI...

Visit us at Stand B430

NEW IDEAS START HERE

Dashboard

Complete your profile
100%
✓ Photo
✓ Info

Notifications
View all
Jeremy Jiang, General Manager, MCICE Group has

INTERACTIONS

				Page views	Page favourites	Request Meeting	Product views	Product favourites	Product Content...	Product Content...	Content Views
1	Natascha Loewe Teammember	☆	📅	✉	✓	---	---	---	---	---	---
2	Sander Langeveld Teammember	☆	📅	✉	---	✓	---	---	---	---	---
3	Mohamed Abdou Teammember	☆	📅	✉	✓	---	---	---	---	---	---
4	ZZZ spain ZZZ barca Teammember,Buyer	☆	📅	✉	✓	---	---	---	---	---	---
5	Jenna COSTA NOBRE Teammember	☆	📅	✉	---	✓	---	---	---	---	---

On page 5

< Prev 1 2 3 4 5 6 Next >

Dashboard **SOLD**

As the first page all **users of our show platform** see when they log in, the Dashboard page is a highly valuable location to sponsor.

Top banner

➞ Desktop banner size: 1370 (w) x 124 (h)

You will be one of four rotating sponsors

Sponsorship cost €10,500

Exhibitor search

The exhibitor directory page is a high-traffic page accessed by **all users of our platform**.

The exhibitor directory displays all exhibitors participating in the show plus their products and services.

Top banner

➞ Desktop banner size: 1107 (w) x 100 (h)

