

# IMEX Frankfurt 2025 sponsorship opportunities

## Why sponsor at IMEX?

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

IMEX 2024 saw 12,000 global suppliers and event professionals come together, for 63,000 buyer-exhibitor meetings over three transformative Frankfurt days.



"Every single one of our reps had a full schedule coming into the show and that's not even counting the many walk ups we've had!"

Jamie Vaughan, VP European Sales, Cvent

### 2024 show statistics

**12,000**  
total participants  
including exhibitors

**4,200**  
hosted buyers  
and visitor buyers

**63,000**  
meetings  
(one-on-one,  
stand presentations  
and group  
appointments)



# Branding opportunities

With over 4,200 buyers having attended IMEX Frankfurt 2024, and 2025 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!\*

Banners

SOLD

SOLD

SOLD

SOLD

SOLD

COSTS FROM  
**€2,300**

\* Artwork subject to approval by IMEX







## Aisle markers

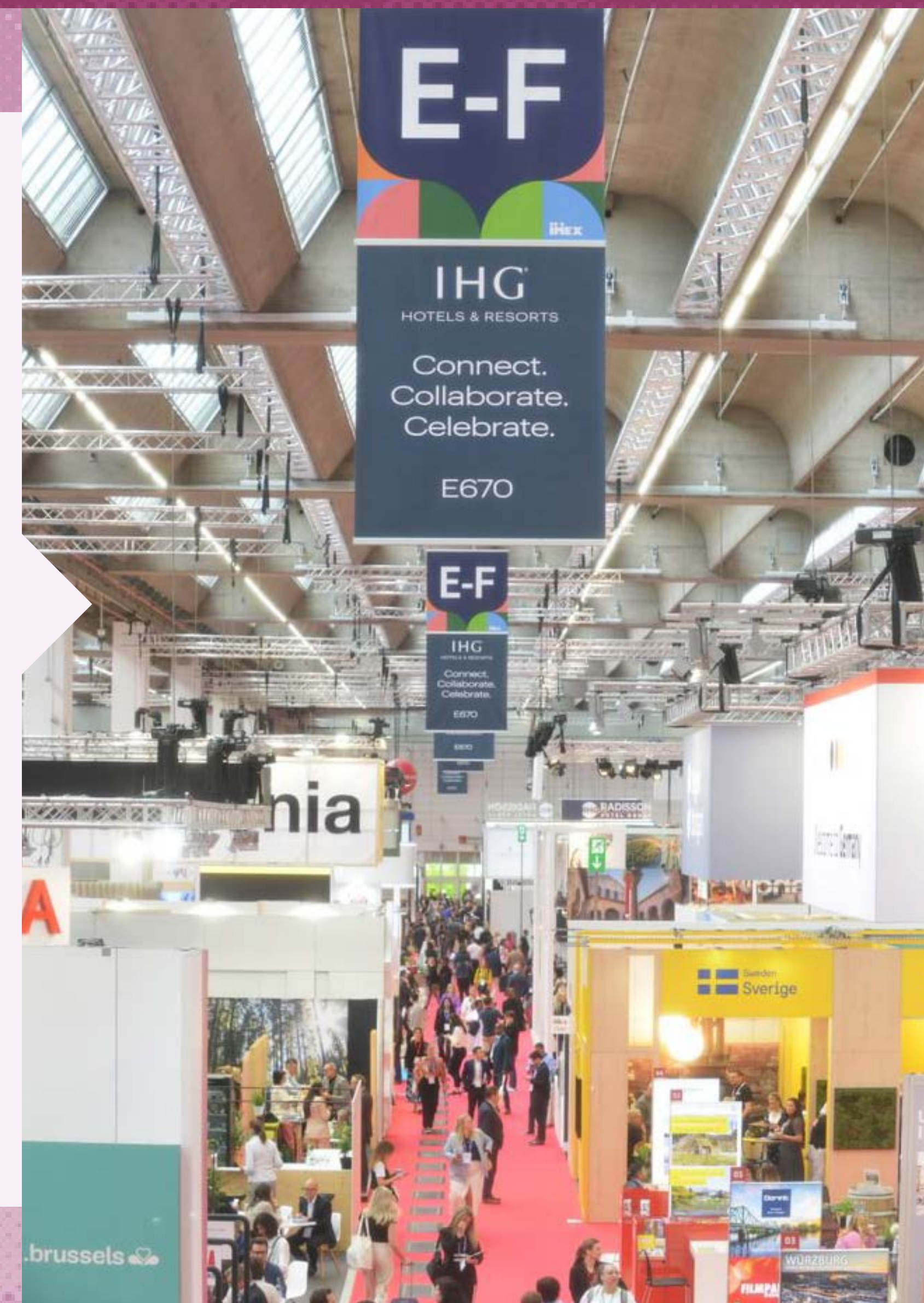
Our aisle markers guide buyers around the show floor, so if you have a **striking logo** or a snappy tagline, this is your perfect opportunity to **draw buyers to your booth**.

**Sponsorship includes:**

- ➞ One design on 25-30 aisle markers\*

**Sponsorship cost €36,000**

\*Artwork subject to approval by IMEX





# Café branding

Buyers **flood into our cafés** during their breaks. This is your perfect opportunity to gain extra brand exposure.

