

# IMEX America 2024 sponsorship opportunities

## Why sponsor at IMEX?

IMEX America is the largest trade show in North America for the meetings and events industry and brings together thousands of event planners, buyers and suppliers.

Marking our busiest show ever, an exhilarating, energizing and exuberant IMEX America 2023 epitomized the robust comeback of our global events industry.



"The exposure we get as a sponsor of IMEX America is fantastic! The team understands our needs and helps us build the perfect package to achieve our goals. The process from securing the sponsorship to execution during the show is seamless. We are so happy to partner with IMEX America and look forward to next year!"

**Paul Griffin, Senior Event Manager, Meet Boston**

### 2023 show statistics

**15,029**  
total participants  
including exhibitors

**5,364**  
hosted buyers  
and buyer attendees

**83,000**  
meetings  
(one-on-one,  
booth presentations  
and group  
appointments)



# Branding opportunities

With 5,364 buyers having attended IMEX America 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**

**SOLD**

**SOLD**

COSTS FROM  
**\$4,000**

**SOLD**





# Aisle markers **SOLD**

Our aisle markers **guide buyers** around the show floor. We recommend including an impactful tagline with a call to action, to draw buyers to your booth.

Aisle markers are a proven way to ensure **maximum brand visibility** on the show floor. The highest banner placement in the show, your brand is **guaranteed to be seen**.

## Sponsorship includes:

- ➞ One design on approx. 42 aisle markers\*
- ➞ 8ft x 2ft for your branding

Sponsorship cost **\$28,000**

\*Artwork subject to approval by IMEX





# Banners - main walkway Work Lounge

Hanging banners provide strong exposure in various locations along the main walkway. They are the **perfect way** to promote your brand as buyers walk to the show floor.



## Large banner

### Sponsorship includes:

- ➞ 1 x large double-sided hanging banner
- ➞ 20ft (w) x 4ft (h)

Sponsorship cost **\$27,000**

## Small banner

### Sponsorship includes:

- ➞ 1 x small double-sided hanging banner
- ➞ 12ft (w) x 4ft (h)

Sponsorship cost **\$18,500** **SOLD**







## Charging stations

Promote your brand on **super-busy** charging stations around the show floor.

Having a full battery is essential for doing business on the go, which means buyers are always looking for a place to charge their devices at IMEX America.

### Sponsorship includes:

- ➞ Branding on tempered glass top

Sponsorship cost for 3 tables **\$18,000**





# Column branding

## Show floor columns

With a variety of locations on the show floor available, you're guaranteed to **make an impact**.

### Sponsorship includes:

- ➔ 1 x column branding

Sponsorship cost per column **\$12,000**



## Walkway inserts

Place your branding on columns which thousands of buyers will walk by as they head toward the show floor. With a variety of locations available, you're guaranteed to **make an impact**.

### Sponsorship includes:

- ➔ 2 x inserts per column

Sponsorship cost per column **\$8,000**





# Floor tiles

Floor tiles are an **incredibly effective way** to promote your brand to our buyers.

We have a select range of locations available and will work with you to **maximize your brand's impact**.

## Sponsorship includes:

- ➞ Laminate floor tile in a prominent location at the show. Size: 5ft x 10ft\*

Sponsorship cost from **\$4,000**



\* Main image illustrates 10ft x 20ft floor tile.





# Giant floor plan tiles

How often do you find yourself walking around a show floor looking for directions?

These conveniently placed giant floor plan tiles are **used by all participants** to navigate their way around the show floor.

Place your branding and booth number to draw buyers to your booth.

- Sponsorship includes:**
- ➡ Branding on 1 x floor plan tile
- Sponsorship cost **\$9,500****







# Graphic wall

Showcase your key messages and branding direct to all buyers with these impressive graphic walls placed in key areas **along the main walkway\*** or on the **show floor**.

**Sponsorship includes:**

➞ 10ft (w) x 8ft (h)

**Single-sided \$10,000**

**Double-sided \$15,000**

**Sponsorship includes:**

➞ 15ft (w) x 8ft (h)

**Single-sided \$18,500**

**Double-sided \$23,000**



\*Main walkway - double-sided only.





## Hand sanitizer stations

Place your branding on our hand sanitizer stations. These handy stations are located throughout key areas of the show, including the Hosted Buyer Lounge and show floor.

### Sponsorship includes:

- ➔ Branding on 20 x hand sanitizer stations

Sponsorship cost from **\$21,000**





# Hosted Buyer Lounge **SOLD**

## Big space, big impact

Our Hosted Buyer Lounge provides a home from home for our hosted buyers. A place to rest, recharge and relax away from the show floor in between meetings.

Sponsoring the Lounge provides the perfect opportunity to put your brand directly in front of 4,000+ hosted buyers, who come in and out of the Hosted Buyer Lounge throughout the show.

## Sponsorship package includes:

- ➞ Opportunity to sponsor one of four zones. High visibility branding. Specific branding to be confirmed in each zone.\*
- ➞ Add color and your brand's personal touch with decor and cushions
- ➞ Opportunity to create an activity in the Lounge for example hand massages or manicures
- ➞ Talk to us about your ideas\*\*

## Experiential extras

- ➞ Opportunity to provide giveaways for hosted buyers in the Lounge
- ➞ Impress with your offering of food and drinks

**Sponsorship cost \$36,000**

\*Hosted Buyer Lounge furnished by CORT.

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





# Inspiration Hub

Sponsoring the IMEX America Inspiration Hub will position your company as a thought-leader and knowledge innovator.

The Inspiration Hub is home to **110-plus education sessions** across three days, and **2,000-plus participants** visit the Hub during the show.

This unique package provides a wide range of PR and branding benefits, both before and during the show, placing you in front of our education-hungry buyers.

