



IMEX Frankfurt 2024
PR guide for exhibitors

BEFORE THE SHOW





BEFORE THE SHOW

- You can submit press releases via your online Exhibitor Profile from 15 March. Content should be related to your activity at IMEX Frankfurt and inclusion is subject to the editor's discretion. Content relating to our Talking Point – Impact – will be sure to catch the editor's eye....
- Approved releases will then feature on the IMEX News Hub page of our website (this has replaced the Show Preview and Show Daily).
- We can share lists of Press registered to attend the show – simply send Emma an email to be added to the distribution list.
- Don't forget to share your news on your social channels – use #IMEX24 and tag IMEX so that we can reshare.
- Update your Exhibitor Directory listing with details of your press conference - if you decide to host one. Simply sign into your IMEX account to do this.

AT THE SHOW







AT THE SHOW

On site Press Centre open Monday 13 May - Thursday 16 May

Come to the Press Centre – meet the PR team and view the conference room (Monday's the best day to do this).

Drop off press invites and press material for display.

Better still.... come in shortly before your conference and invite the media face to face!

Breaking news? Keep the PR team up to date with your show news.



Arranged a
media interview?

Head to our
filming wall, next
to the welcome
desk





EXHIBITOR PRESS EVENTS

Press conferences:

- Take place at the onsite Press Centre
 - The best format only if you have a strong news angle.
 - Conferences that usually attract the media inc. launch of new venue, hotel, campaign, product, partnership.
 - Exhibitors are responsible for inviting the media and securing attendance.
- An alternative is to hold an event on your booth.



PRESS CONFERENCE SET UP





PRESS CONFERENCES

- All slots are 30 minutes long – you'll be able to access the room 15 minutes beforehand for set up.
- You're welcome to drop by at the Press Centre and view the room in advance of your conference – we're open from Monday 13 May
- Room hire, technical support and basic AV is all free of charge.



PRESS CONFERENCES

- The press conference room will be set up as follows:
 - Seating for 72 people
 - Top table with seating for 4 people
 - Podium which can display your logo during your presentation
- DEADLINE: Deliver a USB with the final version of your presentation to Kit at the onsite Press Centre by 5pm on Monday 13 May

NEXT STEPS





DEADLINES

Monday 26
February

Contact the PR team by
this date if you want to
hold a press conference

Monday 15 April

Send full & confirmed
details of your press
conference to the PR
team

Monday 13
May, 5pm

Drop off USB of
press conference
presentation

Monday
13 Thursday
16 May

The onsite
Press Center will
be open



USEFUL LINKS

IMEX Frankfurt Press resources:

www.imex-frankfurt.com/press-and-media

IMEX Talking Point:

<https://landing.imexexhibitions.com/imex-impact-talking-point>

THANK YOU!

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