**Two possible locations;** in the Galleria outside the show entrance, and on the show floor.

These cafés are highlighted on floor plans displayed throughout the show and on our app; buyers will be **surrounded by your branding** on their well-deserved break.

## Option 1 - Galleria lounge

### Sponsorship includes

- ➞ Café naming rights
- ➞ 5 x columns
- ➞ 2 x wall banners

### Sponsorship cost

**€POA**

## Option 2 - Show floor café

### Sponsorship includes

- ➞ Café naming rights
- ➞ 8m x 1.5m fascia
- ➞ Choice of carpet to match your branding

### Sponsorship cost

**€32,000**







## Column branding

Column branding at IMEX is a unique way to place your brand in front of buyers. Located in Hall 9, your column branding is guaranteed to **make an impact!**

**Customizable sponsorship opportunity for every budget:**

➞ 2 x banners per column. 1200mm (w)  
x 1800mm (h)

**Sponsorship cost per column €5,500**





# Floor tiles

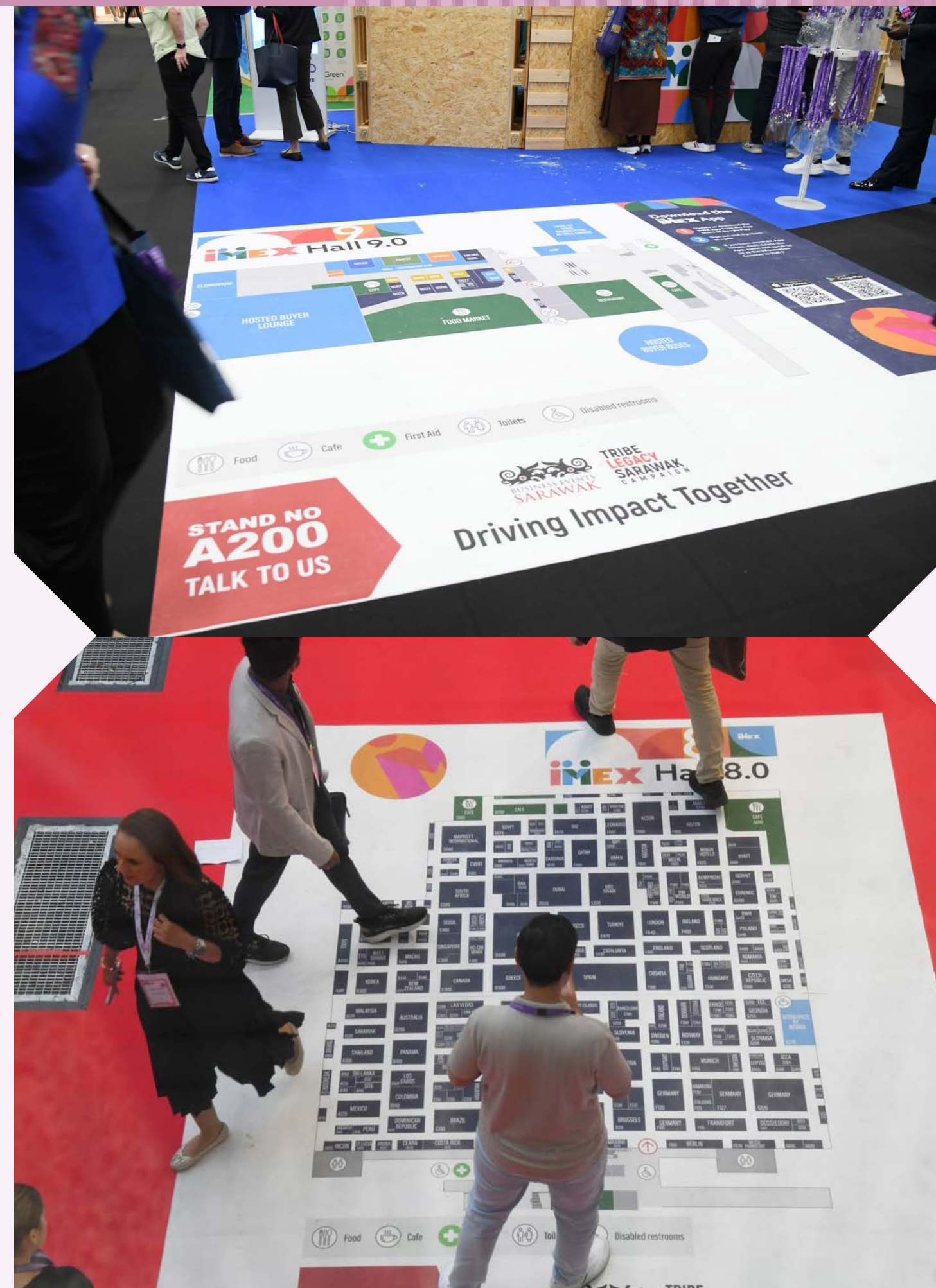
Floor tiles are a simple yet **effective way to promote your brand** to our buyers.

