

# 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**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

COSTS FROM  
**\$4,000**



\*Artwork subject to approval by IMEX



# 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 **SOLD**

Sponsorship includes:

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

Sponsorship cost **\$27,000**

Small banner **SOLD**

Sponsorship includes:

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

Sponsorship cost **\$18,500**







## 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

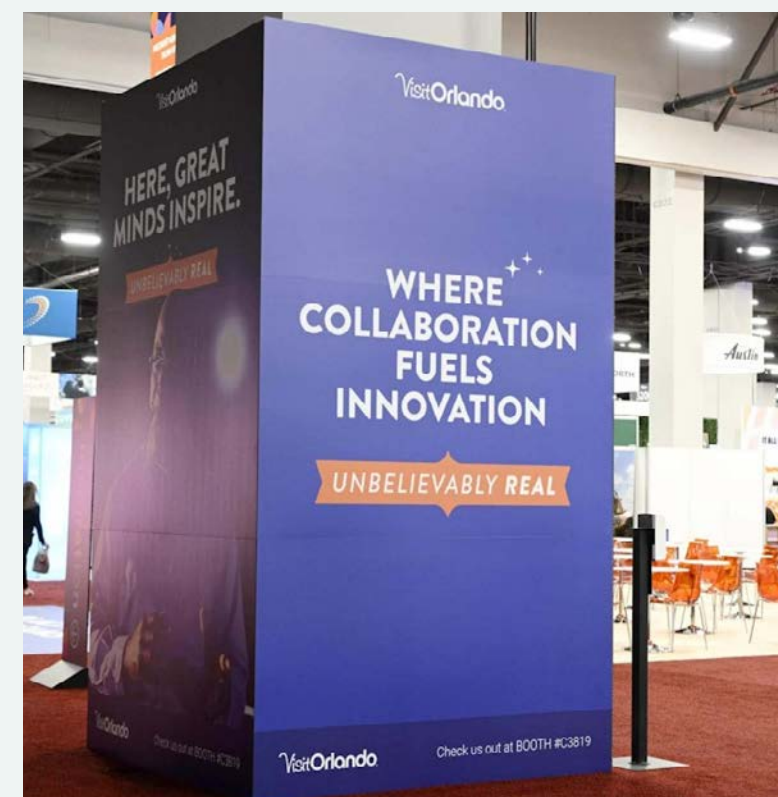
## Show floor columns

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 from **\$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.

