

# 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.

**SOLD**

## Web Banners

## Emails

**SOLD**

**SOLD**

**SOLD**

**SOLD**

COSTS FROM  
**€2,500**





# 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

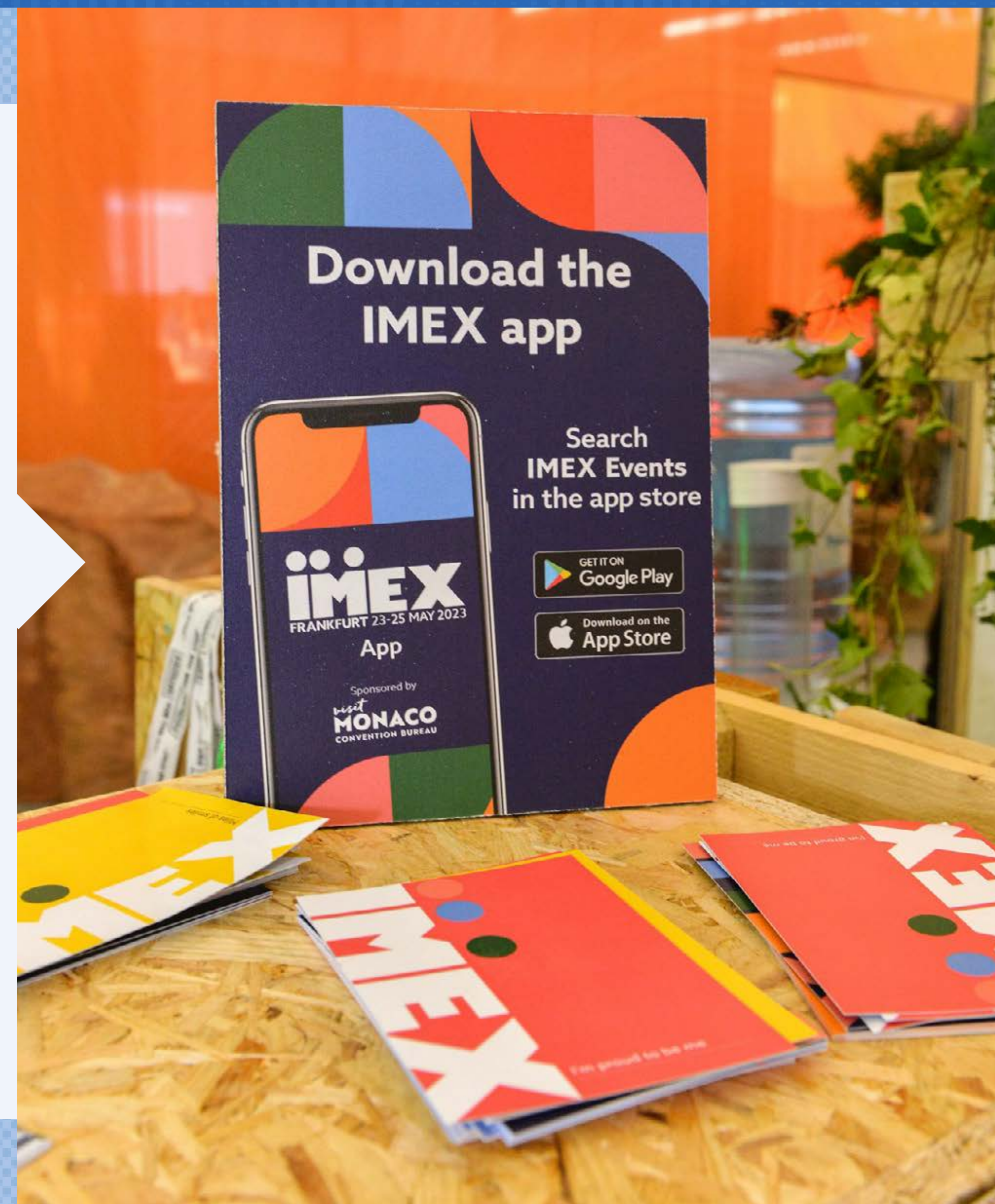
## Where the App is promoted before and during the show, you will be credited as the App sponsor

- ➔ 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**





**IMEX** FRANKFURT  
14-16 MAY 2024

REGISTER NOW SIGN IN

Home About IMEX Frankfurt Exhibit Attend IMEX What's on Contact and help Infos auf Deutsch

Visit Orlando BOOTH #C3819

HERE, YOUR DREAMS ARE OUR MISSION. UNBELIEVABLY REAL SCHEDULE APPOINTMENT

Search

Filters

COUNTRIES OF OPERATION

PRODUCTS AND SERVICES

EXHIBITORS PRODUCTS (6094) NEWS RELEASES

PROMOTED EXHIBITORS

EventMobi CVK Hotels & Resorts VisitGreenvilleSC Bloomington Convention &... St. Pancras Renaissance... Anguilla Tourist Board