You will be one of four rotating sponsors

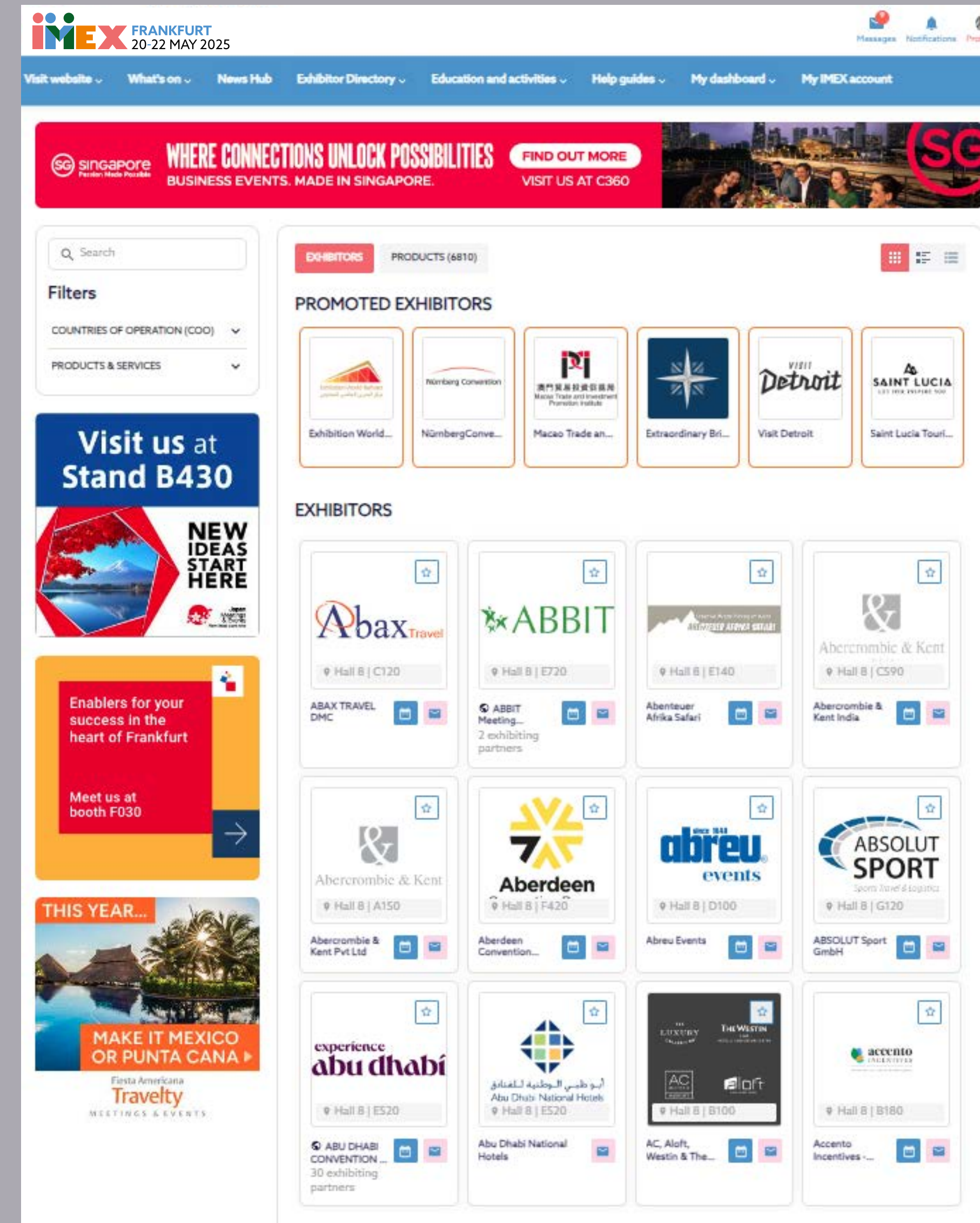
Sponsorship **€7,500** **SOLD**

Left banner (one of three)

➞ Desktop banner size: 275 (w) x 275 (h)

You will be one of four rotating sponsors

Sponsorship **€5,000**





Building better human connections all over the world.

Messe Frankfurt, Germany | 20-22 May, 2025

Where the global meetings, events and incentive travel industry comes together annually for the largest trade show of its kind in Europe.

Pre-register for 2025 >

Exhibit with us >



Join us at Frankfurt in 2025



Homepage

Hosted buyers, exhibitors and buyer attendees all view the website.

The homepage banner is the place to have your branding if you want to reach the widest IMEX audience.

Top banner

➞ Desktop banner size: 728 (w) x 90 (h)

You will be one of two rotating sponsors

Sponsorship €16,000

Banner duration: **three months before the show** and **two months after the show**

IMEXscoop - NEW!

IMEXscoop is our new platform for sharing and showcasing our news (and your news) throughout the show. Refreshed daily, it's more than a digital guide to the show—it's where we'll share headlines, pictures and interviews from the show floor, driving readers through to in-depth news and stories on our website, and to your website—and your booth.

Easily and prominently available on our website and our app, we'll promote IMEXscoop every IMEX day (Monday, Tuesday, Wednesday and Thursday of IMEX week) on our social channels and in daily emails to our 50,000-strong contact list—including every registered IMEX buyer.

As the exclusive IMEXscoop sponsor for the day you choose (either Monday, Tuesday, Wednesday or Thursday of IMEX week—subject to availability) you will have:

- ➞ Your banner above the IMEXscoop header at the top of the page
- ➞ Your video below the headlines
- ➞ Your news stories (x2) as promoted content on IMEXscoop on our website and our app, (linked to full stories on our website)
- ➞ Your banner at the foot of the email sent to 50,000 contacts including every registered IMEX buyer

Specifications

Banner

Please supply two sizes (for large and small screens):

1. JPEG 2560x230px
2. JPEG 900x90px

And your URL (must start with https://)

Video

Please supply a YouTube or Vimeo link. Video must be less than 2 minutes.

Promoted content

500-word news story
3 x high-res JPEG 300dpi minimum editorial images (no text or logos permitted on images)