We have a variety of locations available and can work with you to **maximize your brand's impact!**

## Sponsorship includes:

- ➞ Carpet tile in a prominent location at the show  
1.5m x 0.75m

Sponsorship cost per tile **€2,300**



# Floor plan tiles

Place your branding and booth number on a floor plan tile to **draw buyers to your booth** the moment they step on to the show floor.

These giant floor plan tiles help buyers navigate their way around and put your booth location at the forefront of their minds.

**You simply can't miss them.**

Sponsorship cost per tile **€7,000**





# Hall 8 entrance branding **SOLD**

This is the main entrance to Hall 8 - the show floor, an area that **every buyer** will pass through every day of IMEX Frankfurt.

This is a **huge opportunity for your branding** and messaging to be seen.

## Sponsorship includes:

- ➞ 2 x wall banners
- ➞ 10 x window stickers

Sponsorship cost **€POA**







## Hall 9 entrance branding

Brand this **high-traffic gateway** between the Galleria and Hall 9. Guide buyers with branded floor tiles and window stickers as they make their way between the show floor and Hall 9, home to our Hosted Buyer Lounge, Inspiration Hub and more.

There is a lot of space to be creative and **ensure your branding stands out.**

### Sponsorship includes:

- ➞ 6 x floor tiles  
(3 on each walkway leading to Hall 9)
- ➞ 20 x window stickers  
(10 windows double sided)

**Sponsorship cost €23,500**





# Hosted Buyer Lounge

**Big space, big impact – our Hosted Buyer Lounge is a special place.**

It's home from home for our hosted buyers, a place to relax away from the show floor. As one of four key sponsors, your zone in the lounge is a fantastic opportunity to bring your brand to life in front of all of our hosted buyers.

**Sponsorship cost from €30,000**

## Branding\*

- ➞ 1 x banner 6m x 3m
- ➞ 6 x graphics on 3 x columns - 1.2m x 1.8m
- ➞ 1 x meeting pod
- ➞ 2 x floor stickers 2m x 2m

## Optional extras

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

- ➞ Option to provide decorations and cushions giving it your brand's personal touch and adding colour and interest to your zone
- ➞ Opportunity to provide an activity or exhibit within the Lounge. Talk to us about your ideas!\*\*

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

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





# Lanyards **SOLD**

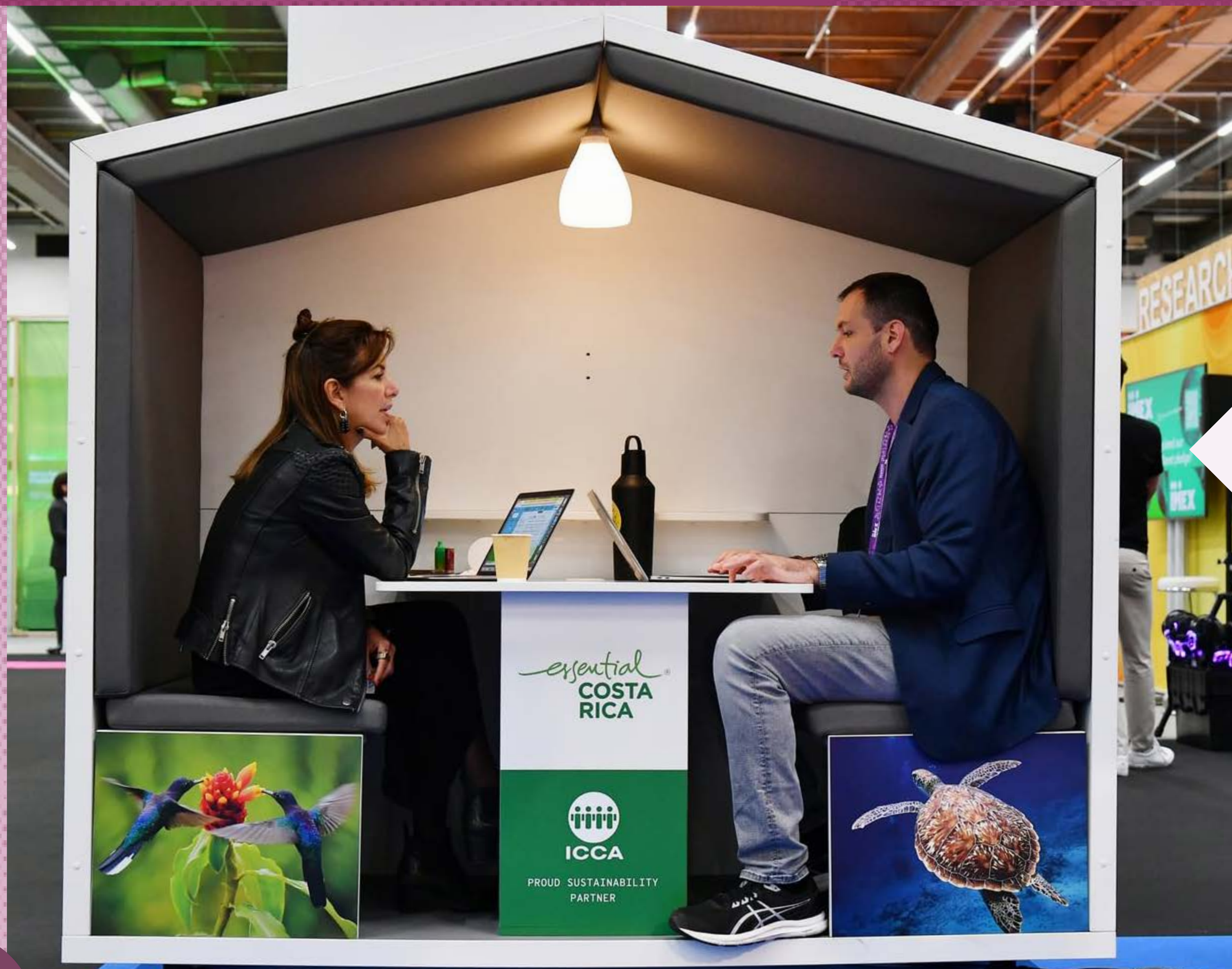
Essential for **every IMEX Frankfurt participant.**