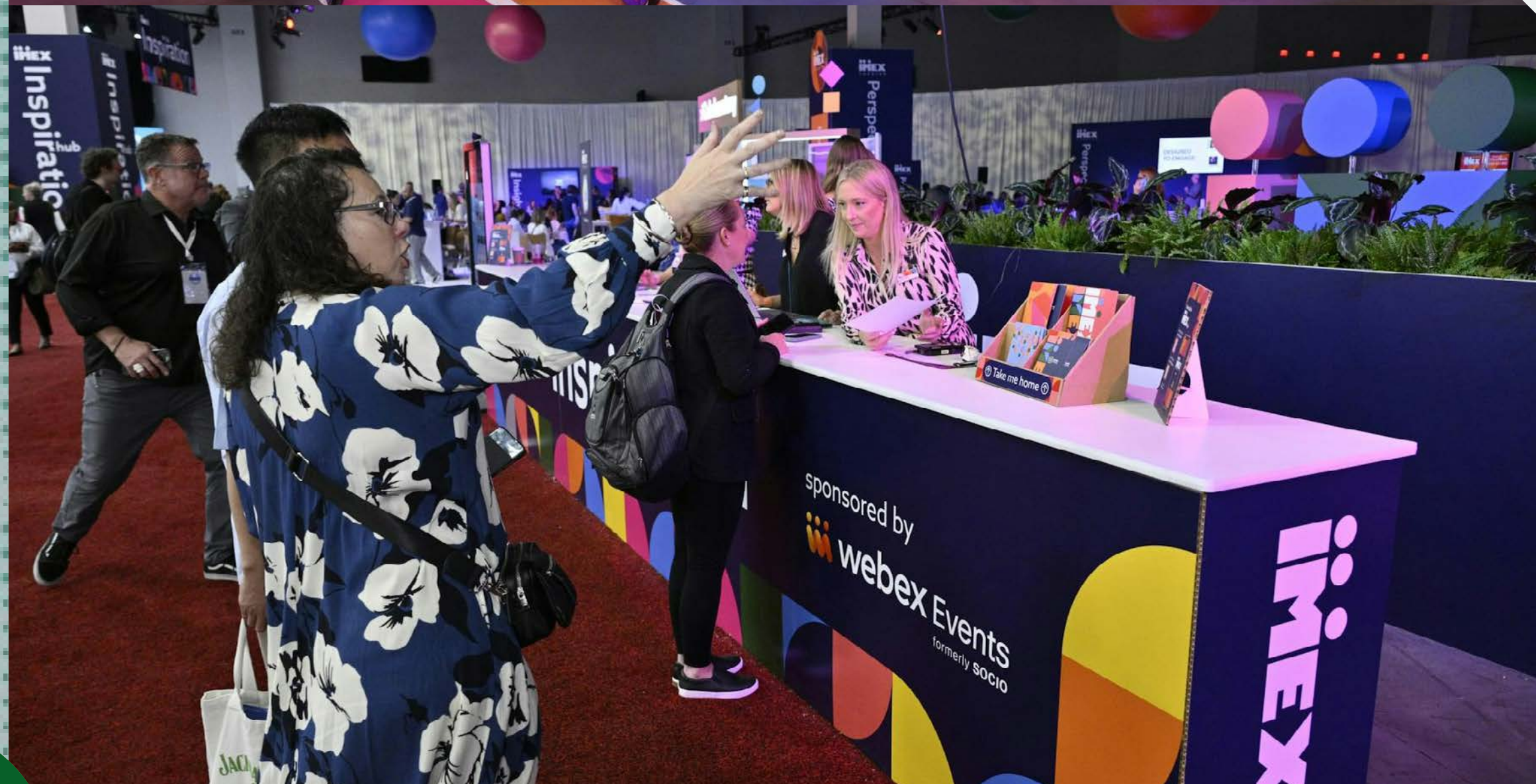
## Pre-show branding

- ➞ 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**

## 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





# Lanyards **SOLD**

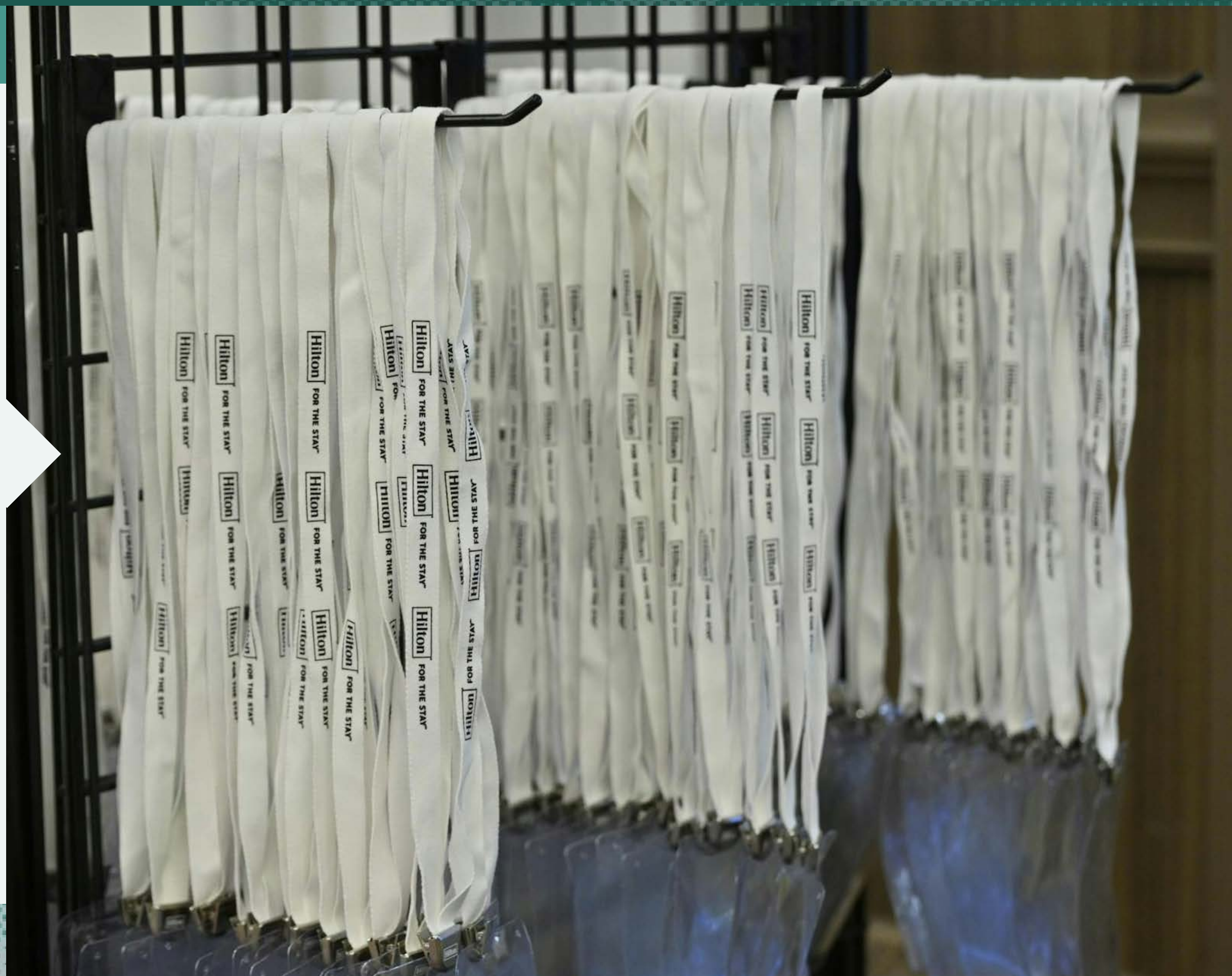
Place your branding around the necks of our **15,000 participants** (hosted buyers, attendees, exhibitors and press), ensuring maximum visibility across the whole event, with our exclusive lanyard sponsorship opportunity.

