



IMEX show platform - key features and benefits

The IMEX team is wholeheartedly committed to supporting the healthy growth and development of the business events, meetings and incentive travel industry around the world.

We've launched a new show platform with features and benefits designed to add value to your participation at IMEX shows. And we're confident these changes will greatly enhance your business ROI.



Here are some of the benefits:

- Unique buyer-led appointment system - buyers commit to making appointments with the exhibitors they choose.
- Booth staff schedules - buyers can now make appointments directly with individual booth staff members (appointments can be moved between staff schedules, subject to availability).
- Company profile in our online Exhibitor Directory - with enhanced exhibitor profile and new exhibitor product search.
- Online attendee list - allows you to network with buyers before the show.
- Individual profile in our attendee list for all registered booth staff.
- 1-2-1 messaging - targeting the right buyers on an individual basis.
- Exhibitor lead dashboard - get easy access to your online and in-person leads, messaging and appointment requests and more in one easy dashboard for real-time ROI.
- FREE show lead-scanning - available in our IMEX app and free of charge to all exhibitors
- Buyer recommendations - our system will recommend buyers for you to target, based on your products and services, plus it will recommend exhibiting companies, products and services to buyers.
- One IMEX account for both shows - administer everything all in one place - from managing booth partners and staff, to registering for our shows.