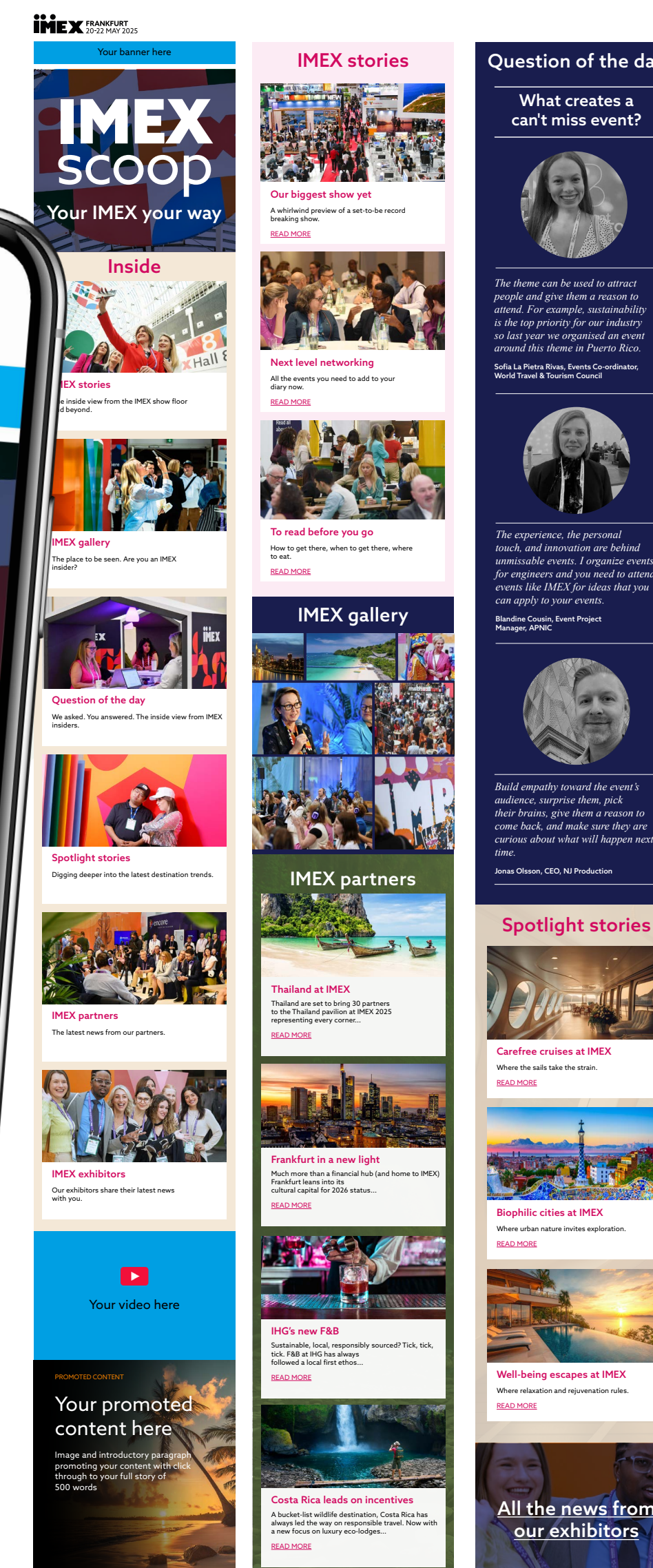
Email banner

JPEG 600x90px
And your URL (must start with https://)

Sponsorship cost €10,000



Representative of content only ➞



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WHERE CONNECTIONS UNLOCK POSSIBILITIES
 BUSINESS EVENTS. MADE IN SINGAPORE.
 [FIND OUT MORE](#)
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MAY 13
 MAY 14
 MAY 15
 MAY 16

Sessions (79)

Events

Messe Frankfurt tour

Wednesday, 15 May 2024

08:30 - 09:30 | Europe/Berlin

Entrance Ludwig Erhard Anlage, next to the Congress Center

Business practices

Driving the Industry Forward: A Global Advocacy Update

Wednesday, 15 May 2024

09:00 - 10:00 | Europe/Berlin

Hall 9 | IMEX Ocean, Inspiration Hub, Stand 9004

Wellbeing

Wellbeing Challenge

The IMEX Wellbeing Challenge - designed by Maritz and powered by...

Wednesday, 15 May 2024

09:00 - 19:00 | Europe/Berlin

Hall 9

Wellbeing

The importance of well-being in the

Wellbeing

Morning stretch

Business practices

Future Leaders Forum

IMEX-MPI-MCI Future Leaders Forum, BY INVITATION ONLY

Sessions

This page includes a **full listing** of educational and networking events taking place at the show. It also includes headline events, such as the IMEXrun.

The sessions page is accessible to all those visiting the IMEX Frankfurt website.

Top banner

➞ Desktop banner size: 1370 (w) x 124 (h)

You will be one of four rotating sponsors

Sponsorship €5,000

Sign in page

Take a banner on our main sign in page where all participants go to sign in to their IMEX account, navigate to their show dashboard and register for the show.

This opportunity is **guaranteed to provide a vast reach** and get your brand noticed.