## High impact branding on the Inspiration Hub

- ➔ Branding on 2 x meeting pods
- ➔ Your logo on the lectern in each seminar room
- ➔ Your logo on the interval screens in each seminar room
- ➔ Your logo on the Inspiration Hub reception desk
- ➔ Floor tiles
- ➔ Branding on digital information kiosks

## Pre-show branding

- ➔ Where the Inspiration Hub is mentioned in press releases and emails in the lead up to the show, you will be credited as the sponsor

Sponsorship cost **\$37,000**





# Lanyards **SOLD**

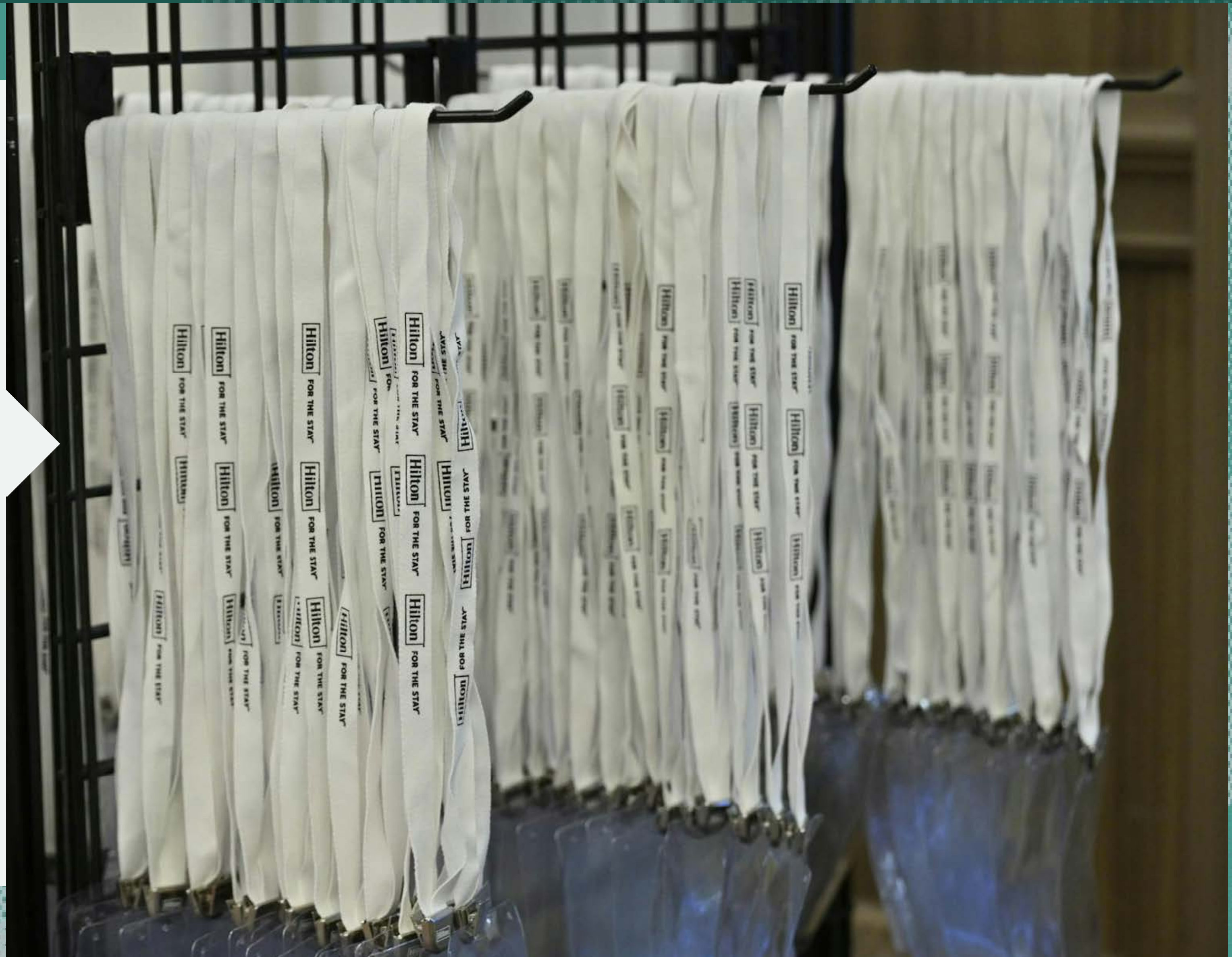
Place your branding around the necks of our **15,000 participants** (hosted buyers, attendees, exhibitors and press), ensuring maximum visibility across the whole event, with our exclusive lanyard sponsorship opportunity.

Our lanyards are made from sustainable material.

### Sponsorship includes:

- ➞ lanyards with your branding for all participants
- ➞ (w) 20mm x (l) 900mm - one-color print

Sponsorship cost **\$36,000**







# Massage Lounge **SOLD**

## Time to relax

Unsurprisingly, the Massage Lounge is one of our most popular features. Located on the show floor, you'll have the opportunity over three days to showcase your branding while buyers relax and recuperate.

## Sponsorship includes:

- ➔ 200sq ft space on the show floor
- ➔ Sponsor branding around the massage area
- ➔ 2 x massage therapists
- ➔ 1 x booth host
- ➔ Massage therapist uniform by sponsor
- ➔ Lounge naming rights

## Optional extras:

- ➔ Opportunities for marketing collateral, meter boards and 50" TV screen in waiting area
- ➔ Opportunities to bring in decorative enhancements to the area

**Sponsorship cost \$29,000**





## Meeting pods

Our meeting pods offer participants a **private, comfortable, full-featured** meeting space to conduct business, check emails and catch up on all things IMEX.

They're a great place to showcase your brand around the show floor. The pods provide seating for two people, electricity and internet connection.

### Sponsorship includes:

- ➔ Branding on six two-seater meeting pods

Sponsorship cost for 6 x pods **\$44,000**





# Press Center **SOLD**

**Stand out and make an impact** with the industry press at IMEX America with pre-show exposure, branding inside the Press Center, press conference hosting, coverage in our IMEX News Hub and more.

**Located in a prime position** on the show floor, your branding will be visible to all attendees and press attending the show.

## Branding

- ➔ Bold branding on front panels of the Press Center
- ➔ Branded water station
- ➔ Your logo on:
  - reception desk
  - signage for the Press Center
  - computer screen savers in the Press Center
  - TV screen showing the Press Center schedule
  - workstation dividers
  - large graphic wall dedicated to your branding

## Pre-show

- ➔ Your logo, 50 words and a web link in two press acquisition email campaigns, including one Know Before You Go email to all registered press
- ➔ Access to the IMEX international and registered press list

## At the show exposure

- ➔ Opportunity to host a press conference in the Press Center
- ➔ Your literature to be available on the front desk
- ➔ Opportunity to give gifts to the press (suggest a competition to drive press attendance to your booth)
- ➔ Opportunity to host a breakfast and/or drinks reception for media in the Press Center (F&B to be provided by you, IMEX to assist with invitations)
- ➔ Feature in the IMEX News Hub

**Sponsorship cost \$35,000**







## Wall clings

Gain maximum exposure in a high visibility area inside the stunning Mandalay Bay.