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

Sponsorship cost **€38,000**







## Meeting pods

The meeting pods offer a unique branding opportunity and the perfect setting to extend your booth's branding and hospitality.

Located in Hall 9, the pods provide participants a private space away from the hustle and bustle of the show floor. Includes seating for two people, electricity and internet connection.

### Sponsorship includes:

- ➞ 4 x two-seater meeting pods
- ➞ Branding on each pod

**Sponsorship cost €30,500**





# Press Center

Stand out and **make an impact** at IMEX with pre-show exposure, branding inside our Press Center and coverage on our News Hub.

A creative opportunity to get your name in front of some of the industry's key global media at IMEX Frankfurt 2025.

All press attending IMEX will use the Press Center as their hub. It is a busy, buzzy place to be with exciting announcements from exhibitor press conferences, video interviews and the latest news from the IMEX show floor.

## Branding\*

- ➞ 4 x branded panels in the Press Center
- ➞ 3 x desk dividers inside the Press Center
- ➞ Press Center reception desk kick board
- ➞ Press Center reception desk fascia panel
- ➞ Press Center pigeon hole fascia
- ➞ Window clings
- ➞ Inclusion of a logo, 20 words and a web link in the press acquisition email campaigns
- ➞ Logo on the main press page of the IMEX website

## Promotion

- ➞ Opportunity to sponsor breakfast/ drinks for media in the Press Center
- ➞ The opportunity to hold a press conference
- ➞ Editorial inclusion in the IMEX News Hub
- ➞ A dedicated IMEX PR representative to work closely with you to coordinate elements of your package
- ➞ The opportunity to hand out branded gifts to the press

**Sponsorship cost €30,000**

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





## Teardrop flags

Teardrop flags provide a **distinctive** branding opportunity that is **sure to catch the eye** of every buyer at the show.

These eye-catching flags are located at the hosted buyer shuttle bus drop off point outside the entrance to IMEX.

### Sponsorship includes:

➞ 7 x teardrop flags

Sponsorship cost **€11,000** **SOLD**







# Water stations

Showcase your brand by sponsoring the water refill stations at IMEX Frankfurt 2025.

Placed around the show floor and in key areas, buyers will see your brand as they replenish time and time again throughout the show.

## Sponsorship includes:

- ➡ Your branding on the four side panels of 5 x water stations and branded sugarcane bottles

Sponsorship cost **€14,000**

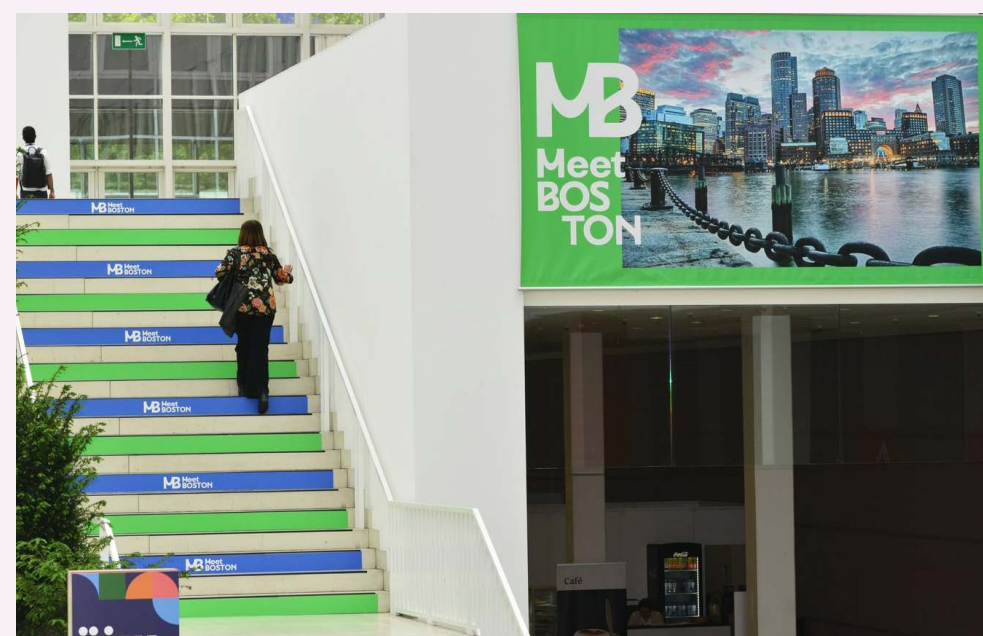
**SOLD**





# Banners

Locations available in the **Galleria and the show entrance walkway** and boasting thousands of views per day, these banners are the perfect way to promote your brand.