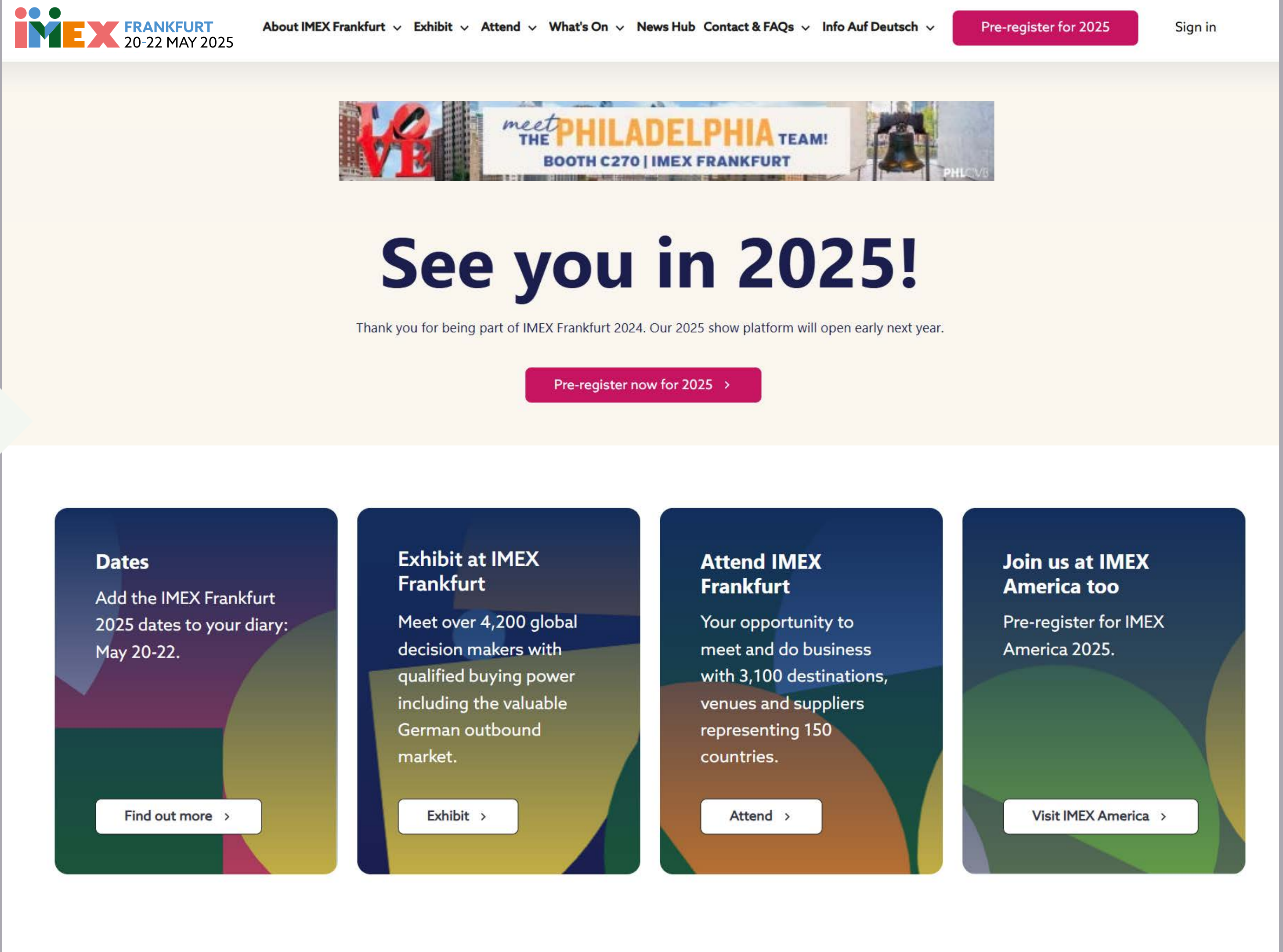
Top banner

➞ Desktop banner size: 728 (w) x 90 (h)

You will be one of two rotating sponsors

Sponsorship €10,500

Banner duration: **two months before the show** and **two weeks after the show**



Speakers

Speakers bring **fresh ideas and inspiration** to business event professionals of all abilities and experiences over four amazing days in Frankfurt.

The Speaker page includes a full listing of all speakers included in our unique professional education and event programme at IMEX Frankfurt.