With wall clings in **prime, unmissable locations**, you will be sure to find the right branding opportunity for you in one of our key areas.

### Entrance Bayside E

➞ 20ft x 10ft

Two locations available

Sponsorship cost **\$24,000**

### Show floor exit

➞ 15ft x 15ft

Sponsorship cost **\$20,500**



# Water stations

Our fully branded touchless water refilling stations provide purified water on demand for thirsty attendees.

Placed in key areas of the show - entrances, the Hosted Buyer Lounge, the Inspiration Hub and around the show floor, buyers will see your brand as they replenish time and time again throughout the show.

## Sponsorship includes:

- ➔ Branding on 10 x water stations

**Sponsorship cost**  
**\$18,000**







## Work Lounge

The Work Lounge is a **1,200 sq ft** business-ready residential-inspired space for attendees to relax and reconnect to work while keeping up with the flow of the show.

It includes private and bookable meeting pods, luxurious furniture and flora to create a relaxing and inviting space.

Your branding, which is included on the meeting pods, will be located on the show floor and viewed by thousands of attendees throughout the show.

**Sponsorship cost from \$30,000**





# 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 this is our website.

**SOLD**

## Web banners

**SOLD**

## Emails

**SOLD**

COSTS FROM  
**\$2,500**





# IMEX App **SOLD**

The IMEX App is essential to attendees, hosted buyers and exhibitors, allowing everyone to navigate their way around the show and manage their schedule.

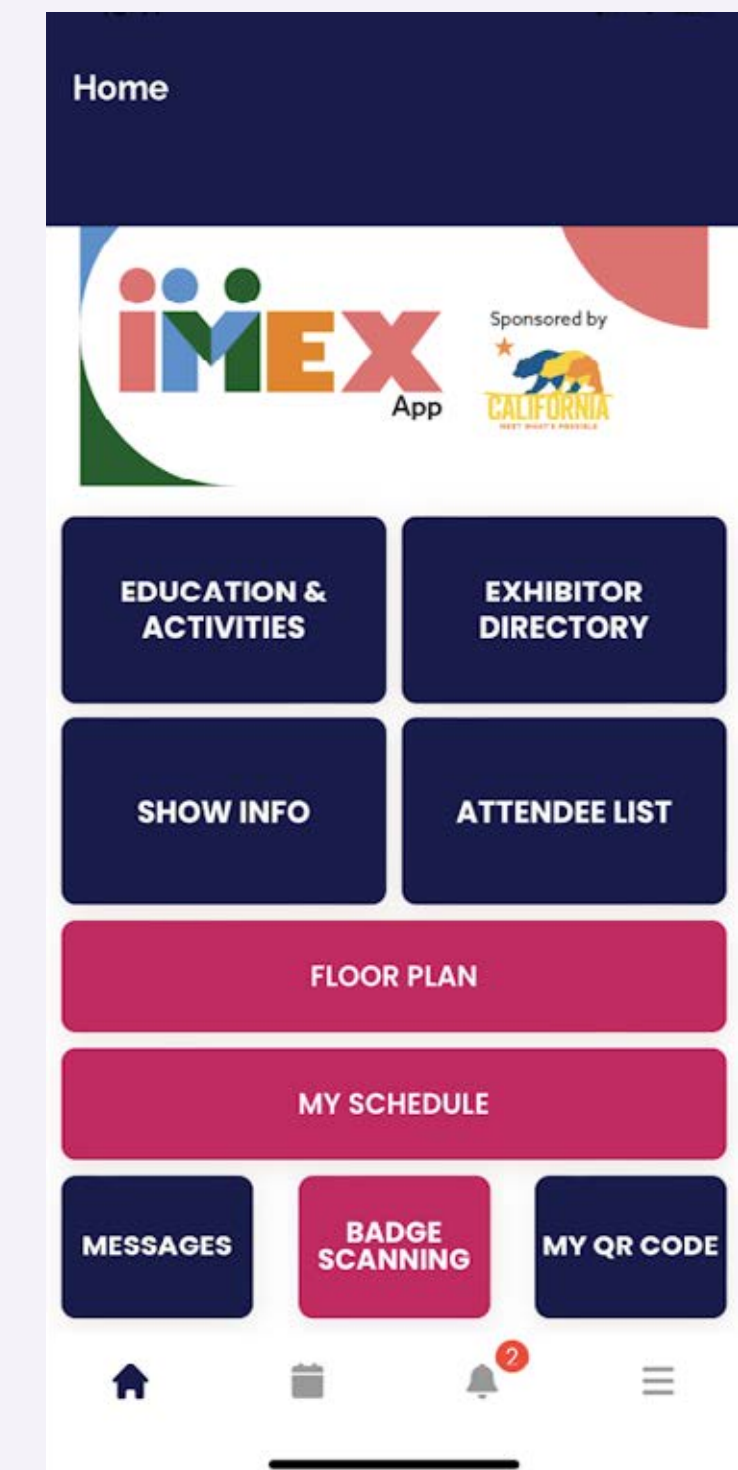
## As the primary App sponsor you will

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

## Sponsorship includes:

- ➔ Your logo on the splash screen
- ➔ Listed as the primary sponsor and visible each time the App is opened
- ➔ Your logo on associated signage placed at various locations around the show floor and key locations encouraging downloads
- ➔ Dedicated page on the App
- ➔ Marketing promotion in App-related emails
- ➔ Banners in the App

**Sponsorship cost**  
**\$36,000**





# Digital information kiosks

Place your branding on our interactive information kiosks which participants use to find their way around the show, source information on education sessions, events and much more.

There are 16 kiosks in various locations including the show floor and Inspiration Hub. Place your brand on the rotating banner.

