Digital opportunities

All of our buyers need to prep for IMEX – from booking appointments, planning their education and picking the best after-show parties – and the only place to do it is our website.*

- App **€36,000** SOLD
- Promoted exhibitor spot **€3,000**
- Video walls **€8,925**
- Wi-Fi **€28,000**

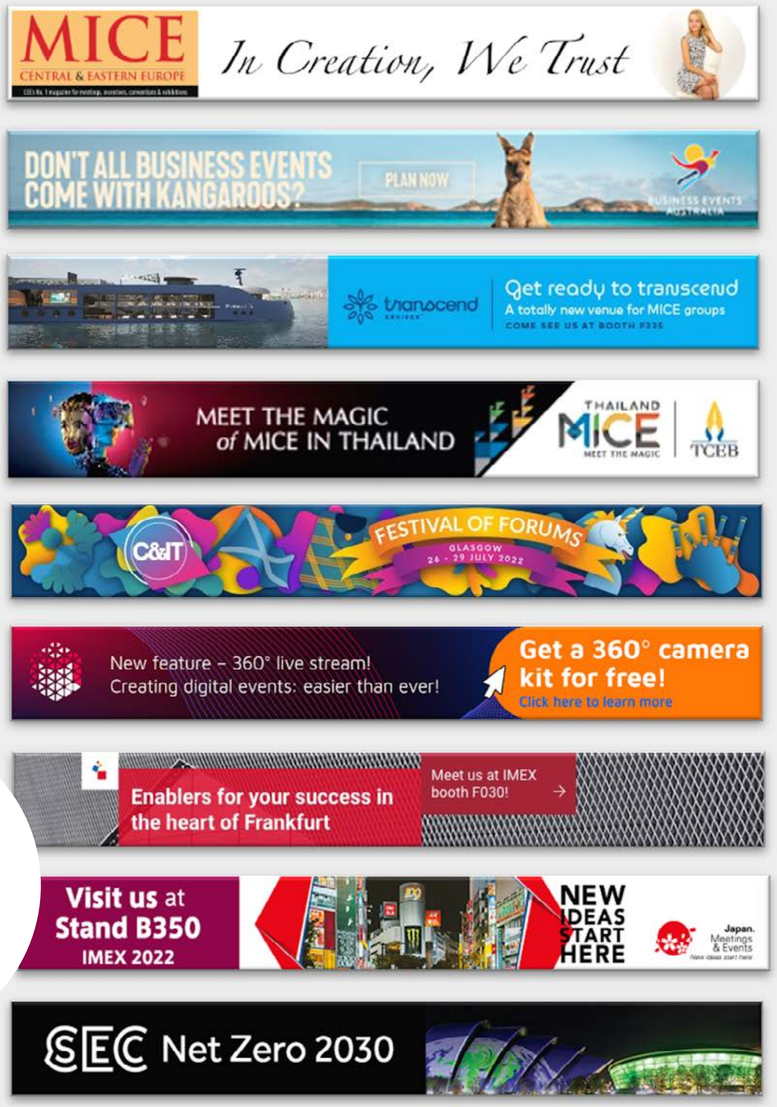
Emails

- Badge - exhibitor **€10,000** SOLD
- Badge - hosted buyer **€12,000**
- Badge - visitor **€10,000**
- Know before you go **€12,000**
- Post show review **€10,000** SOLD

Web Banners

- Attendee list **€7,000**
- Dashboard page **€10,000** SOLD
- Exhibitor search - left **€5,000**
- Exhibitor search - top **€7,000** SOLD
- Homepage **€20,000**
- Login page **€10,000** SOLD
- News hub from **€2,500**
- Sessions page **€5,000**
- Speaker page **€5,000**

COSTS FROM
€2,500



* Artwork subject to approval by IMEX

IMEX App SOLD

The IMEX App is an indispensable tool for many IMEX visitors, 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 attendee needs on the show floor. Your brand will be named as the primary sponsor.

As the primary App sponsor you will

- Maximise your exposure at IMEX
- Increase traffic to your stand and appointment schedule
- Drive web traffic through the IMEX App client website
- 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 own page with graphics and links