Top banner

➞ Desktop banner size: 1370 (w) x 124 (h)

You will be one of four rotating sponsors

Sponsorship **€5,000**

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Filters

SPEAKERS (292)

☆

Andres Escandon

Regional Director Latin ...

ICCA

☆

Andrew Asaro

Director of Business De...

Sessionboard

☆

Angeles Moreno

Country Manager Spain

AIM Group International

☆

Anke Langhardt

Head of Event-Marketing

EUREF-Event

☆

Anna Abdelnoor

CEO

Isla

☆

Anna Gyseman

Design Manager

IMEX Group

☆

ANNALISA PONCHIA

Sustainability Manager

AIM GROUP INTERNATI...

☆

Anna Szabo

Director of Business De...

Hungexpo Budapest

☆

Anne-Sophie Müller

Co-Founder & Trash-Ma...

TRASH GALORE GbR

☆

Annette Gregg

CEO

SITE/Society Incentive T...

☆

Annie Smith

Senior Manager - Events

Hanson Wade Group

☆

Anthony Vade

Event Experience Strate...

Encore

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GET IN TOUCH IMEX FRANKFURT 2025 Sales Team |
 T+44 1273 224 955 |
 E hello@imexevents.com

IMEX design services

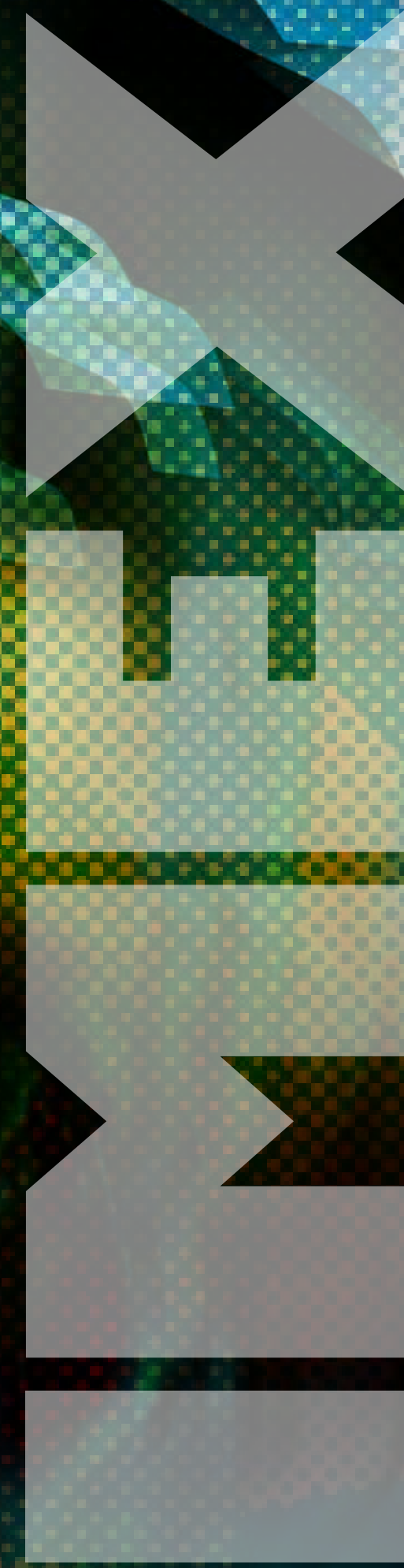
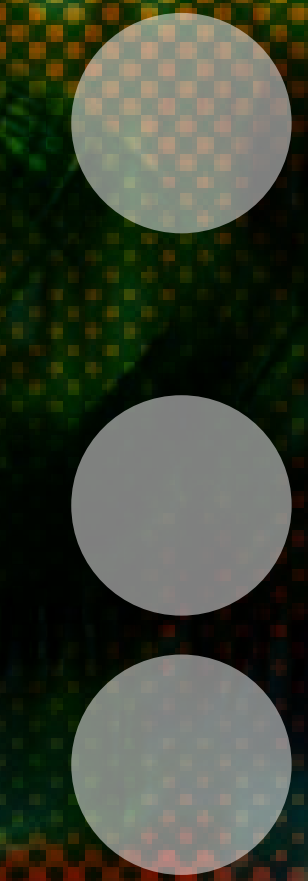
To help your IMEX sponsorship reach its full potential, we can offer you a **complete design service** through our in-house studio.

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