## Sponsorship includes:

- ➔ Your banner on 16 kiosks
- ➔ 1 of 3 rotating sponsors
- ➔ Banner: (w) 1080 pixels x (h) 400 pixels

**Sponsorship cost \$7,000**







## Media walls

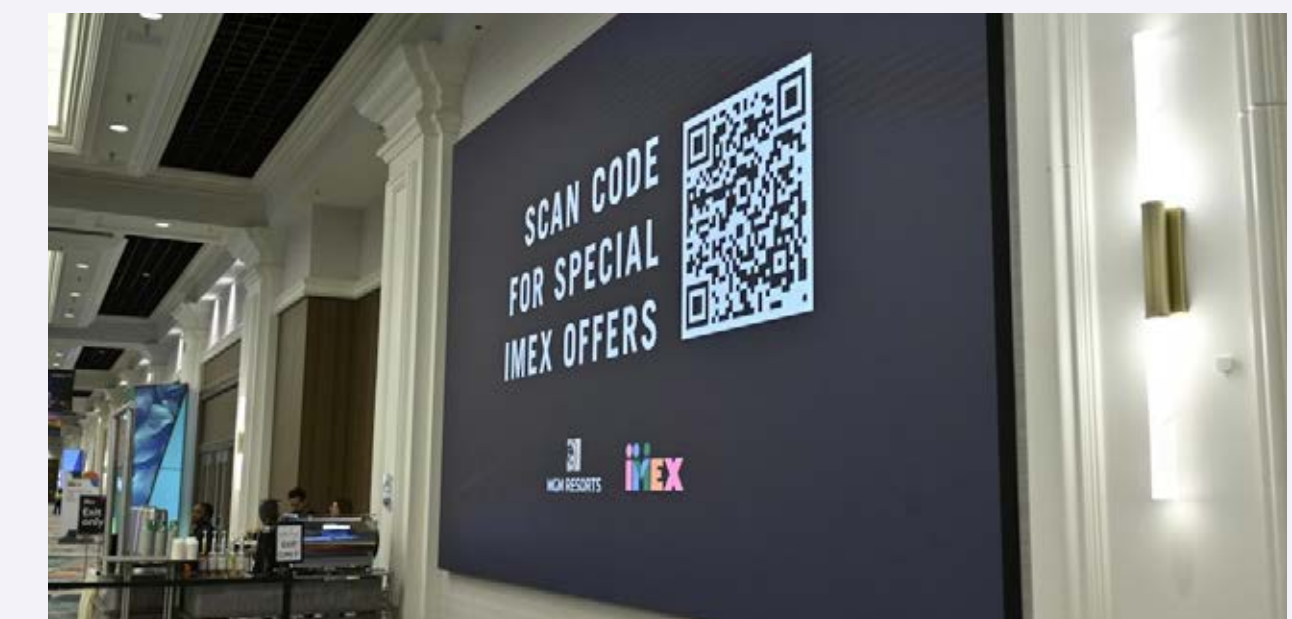
Make an impact by placing your video on one of our spectacular **media walls**. In various locations on the way to the show floor, this is a sure way to get noticed.

### Sponsorship includes:

- 🕒 Silent video shown for one full show day

### Various sizes/locations

Sponsorship cost from **\$7,000**





# 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, make sure your listing is viewed by **all** hosted buyers and buyer attendees booking meetings.

During IMEX America 2023, all promoted exhibitors on average increased their pre-scheduled meetings by over **100%**.

**1 x promoted exhibitor spot**

You will be **one of six** promoted exhibitors for **one week**

**Sponsorship cost \$5,000 per week**

The screenshot shows the IMEX LAS VEGAS 2024 website interface. At the top, there's a navigation bar with links for Home, About IMEX America, Exhibit, Attend IMEX, What's on, Exhibitor Directory, and Contact and help. A 'REGISTER NOW' and 'SIGN IN' button are also present. Below the navigation is a banner for Visit Orlando with the text 'HERE, YOUR DREAMS ARE OUR MISSION. UNBELIEVABLY REAL' and a 'SCHEDULE APPOINTMENT' button. The main content area features a search bar, filters for 'COUNTRIES OF OPERATION' and 'PRODUCTS AND SERVICES', and a 'PROMOTED EXHIBITORS' section. This section displays six promoted exhibitor cards: EventMobi, CVK Hotels & Resorts, VisitGreenvilleSC, Bloomington Convention &..., St. Pancras Renaissance..., and Anguilla Tourist Board. Below this is an 'EXHIBITORS' section showing a grid of exhibitor cards, including 1440 Multiversity (ALH), 1 Hotel Brooklyn Bridge, 1 Hotel Central Park, 1 Hotel Hanalei Bay, 1 Hotel, and 21C CHICAGO.





## LED video wall

Located in our catering areas, LED video walls 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 as they take a break.

### Sponsorship includes:

- ➔ 1 x LED video wall playing your own video

**Sponsorship cost from \$19,000**





## Wi-Fi

Wi-Fi is a critical must have at any event and is guaranteed to be used by the vast majority of participants.

With multiple signs around the show, your logo along with your chosen password will direct thousands of buyers to log in.

### Sponsorship includes:

- ➞ Wi-Fi signage to include the sponsor logo
- ➞ Password naming rights\*

**Sponsorship cost \$28,000**

\*subject to approval by IMEX



# Badge emails

Target one of our key audiences by promoting your brand on our badge emails that all participants will need to print out to enter the show. This is a high-value, high-engagement item everyone looks out for.

You can focus your advertising by choosing an audience type and placing your brand directly into their inbox. All participants receive their badge by email at least twice before the show. Below are our key audiences.

## Sponsorship includes:

➔ 1 x banner at the top of the email

### Exhibitor

Sponsorship cost **\$11,500**

### Hosted buyer

Sponsorship cost **\$18,500**

### Attendee

Sponsorship cost **\$13,500**

**SOLD**



Dear Ex Ample:

We're looking forward to welcoming you to IMEX America at Mandalay Bay, Las Vegas.

You can now print out your badge ready for the show.

## [Print your badge](#)

### If you 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





Hi friend

It's almost show time!

We're beyond excited to be rolling out the iconic IMEX red carpet to welcome you to IMEX America next week. A red carpet that will play host to workshops, fireside chats, wellness clinics, Google Xi CoLabs, on-booth get-togethers and countless rewarding conversations.