Your logo and web link on the dedicated App page on our website

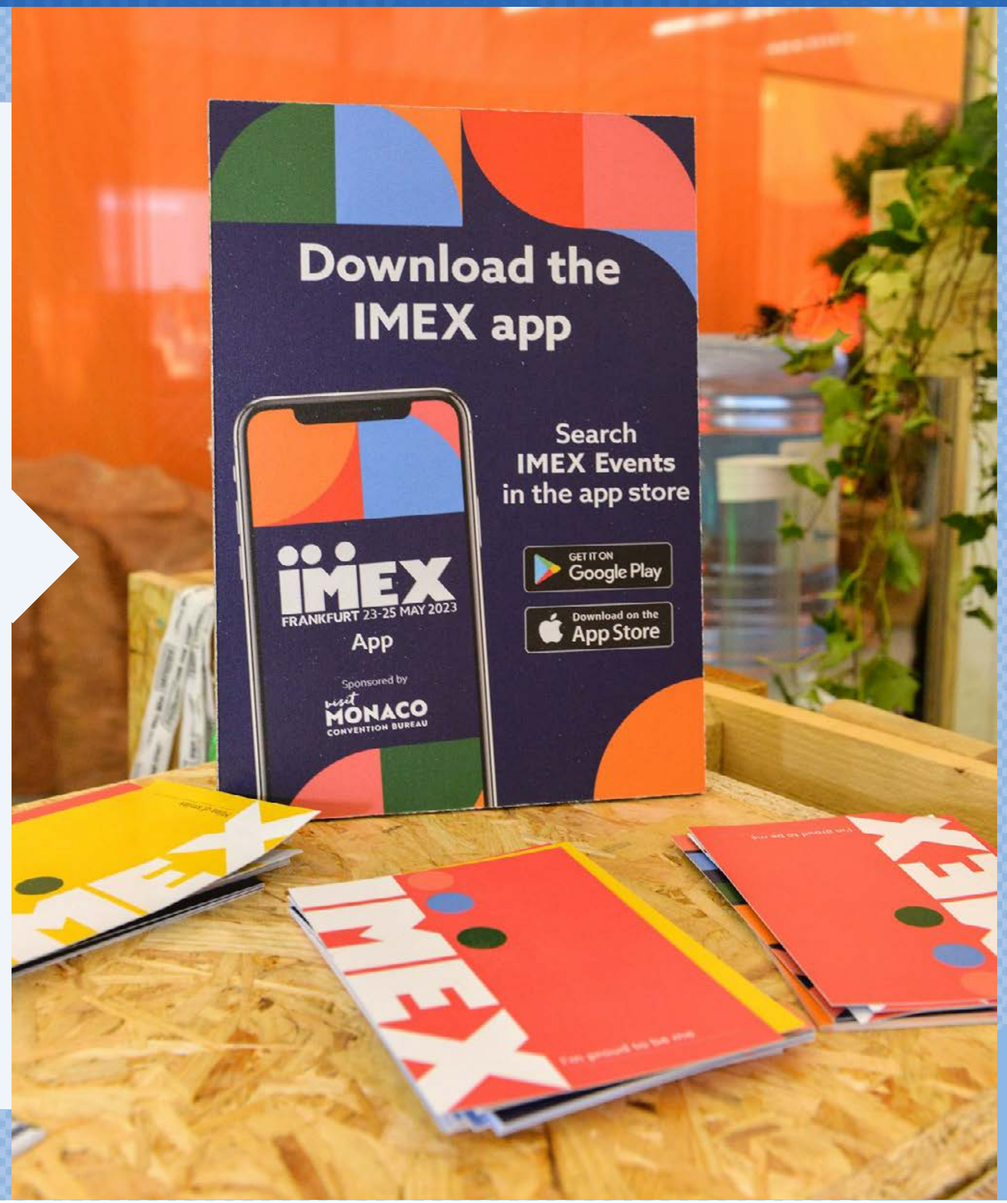
Where the App is promoted before and during the show, you will be credited as the App sponsor

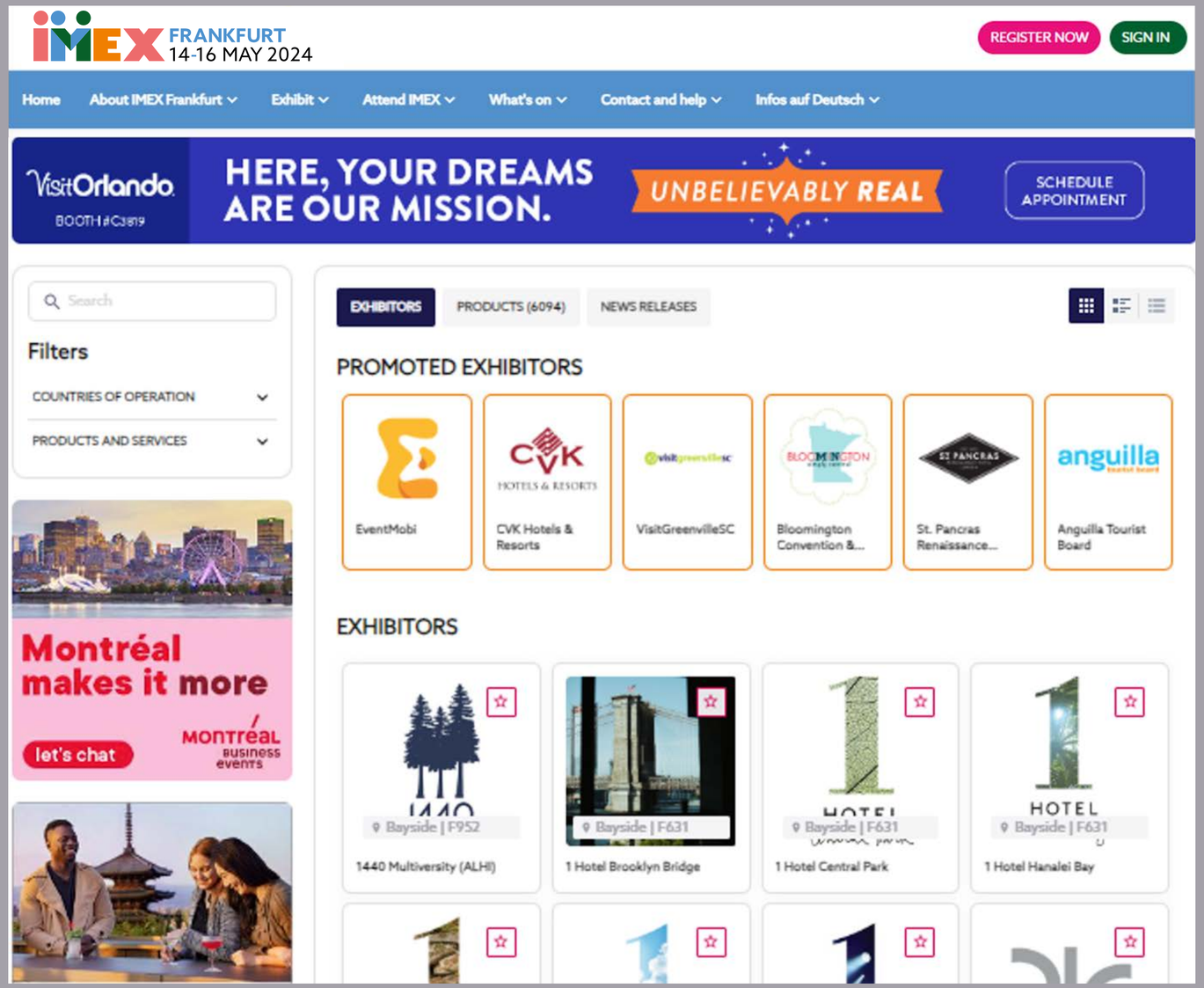
- Show signage
- Emails prior to the show

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 €36,000





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, 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 attendees.