## Galleria banners and stair risers

Between the main entrances to Hall 8 and Hall 9, these banners are to be combined with stair risers to create a bolder branding opportunity.

### Package includes:

- ➞ 2 x galleria banners 4m (w) x 2.2m (h)
- ➞ Stair risers (every other stair)

**Sponsorship cost €38,500**



## Walkway banners

Located along the route to the exhibition hall from the coach drop off for hosted buyers and from the shuttle bus stop, choose from two sizes.

**Medium banner:** 3.6m x 3.2m

**Sponsorship cost €8,500**

**Large banner:** 7.6m x 3.2m

**Sponsorship cost €15,500**

**SOLD**





# 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**





**IMEX FRANKFURT**  
20-22 MAY 2025

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**Visit us at Stand B430**

**NEW IDEAS START HERE**

**THIS YEAR... MAKE IT MEXICO OR PUNTA CANA**

**EXHIBITORS** PRODUCTS (6810)

**PROMOTED EXHIBITORS**

- Exhibition World...
- NürnbergConve...
- Macao Trade an...
- Extraordinary Br...
- Visit Detroit
- Saint Lucia Tour...

**EXHIBITORS**

- 5 Senses Events
- 1 Hotel South Beach
- 25hours Hotels
- 2B UK DMC
- 2xceed
- CORINERS EVENTS
- Exhibition
- 4x4 TOURS

# 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".

The main content area is divided into two sections. On the left, there is a "Filters" sidebar with various dropdown menus for filtering attendees by type, country, region, organization type, event type, industry sector, business nature, and buyer interests. Below these filters is a "Buyer Interests" section with additional dropdowns for countries of operation and products & services.

The right section, titled "Attendee list", shows a grid of attendee profiles. Each profile includes a circular profile picture, a star icon for favoriting, and the attendee's name and title. The first row of profiles includes:
 

- 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 ...

 The second row includes:
 

- Abdulkadir KAPLAN Ministry of Culture and ...
- ABDULLAH ALJADI CHAIRMAN TRAVELCATIONKW
- ABDUL MANAN MU... Catalunya Convention B...
- Abdulrahman Ahmadi ABU DHABI CONVENTI...

 The third row shows the top of four more profiles.



**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 Team member	☆	📅	✉	✓	---	---	---	---	---	---
2	Sander Langeveld Team member	☆	📅	✉	---	✓	---	---	---	---	---
3	Mohamed Abdou Team member	☆	📅	✉	✓	---	---	---	---	---	---
4	ZZZ spain ZZZ barca Team member, Buyer	☆	📅	✉	✓	---	---	---	---	---	---
5	Jenna COSTA NOBRE Team member	☆	📅	✉	---	✓	---	---	---	---	---