Here's all you need to know (and do) to have the very best show:

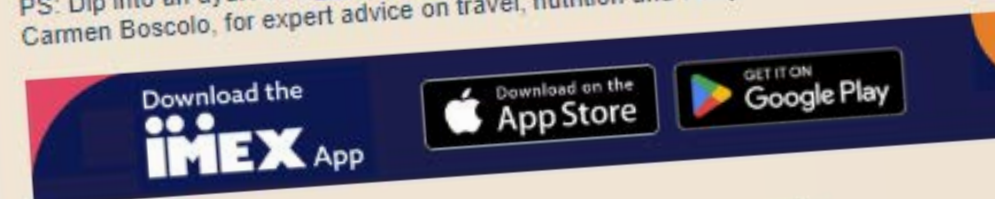
- Read our [Know Before You Go](#) for everything from arriving in Las Vegas, to show opening times, to where to head for coffee, breakfast and lunch
- Buyers, don't miss out on seeing who you need to. Book your meetings now with your pick of IMEX exhibitors through our online meeting system
- Download the [IMEX app](#) to easily manage your show schedule (including meetings) and show contacts on the go, and navigate your way around the show
- Print your badge (full size and in color) using the link in your badge email. 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](#) microsite for all the headlines, news and views from the exhibit hall throughout IMEX America week

And finally, pick up a Navigation Guide for exhibit hall and venue maps, plus our headline event schedule, as soon as you arrive.

We look forward to seeing you on the IMEX red carpet very soon!

Warm wishes,

PS: Dip into an ayurvedic [guide to wellness](#) produced for us by IMEX America speaker Carmen Boscolo, for expert advice on travel, nutrition and sleep.



Regent Exhibitions Ltd. (4244004) and IMEX America Ltd (7339316) Both registered in England and Wales at, The Agora 1st Floor, Hove, East Sussex, BN3 3LN, United Kingdom



Hello friend,

Record-making, boundary-breaking and, most of all, brilliant fun, it was one IMEXamazing week. A week of "high-volume meetings", "RFPs in hand", "great conversations" and valuable "face-to-face interaction". Catch up with all the news, views, stats and pictures from a fabulous IMEX America 2023.

**SHOW REVIEW**



**"You can't see the edges anymore!"**  
Marking our busiest show ever, an exhilarating, energizing and exuberant IMEX America 2023 epitomized the robust comeback of our global events industry.



**All in one place, face to face**  
From the students at the IMEX-MPI-MCI Future Leaders Forum, to the Faculty Engagement Program scholars, to the MPI Foundation Rendezvous revellers, to the LGBT MPA Reception networkers, the singular sentiment was, "we're so happy to be here".

We're so happy you joined us—and the business events world at IMEX America 2023. A huge and heartfelt thank you to everyone who made it to Mandalay Bay. See you next year for IMEX Frankfurt 2024, May 14-16 and IMEX America 2024, October 8-10.

Warmest wishes,

Your IMEX team

PS. Straight to the [show stats](#)



Regent Exhibitions Ltd. (4244004) and IMEX America Ltd (7339316) Both registered in England and Wales at, The Agora 1st Floor, Hove, East Sussex, BN3 3LN, United Kingdom

# Pre and post-show emails

## Know before you go

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

These emails offer 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 buyers with your brand.

### Package includes:

- ➔ 1 x banner in know before you go emails

**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 attendees while the buzz is high.

### Package includes:

- ➔ 1 x banner in post-show review email

**Sponsorship cost \$10,000**



# Attendee list

The attendee list can be accessed by **all registered buyers and exhibitors**. This is the place to go to network and make connections.

## Top banner

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

You will be one of four rotating sponsors.

Sponsorship cost **\$7,000**

**IMEX LAS VEGAS** OCTOBER 8-10 2024

Messages Notifications Profile

Visit website Book a hotel Education and activities Exhibitor Directory My dashboard Quick help guides Floor plan My IMEX account

**Detroit meetings move the world** visit detroit Booth C4543

SEARCH  
By First name, Last name, Positio...