Sponsorship includes:

- 1 LED video wall/plasma screen playing your own video

Multiple locations and sizes available

Sponsorship cost from €8,925

Wi-Fi

Sponsor the free Wi-Fi used by all IMEX attendees.

Place your branding on the splash page all attendees 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!

2023 Wi-Fi stats

14,348 unique devices used the free Wi-Fi service

Sponsorship cost €28,000

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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 attendee type and placing your brand directly into their inbox. All attendees will receive their badge by email before the show, see below attendee types available.

Sponsorship includes:

- 1 x banner at the top of the email

Exhibitor
Sponsorship cost **€10,000** SOLD

Hosted buyer
Sponsorship cost **€12,000**

Visitor
Sponsorship cost **€10,000**

Dear Brian Reagan:

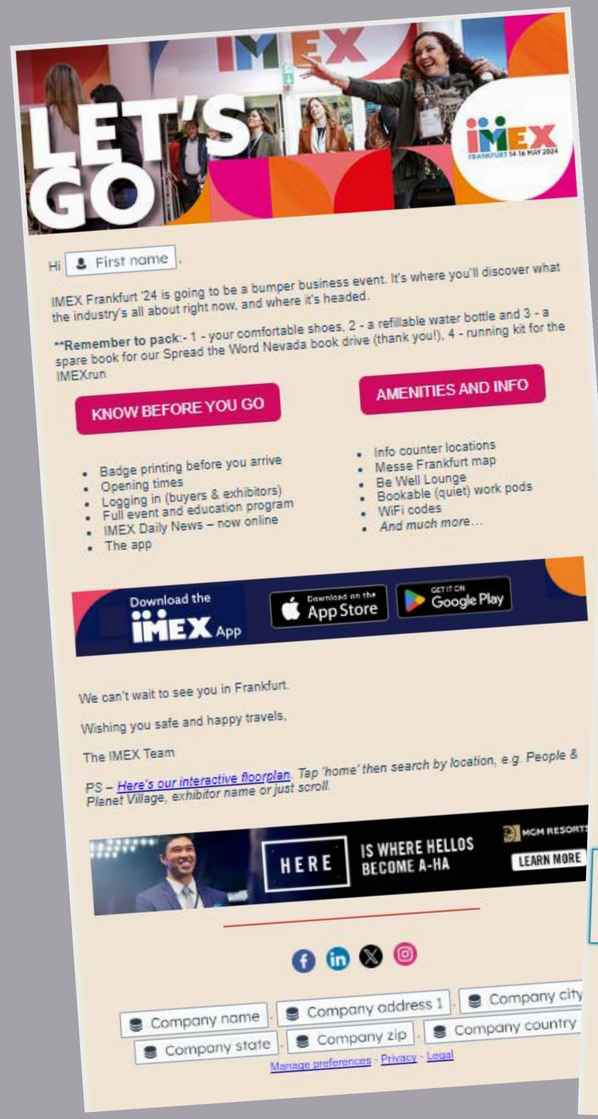
We're looking forward to welcoming you to this year's IMEX Frankfurt.

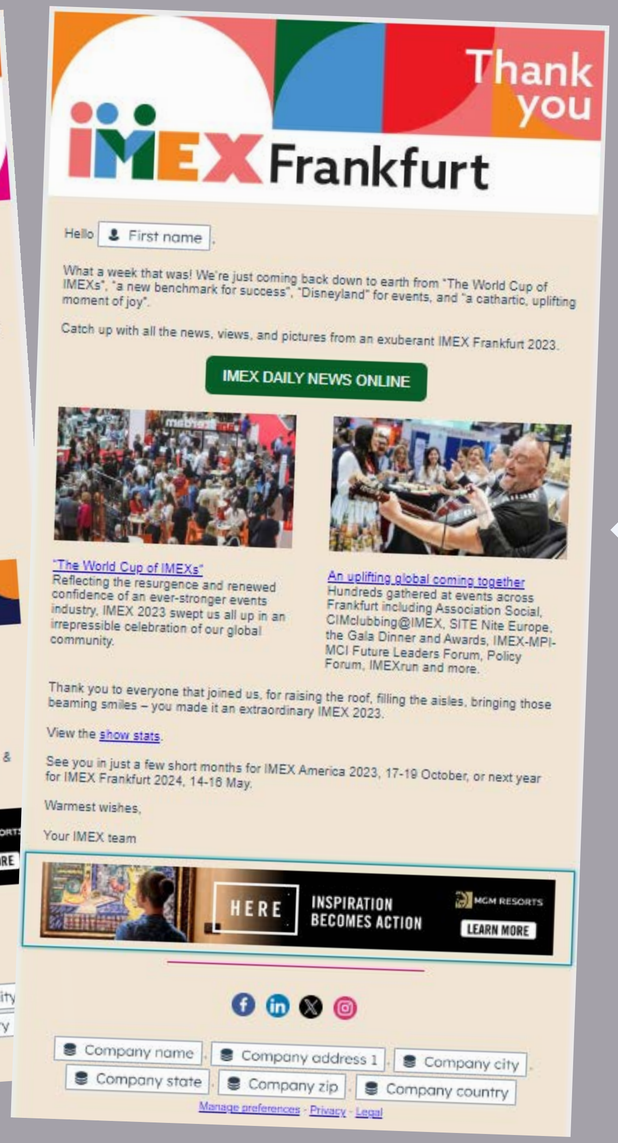
You can now print out your badge ready for the show.

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





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, buyer attendees and visitors.

These emails offer timely information to ensure attendees make the most of their IMEX experience and arrive 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 attendees with your brand.