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 three two-seater meeting pods

**Sponsorship cost for 3 x pods \$22,000**





# 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 **SOLD**

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 **SOLD**

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**







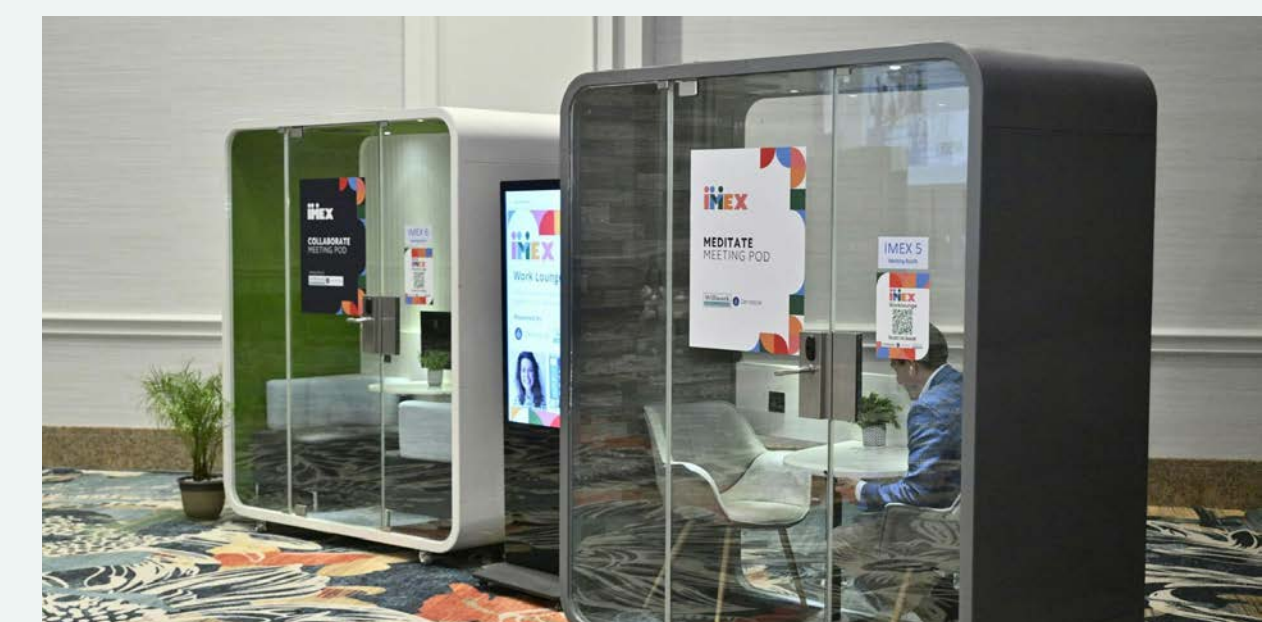
## Work Lounge

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**





# 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