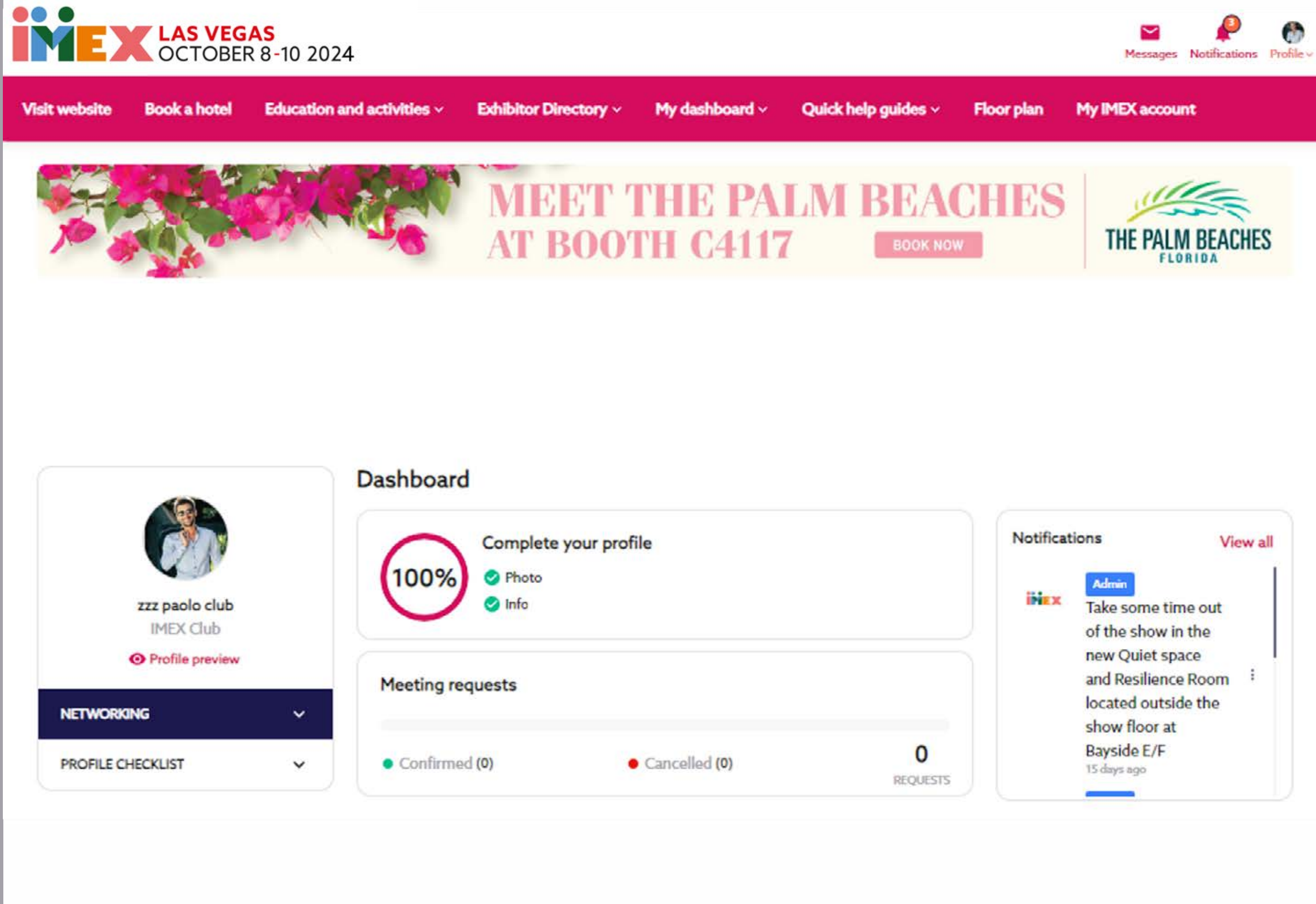
**Filters**

- ATTENDEE TYPE
- ATTENDEE COUNTRY
- ATTENDEE US/CANADA REGION OR...
- BUYER ORGANIZATION TYPE
- BUYER TYPES OF EVENTS
- BUYER INDUSTRY SECTOR OF EVEN...
- BUYER NATURE OF BUSINESS
- BUYER INTERESTS
- COUNTRIES OF OPERATION (COO)
- PRODUCTS & SERVICES

**Attendee list**

 <b>Aarica Alexander</b> Regional Account Mana... Hilton	 <b>Aaron 31348</b> Senior Sales Manager Hilton Motif Seattle	 <b>Aaron Bastable</b> Kansas City Marriott Do...	 <b>Aaron Casey</b> President Alterra Global Initiatives
 <b>Aaron Crowley</b> Vice President Las Vegas Motor Speed...	 <b>Aaron Dam</b> Operations Associate Rethink Priorities	 <b>Aaron Del Mar</b> CEO Adrenaline Special Even...	 <b>Aaron Feeney</b> Four Seasons Hotel San...
 <b>Aaron Hinterleitner</b> Resident Show Sales Cirque du Soleil	 <b>Aaron Karpaty</b> Jifflenow	 <b>Aaron Macias</b> Senior Specialist United... United Airlines	 <b>Aaron Maciejewski</b> Client Relationship Spe... Pellucid Travel