Package includes:

- 1 x banner in know before you go emails

Sponsorship cost €12,000

Post-show review SOLD

Following IMEX, our eagerly awaited **post-show review** is sent to all attendees, providing invaluable key takeaways and comprehensive show statistics.

Capitalize on this opportunity to showcase your branding to all attendees whilst the buzz is high.

Package includes:

- 1 x banner in post-show review email

Sponsorship cost €10,000

Attendee list

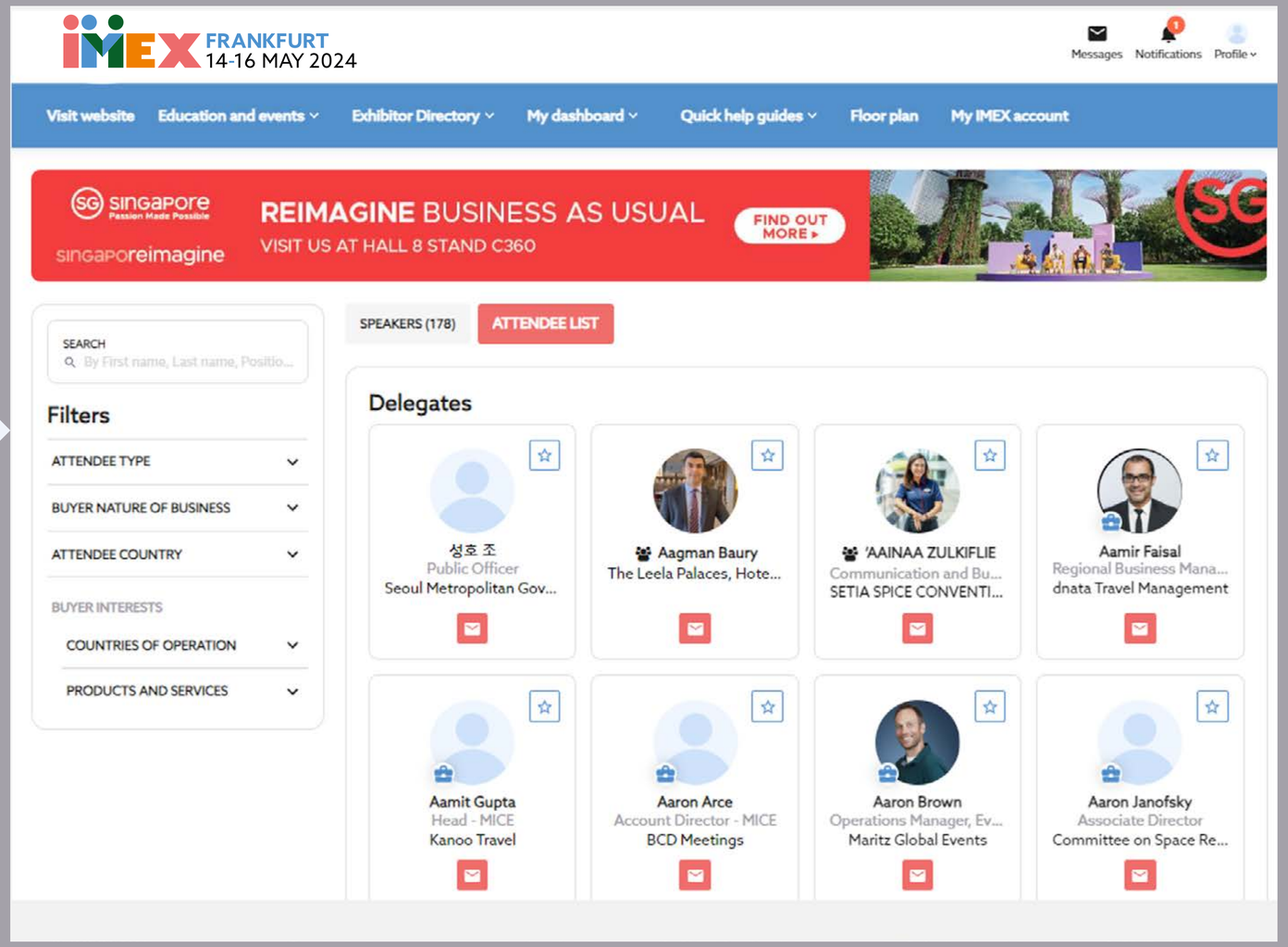
The attendee list is viewed and **used by all** registered buyers and exhibitors.
It's the place to go to make connections.