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

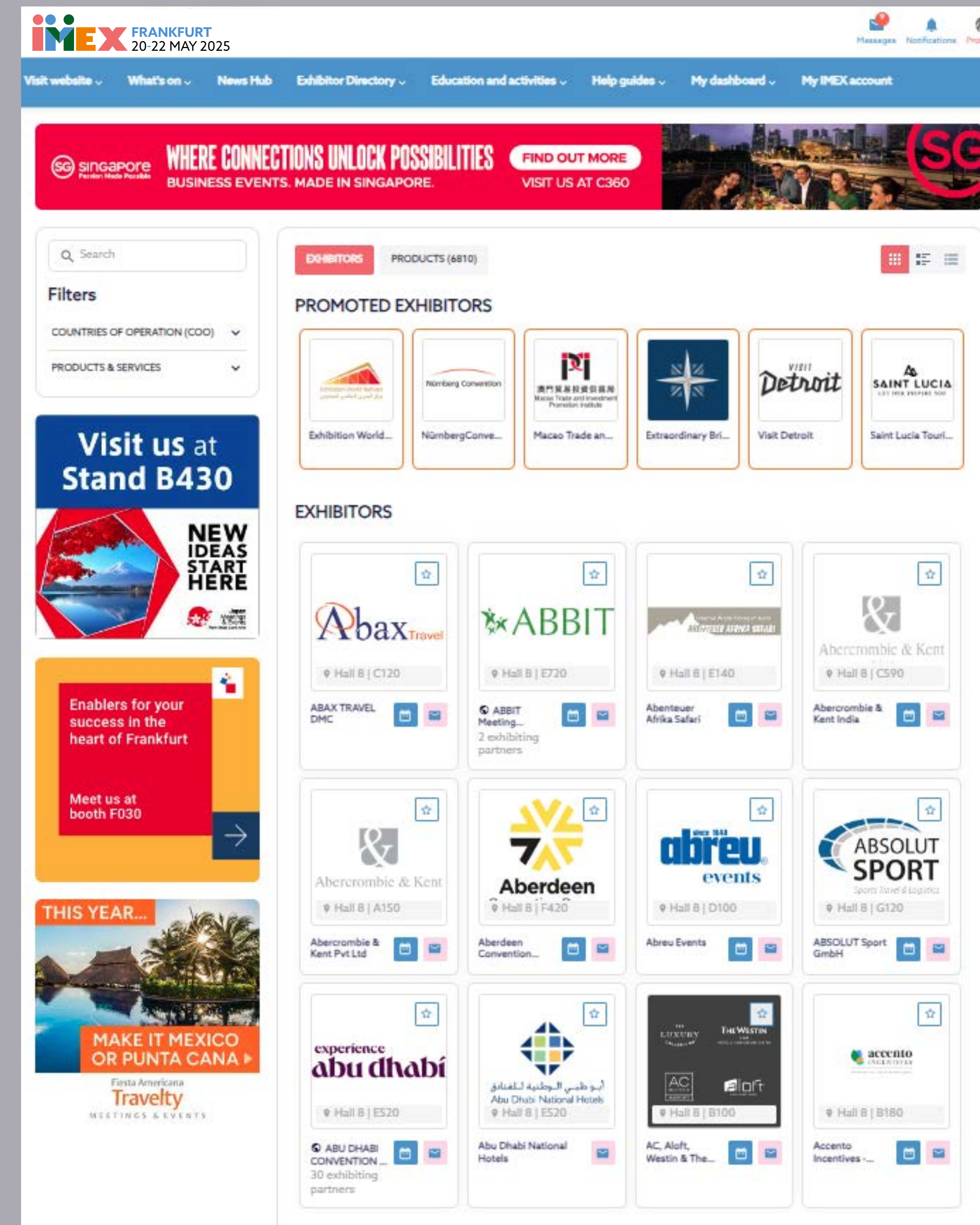
Sponsorship **€7,500** **SOLD**

## 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)

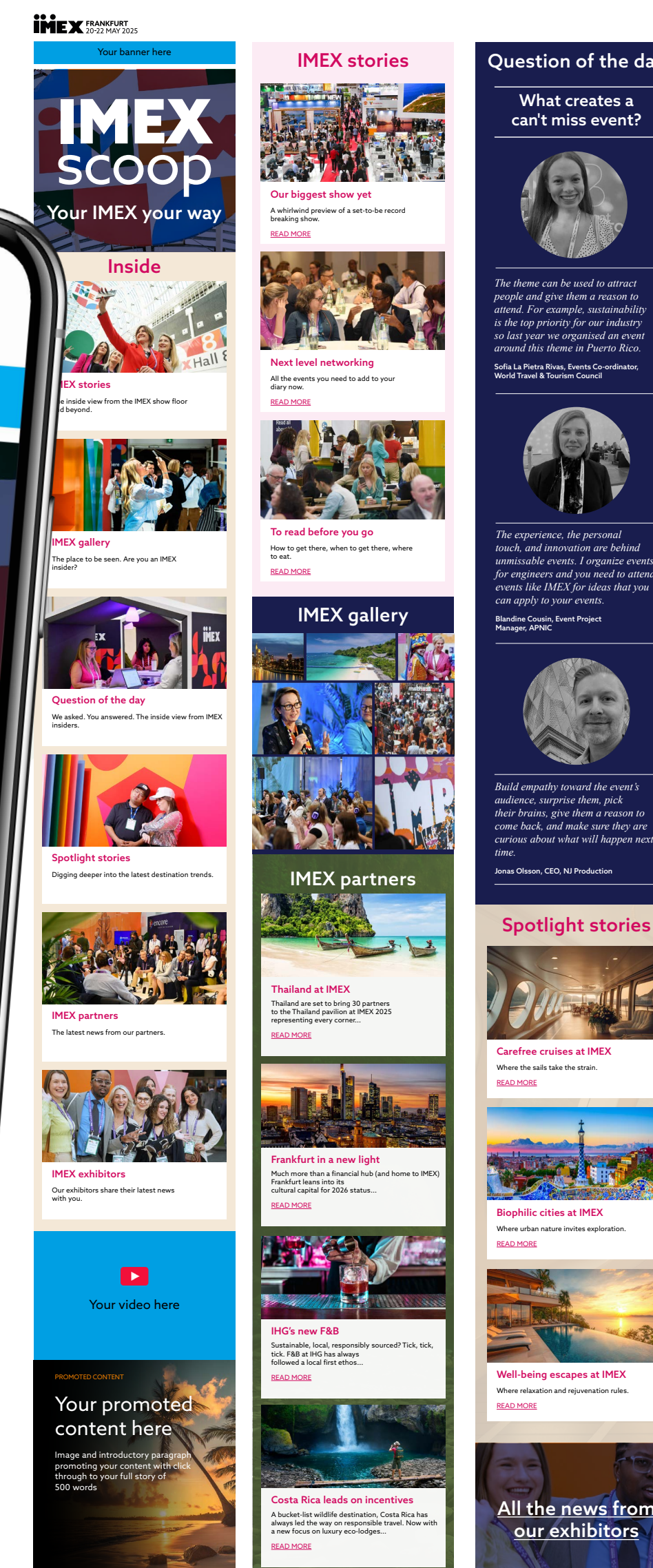
### Email banner

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

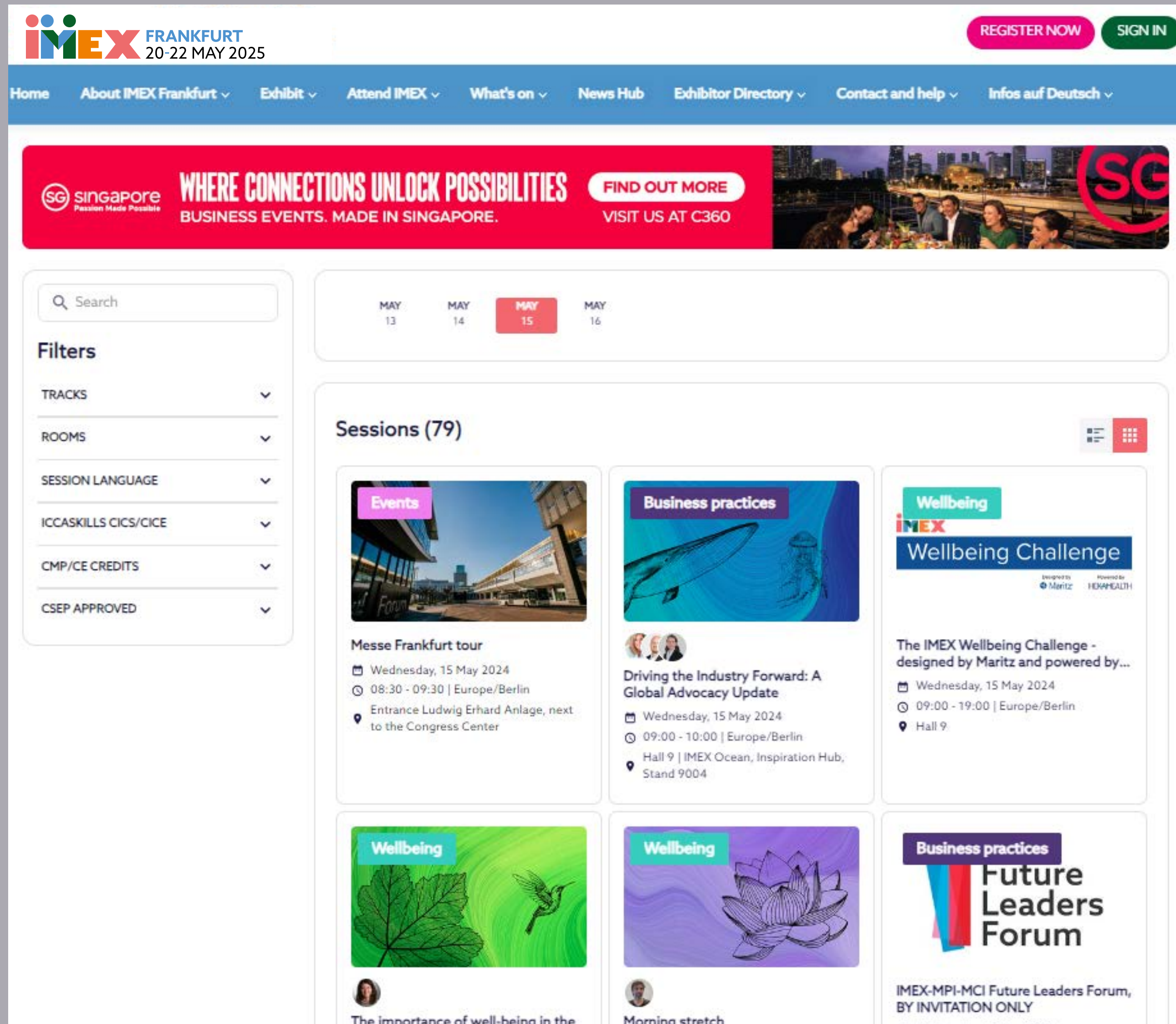
**Sponsorship cost €10,000**



Representative of content only ➞







**IMEX FRANKFURT**  
20-22 MAY 2025

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**Filters**

- TRACKS
- ROOMS
- SESSION LANGUAGE
- ICCASKILLS CICS/CICE
- CMP/CE CREDITS
- CSEP APPROVED

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.