# 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 \$10,000**



# Exhibitor search

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

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

## Top banner

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

You will be one of four rotating sponsors

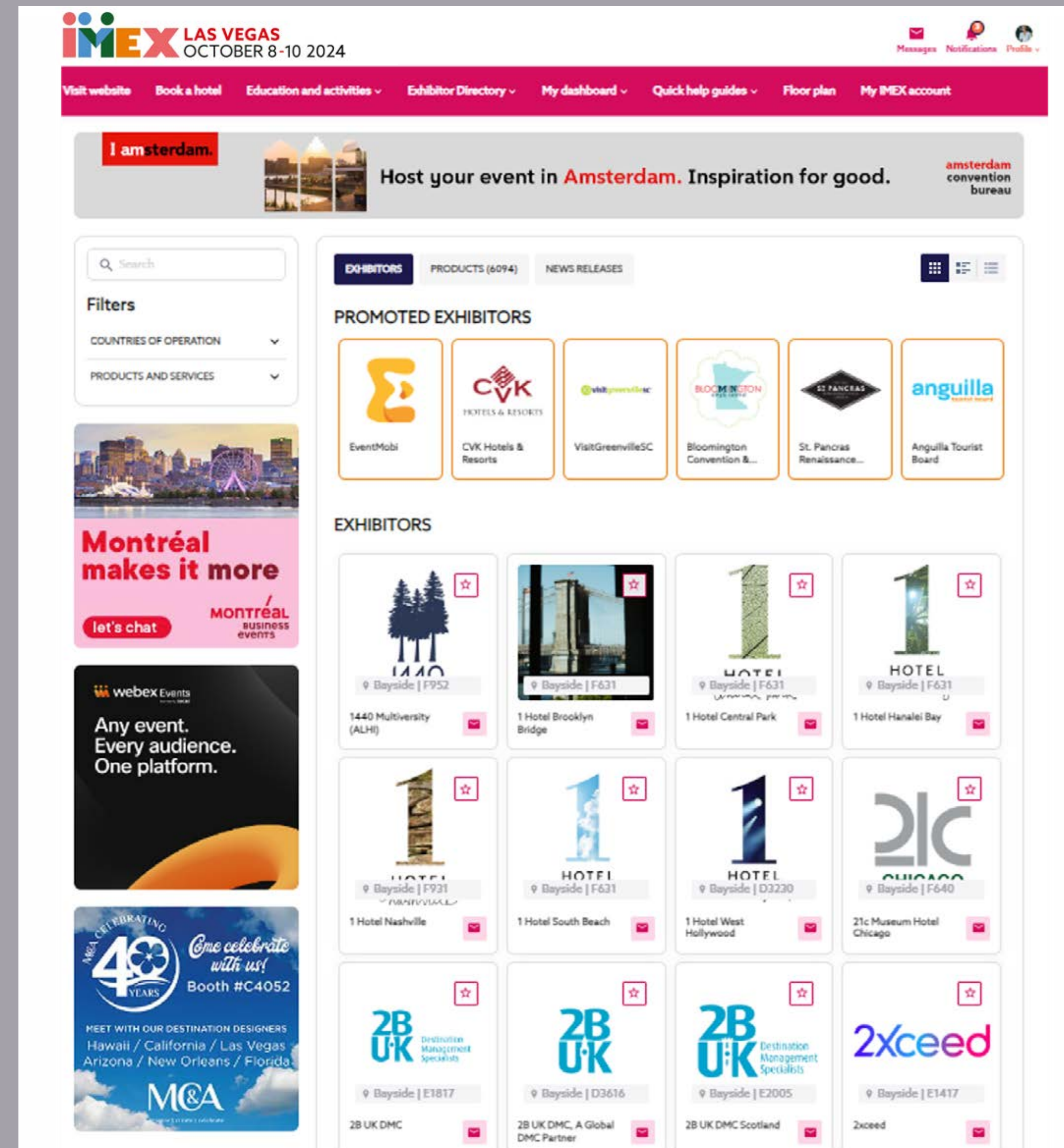
Sponsorship cost **\$7,000**

## Left banner (one of three)

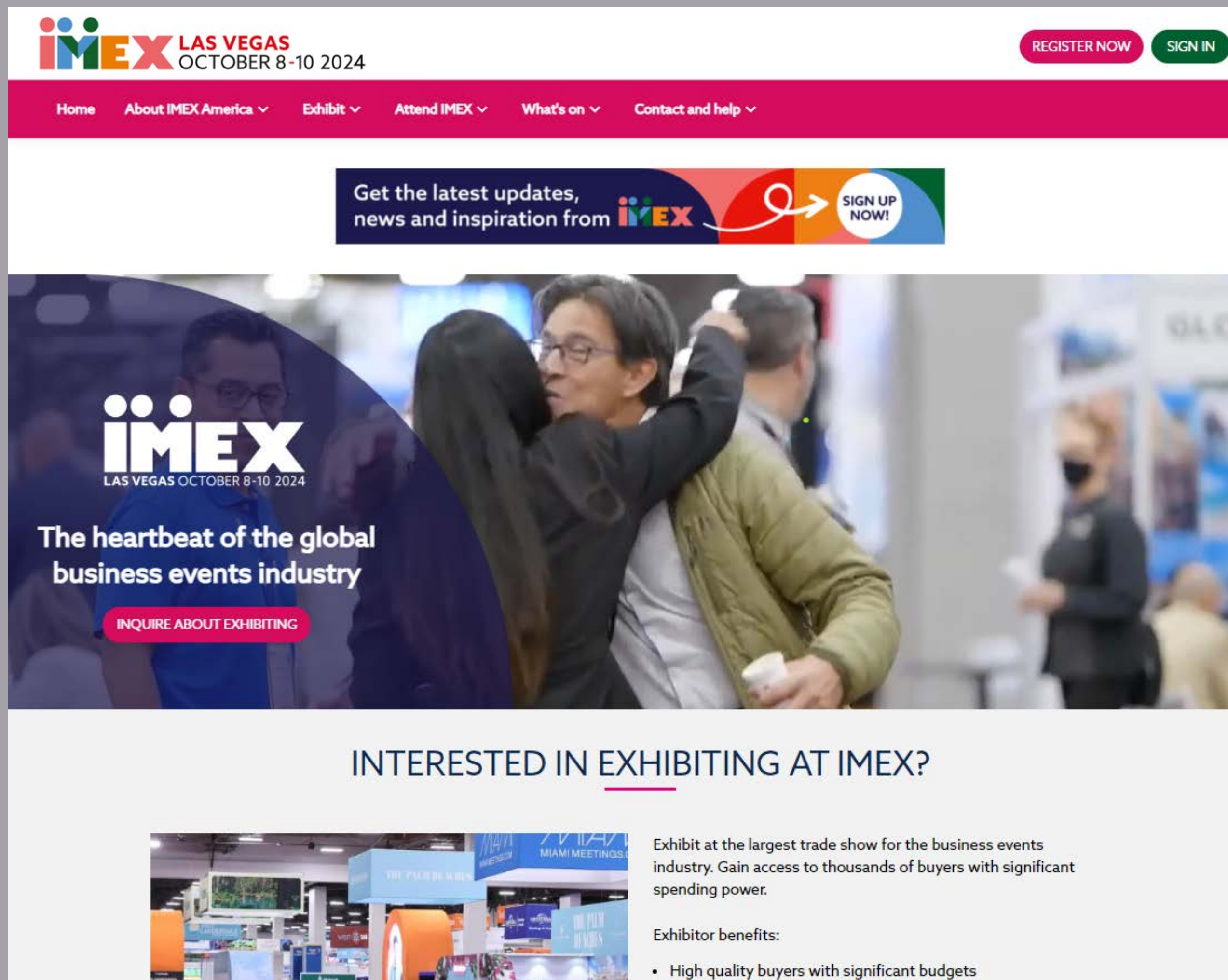
➞ Desktop banner size: 275 (w) x 275 (h)

You will be one of four rotating sponsors

Sponsorship cost **\$5,000**







# Homepage

IMEX America's homepage was visited over 340,000 times over a four month period before and during the show in 2023.