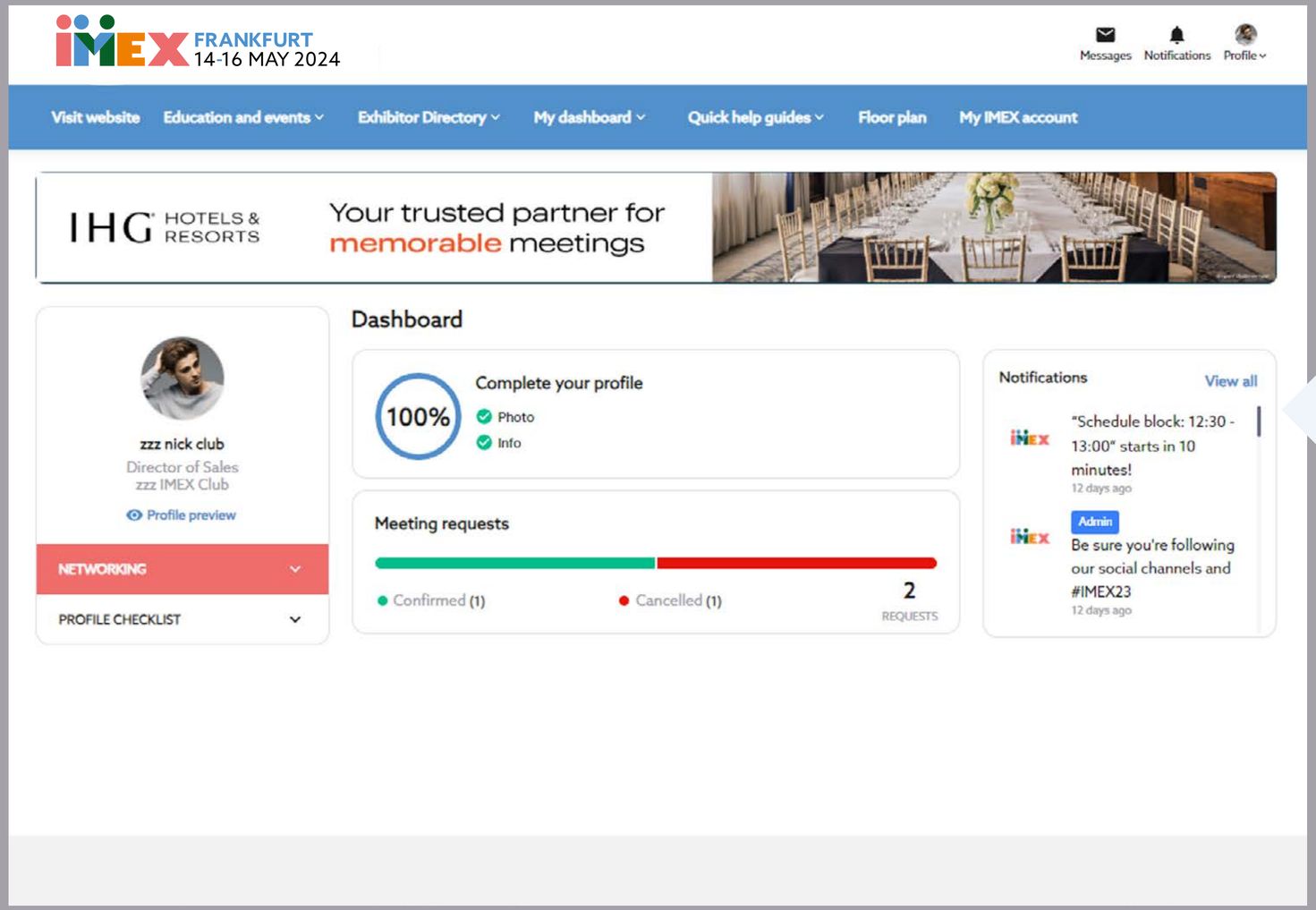
Top banner

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

You will be one of four rotating sponsors.

Sponsorship cost €7,000





Dashboard SOLD

As the first page all **users of our portal** 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

As a main source of core show information, the exhibitor directory page is a high-traffic page accessible by **all users of our portal**.

The directory page displays all exhibitors participating at 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