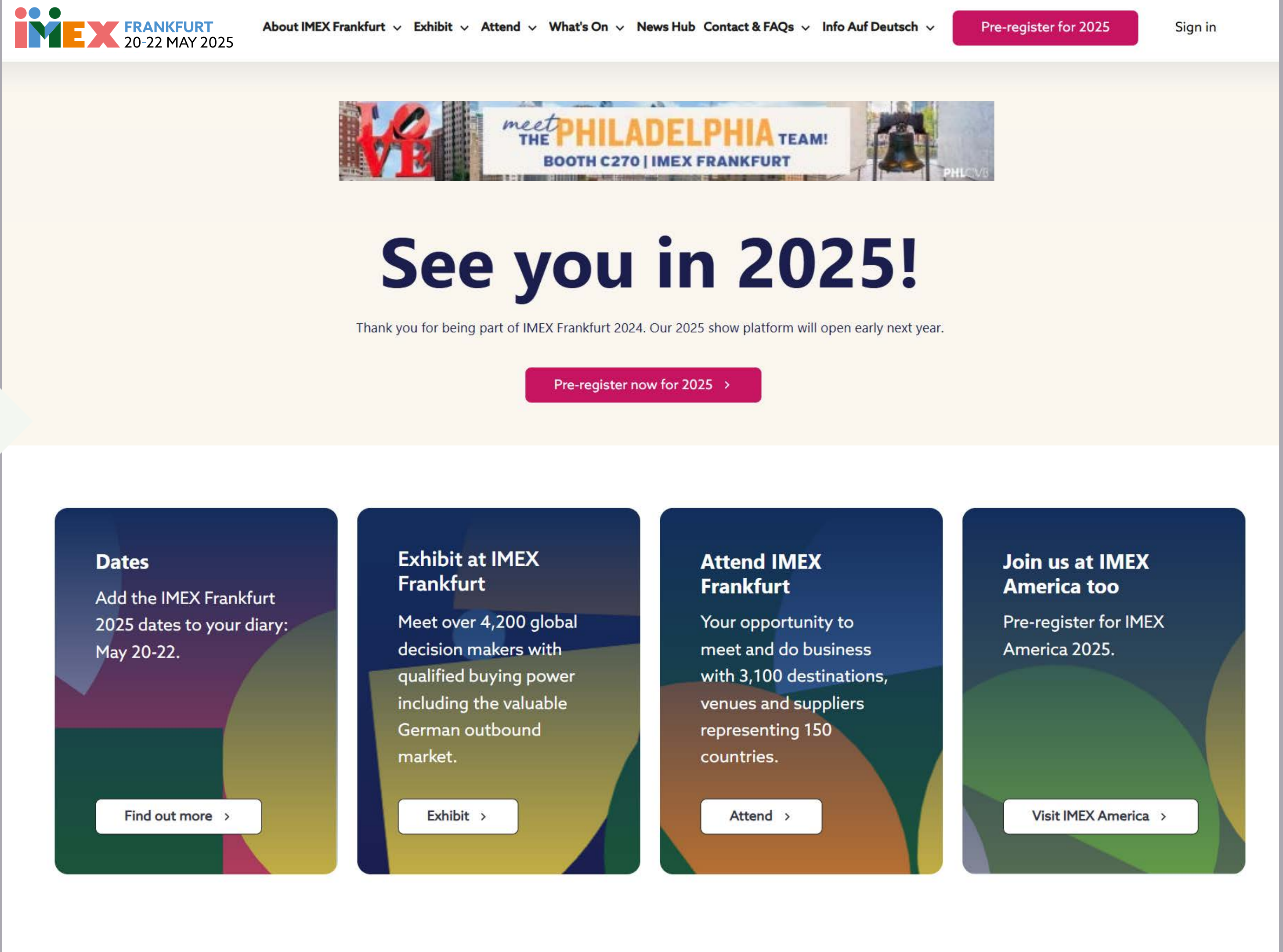
## Top banner

➞ 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

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# 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.

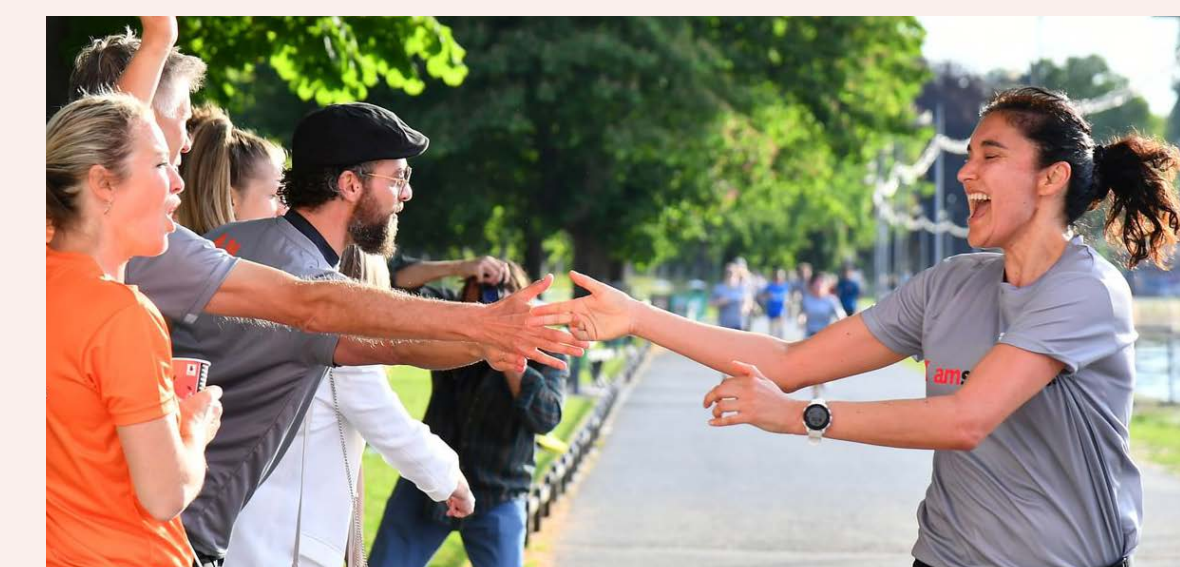
### Sponsorship includes

- ➞ 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](mailto: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