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 cost \$20,000**

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



# Login page

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

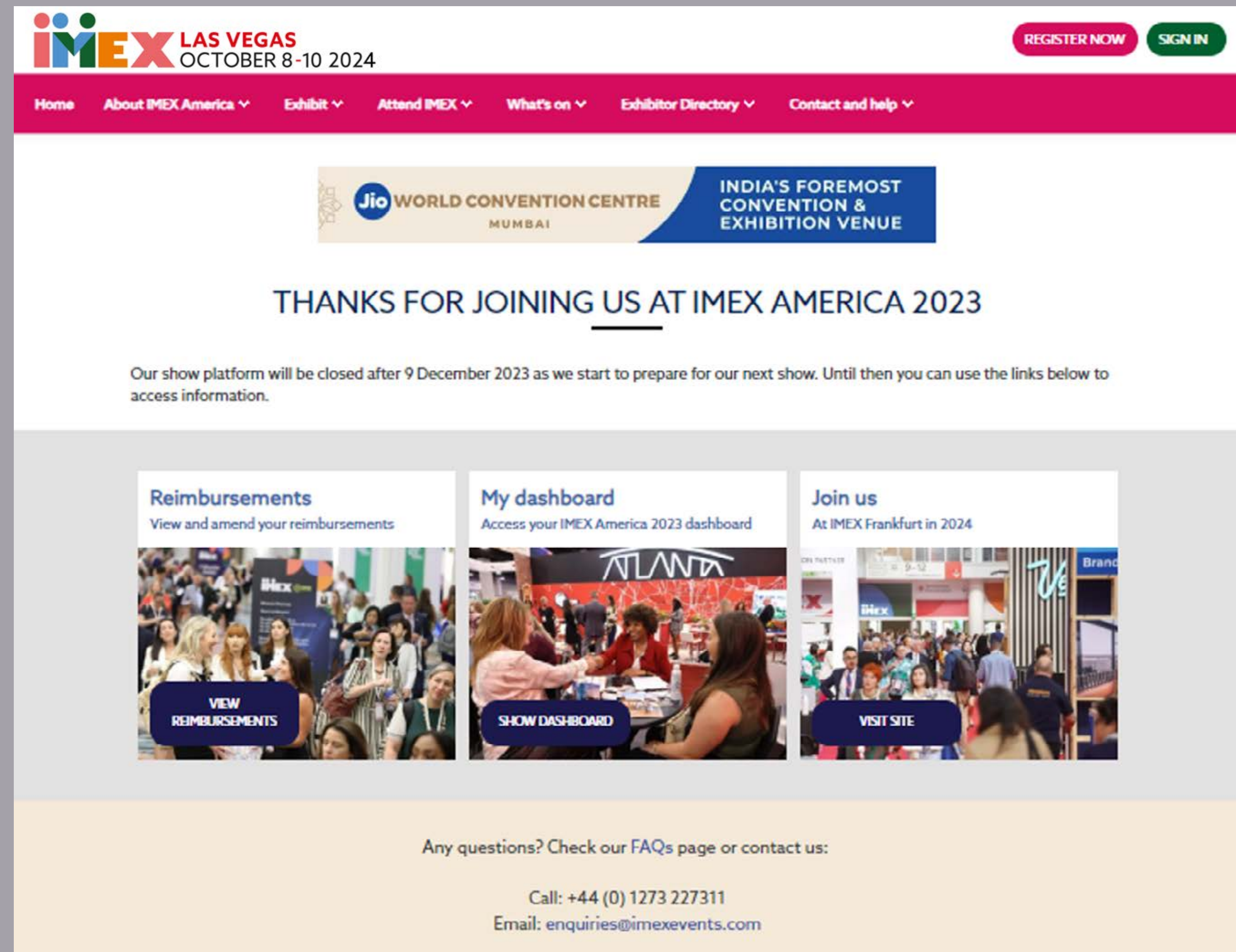
This location is guaranteed to provide a vast reach and get your brand noticed.

## Top banner

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

**You will be one of two rotating sponsors**

**Sponsorship cost \$10,000**





# IMEX News Hub

The IMEX News Hub is the home for all IMEX news, updates and essential info before, during and after the show. Plus exhibitor news, partner news and all the action from the show floor. Placed front and center on our show website, and promoted across our marketing channels, it's where every exhibitor wants to be seen.

## News Hub web banner

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

You will be one of **two** rotating sponsors

**Sponsorship cost \$10,000**

## Daily News Hub emails

➔ 4 x available - one sent out on Monday and each of the three show days

**Sponsorship cost \$5,000**

## News Hub advertorial

➔ 5 x available - one live pre-show, the rest on show days Mon-Thurs

➔ 300 words plus image

**Sponsorship cost \$2,500**





**IMEX LAS VEGAS**  
OCTOBER 8-10 2024

Messages Notifications Profile

Visit website Book a hotel Education and activities Exhibitor Directory My dashboard Quick help guides My IMEX account

**Detroit meetings move the world** visit detroit Booth C4543

Show Recommendations

SEARCH  
By name

Filters

- TRACKS
- TAGS
- ROOMS
- PROGRAMMES

OCT 16 **OCT 17** OCT 18 OCT 19

Sessions (60)

**People and sustainability**  
**GET FIT**  
A HIIT workout to support the PCMA Foundation  
Tuesday, 17 Oct 2023  
06:30 - 07:15 | Las Vegas  
Delano Beach Club, Mandalay Bay Hotel  
[+ My Schedule](#)

**People and sustainability**  
**Keynote - Peak performance: dominating your goals**  
IMEX MPI  
Tuesday, 17 Oct 2023  
08:30 - 09:30 | Las Vegas  
South Pacific F, North Convention Center, Mandalay Bay  
[+ My Schedule](#)

**Tours**  
**IMEX**  
IMEX America - First timers tour  
Tuesday, 17 Oct 2023  
08:45 - 09:15 | Las Vegas  
Hosted Buyer Lounge, Bayside B, Mandalay Bay  
[+ My Schedule](#)

# 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.

## Top banner

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

You will be one of four rotating sponsors.

Sponsorship cost **\$5,000**



# Speakers

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

The speaker page includes a full listing of all speakers included in our unique professional education and event program at IMEX America.

## Top banner

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

**You will be one of four rotating sponsors.**

**Sponsorship cost \$5,000**

**IMEX LAS VEGAS** OCTOBER 8-10 2024

Messages Notifications Profile

Visit website Book a hotel Education and activities Exhibitor Directory My dashboard Quick help guides My IMEX account

**Detroit meetings move the world** visit detroit Booth C4543

SEARCH  
By First name, Last name, Positio...

Filters

**SPEAKERS (193)**

**Speakers**

 <b>Adam Mendler</b> CEO Adam Mendler Leaders...	 <b>Ajay Bhojwani</b> Regional Managing Dire... MCI Dubai	 <b>Alisa Walsh</b> CEO Haute	 <b>Amanda Armstrong</b> SVP of Communication... Encore
 <b>Amy Kramer</b> Innovation Leader Maritz	 <b>Anca Platon Trifan, CMP...</b> Founder, CEO Treefan Events LLC	 <b>Andy Sharpe</b> Founder and CEO Song Division	 <b>Anette Moody</b> SVP, Production Group Encore
 <b>Anna Gyseman</b> IMEX	 <b>Anna Look</b> Founder Look Ahead Marketing	 <b>Annette Gregg</b> CEO SITE	 <b>Anthony Vade</b> Event Experience Strate... Encore



# 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.



COSTS FROM  
**\$13,000**







## 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**







## IMEXrun

**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