SOLD

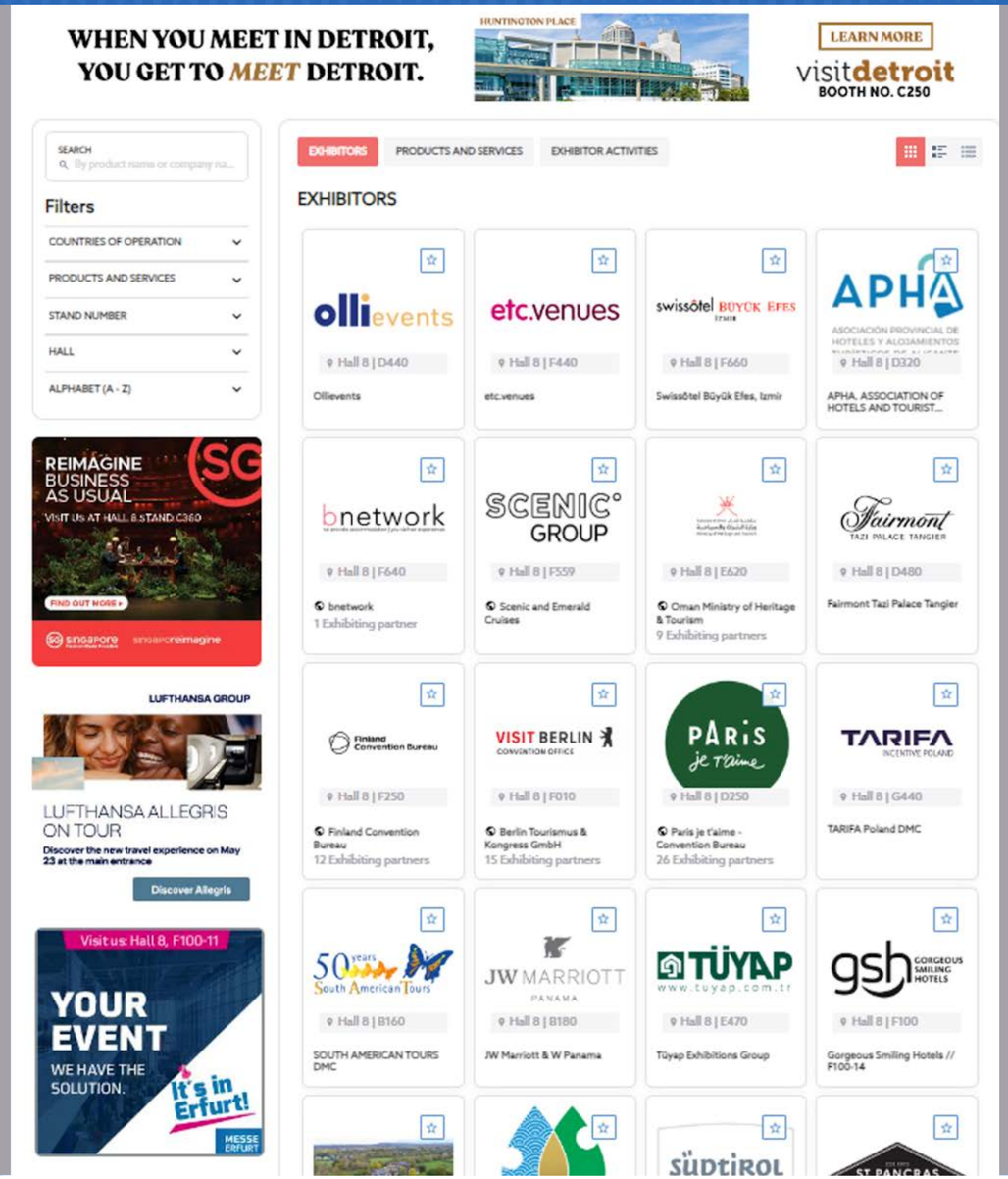
Sponsorship €7,000

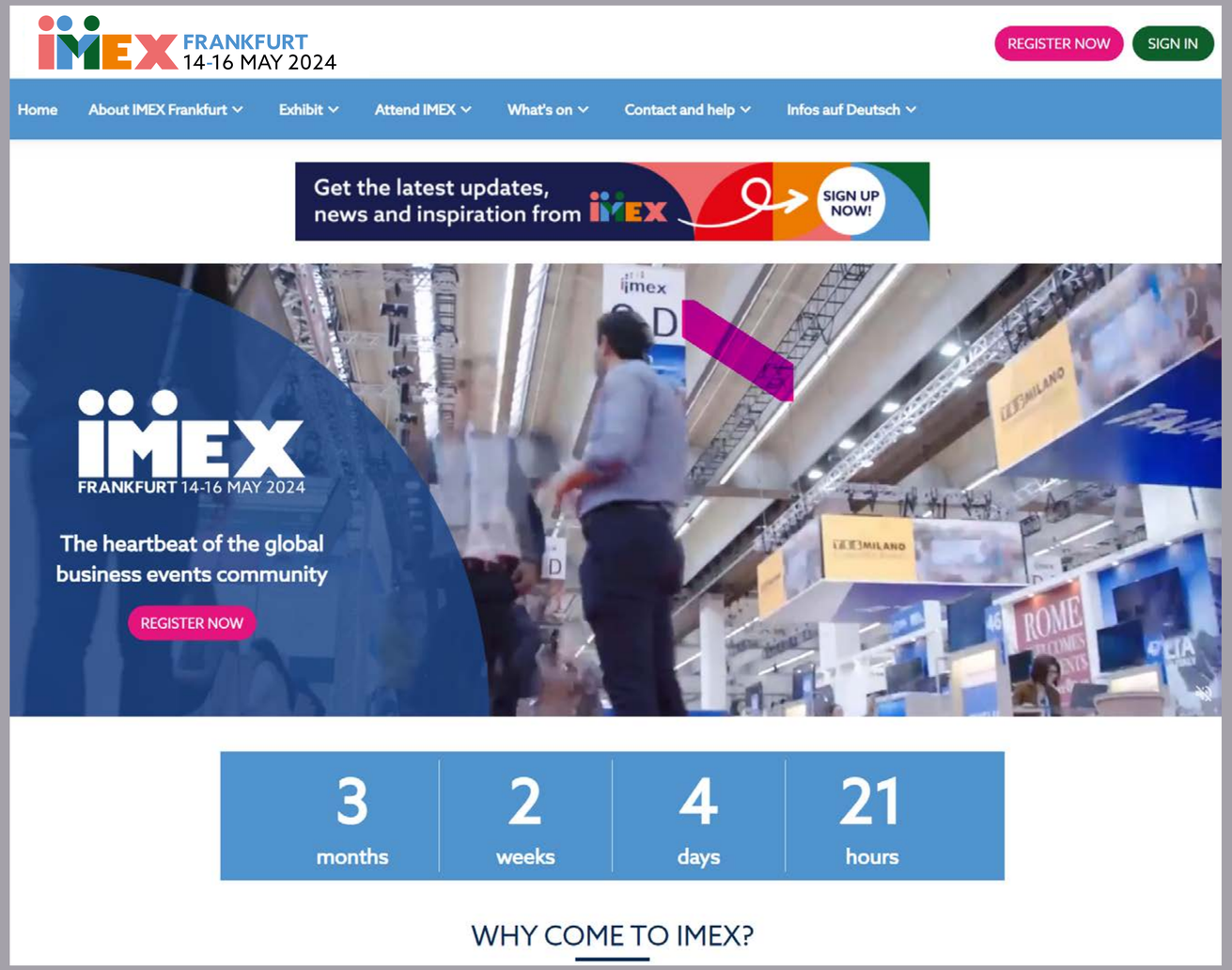
Left banner (one of three)

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

You will be one of four rotating sponsors

Sponsorship €5,000





Homepage

IMEX Frankfurt's homepage was visited over **300,000** times over a **4-month period** prior 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 €20,000

Banner duration: **3 months prior** to event and **2 months post** event

Login page SOLD

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

With the launch of our new system, this is a new opportunity **guaranteed to provide a vast reach** and get your brand noticed.

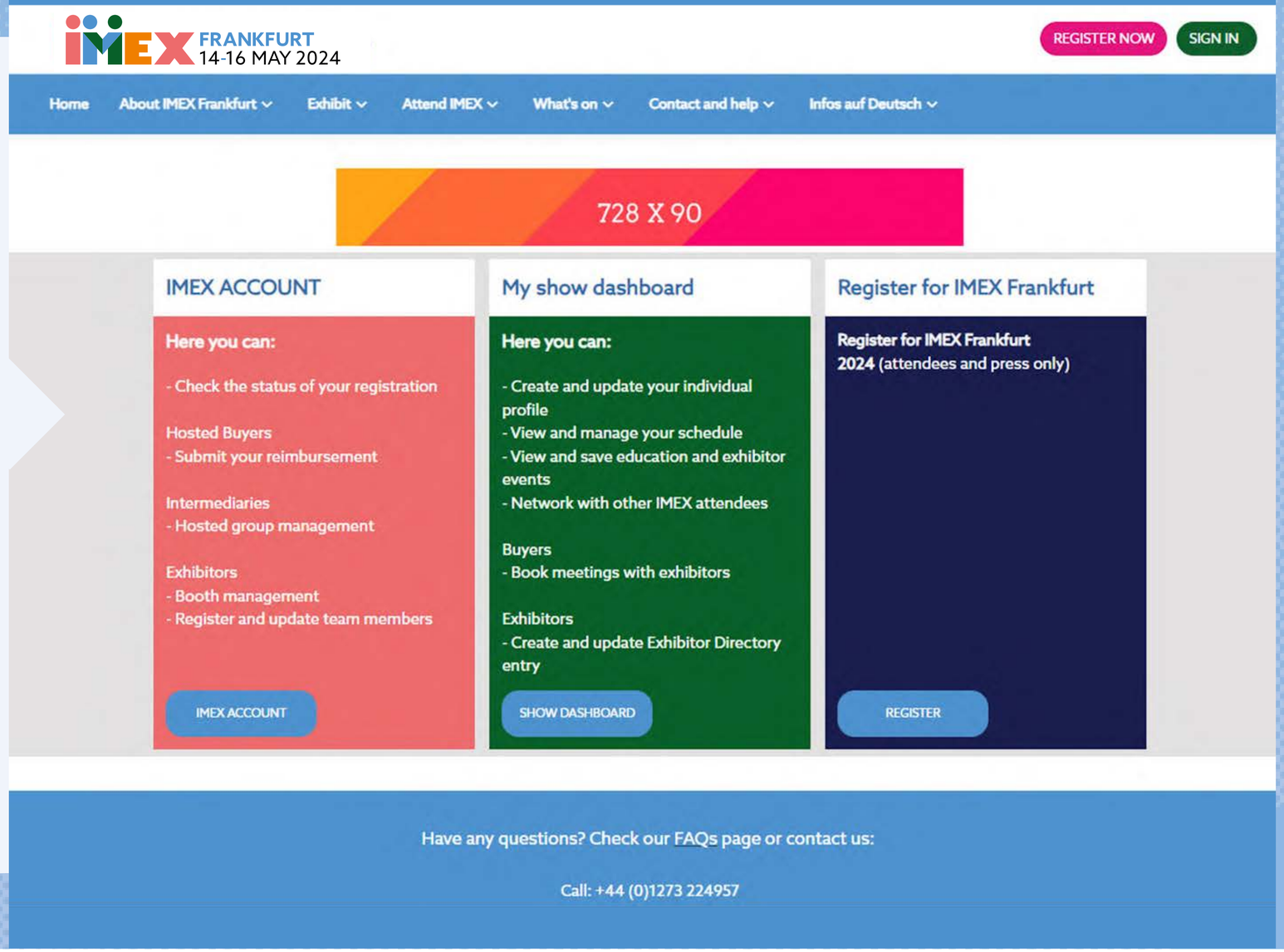
Top banner

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

You will be one of two rotating sponsors

Sponsorship €10,000

Banner duration: **2 months prior** to event and **6 weeks post** event



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 centre 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

News Hub article

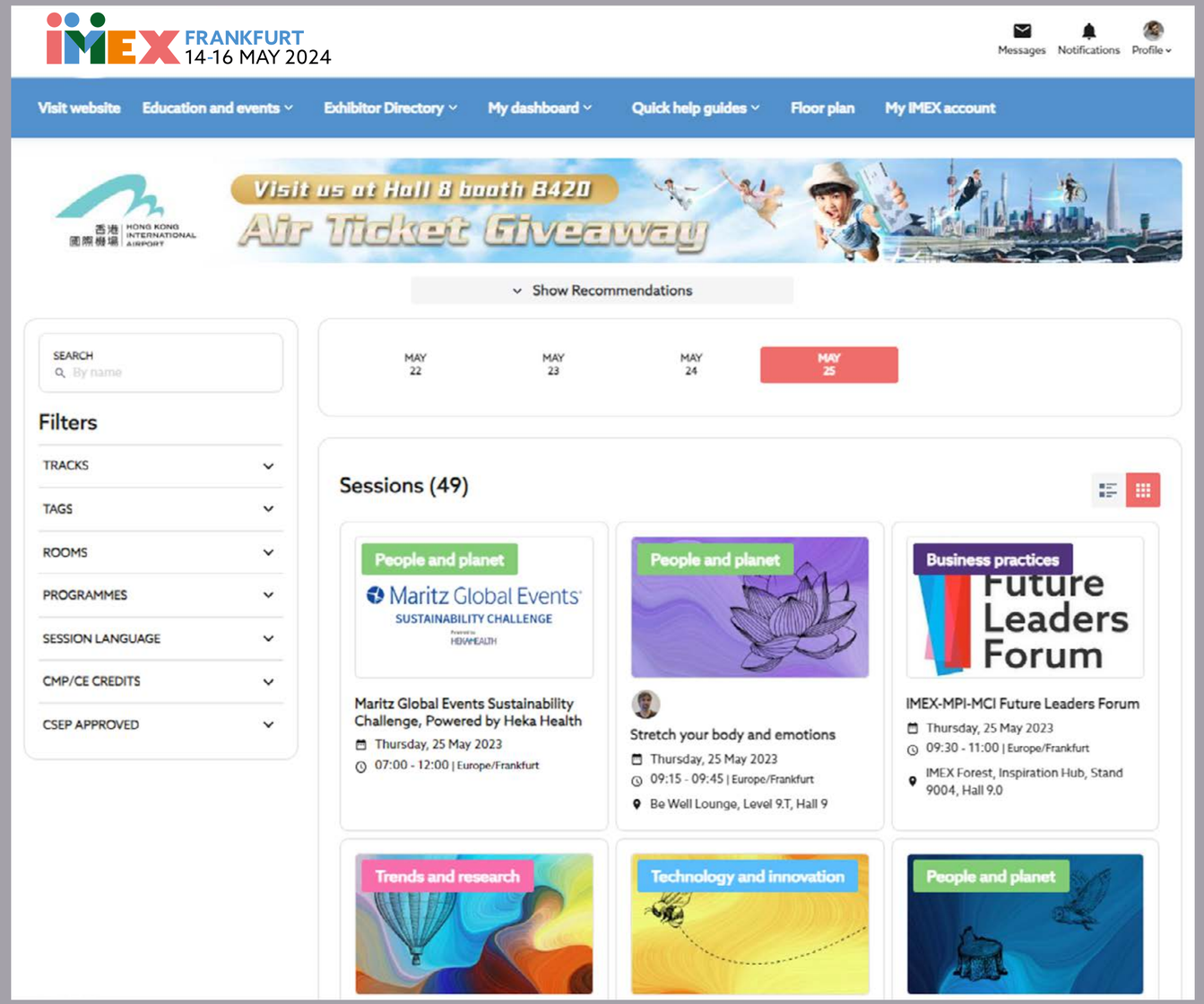
- 5 x available – one live pre-show, the rest on show days Mon-Thurs
- 300 words plus image

Sponsorship cost €2,500

Daily News Hub emails

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

Sponsorship cost €5,000



Sessions

This page includes a **full listing** of educational and networking events taking place at the show. It also includes specialist sessions, 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

Speakers

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

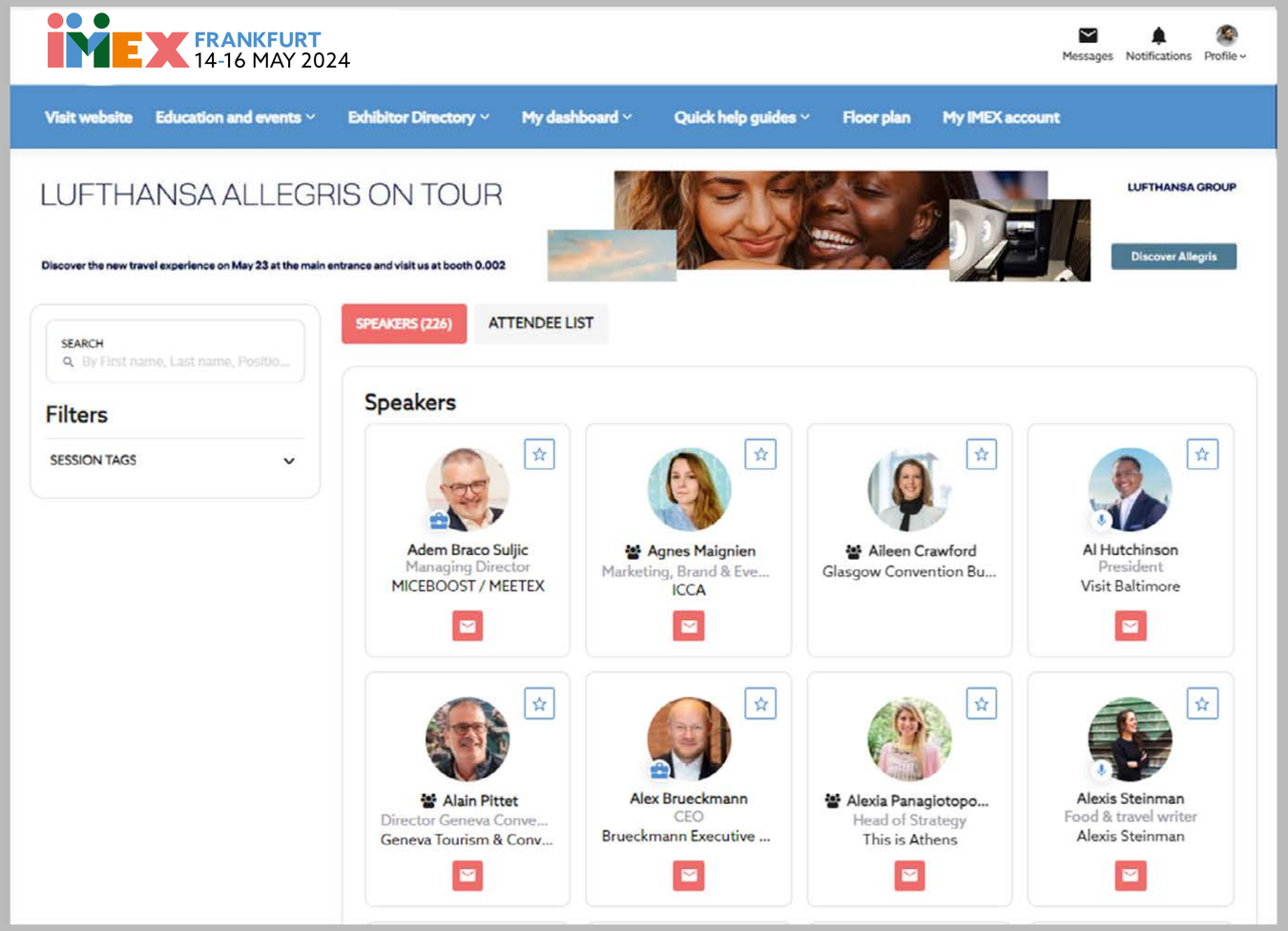
The Speaker page includes a full listing of all speakers included in our unique professional education and event programme at IMEX Frankfurt.

Top banner

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

You will be one of four rotating sponsors.

Sponsorship €5,000



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.

Kelly, Paolo, George, Richard, Heather, Dan, Alex and Liz

GET IN TOUCH IMEX FRANKFURT 2024 Sales Team | T +44 1273 224 955 | E sales@imexevents.com