EXHIBITORS

1440 Multiversity (ALH) 1 Hotel Brooklyn Bridge 1 Hotel Central Park 1 Hotel Hanalei Bay

# 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**

#### Pre-paid Wi-Fi customers

Please enter username and password

<input type="text" value="Username"/>	<input type="password" value="Password"/>
<input type="button" value="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)





# 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**



**WHEN YOU MEET  
IN DETROIT,  
YOU GET TO  
MEET DETROIT.**  
visit**detroit**  
BOOTH NO. C250



Dear Brian Reagan:

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

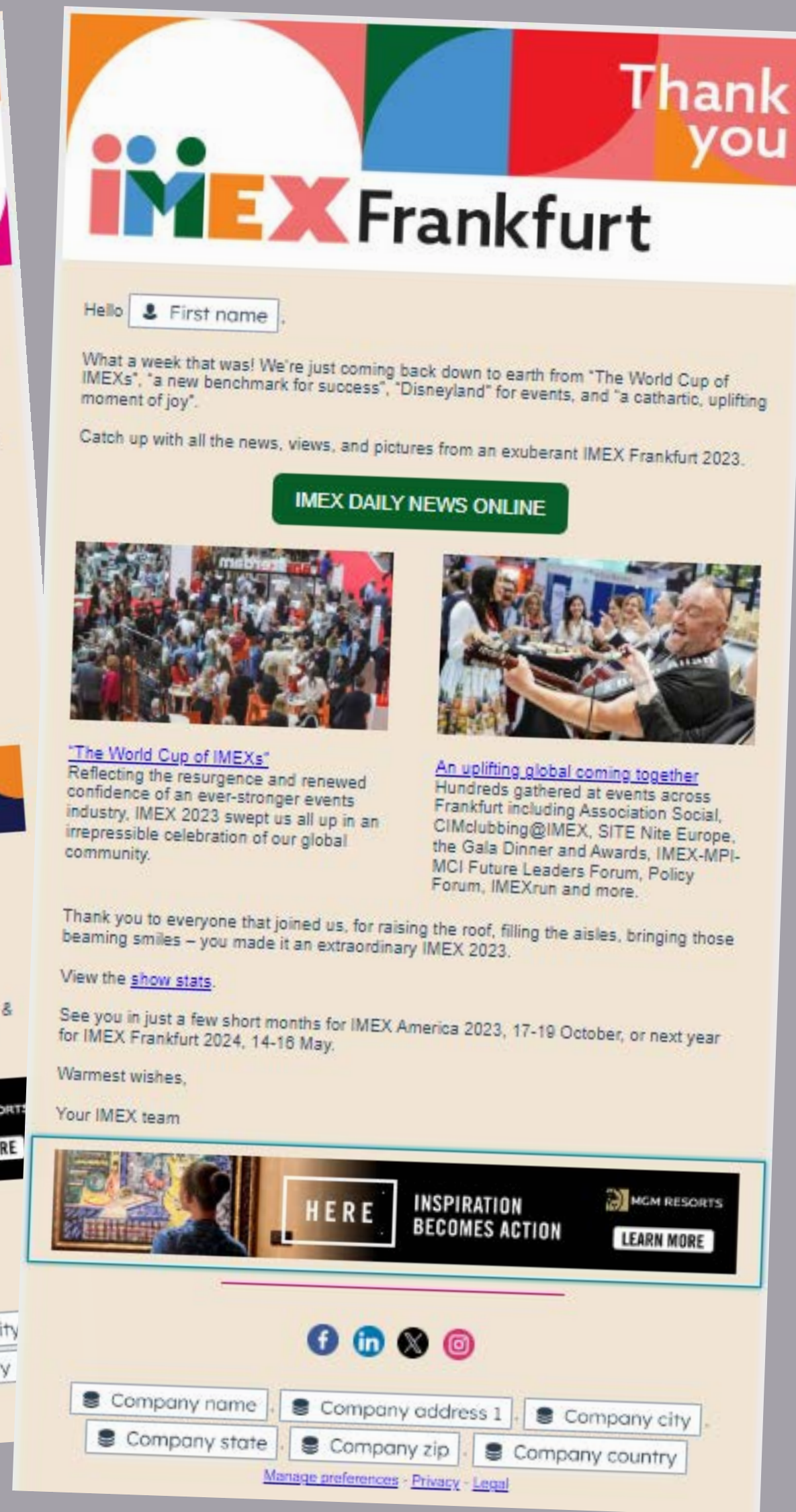
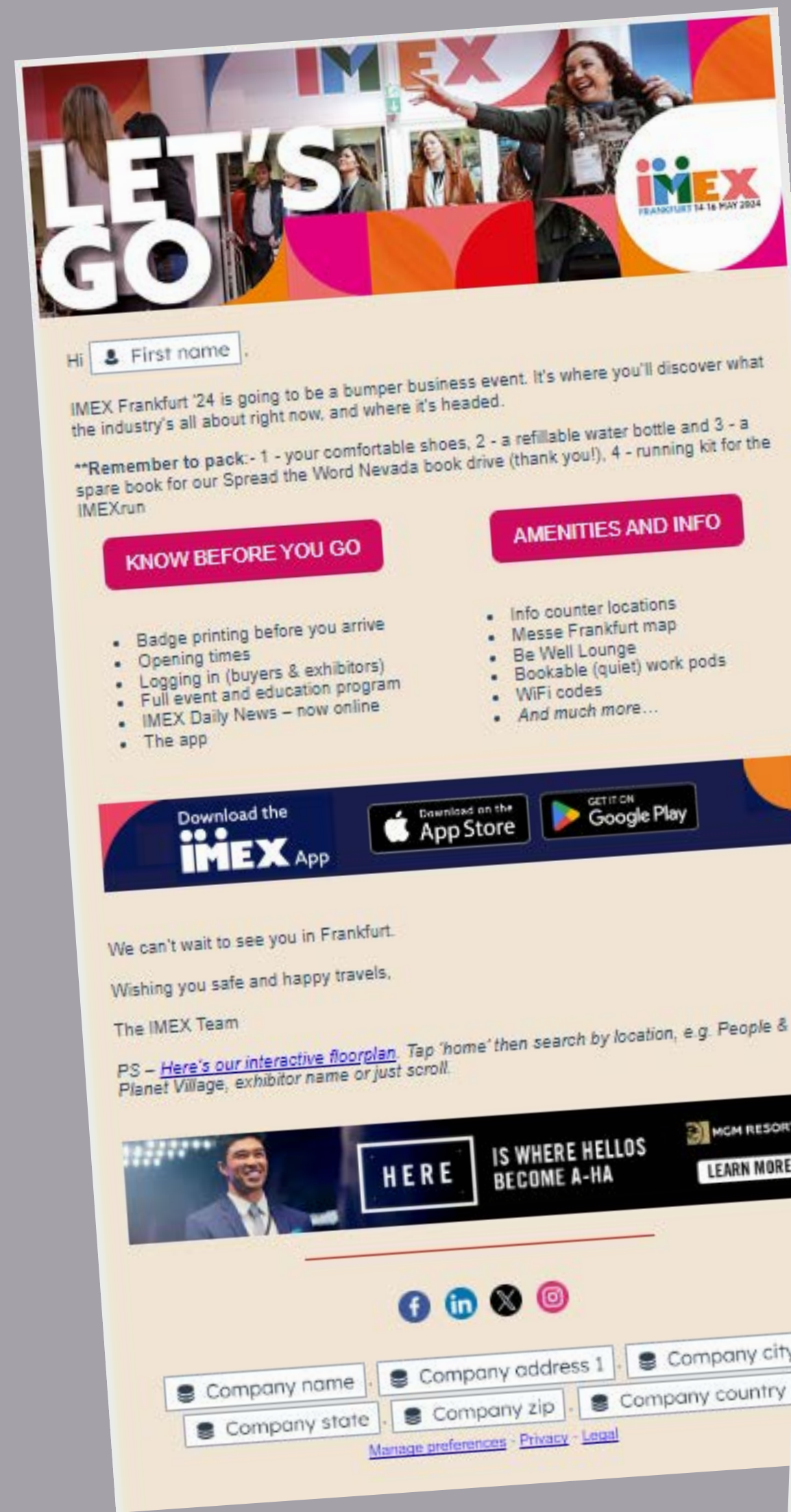
You can now print out your badge ready for the show.

## [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**

**IMEX** FRANKFURT  
14-16 MAY 2024

Messages Notifications Profile

Visit website Education and events Exhibitor Directory My dashboard Quick help guides Floor plan My IMEX account

**singaporeimagine** REIMAGINE BUSINESS AS USUAL  
VISIT US AT HALL 8 STAND C360 [FIND OUT MORE](#)

SEARCH  
Q: By First name, Last name, Positio...

**Filters**

- ATTENDEE TYPE
- BUYER NATURE OF BUSINESS
- ATTENDEE COUNTRY
- BUYER INTERESTS
- COUNTRIES OF OPERATION
- PRODUCTS AND SERVICES

**Delegates**

 <b>성호 조</b> Public Officer Seoul Metropolitan Gov...	 <b>Aagman Baur</b> The Leela Palaces, Hote...	 <b>'AINAA ZULKIFLIE</b> Communication and Bu... SETIA SPICE CONVENTI...	 <b>Aamir Faisal</b> Regional Business Mana... dnata Travel Management
 <b>Aamit Gupta</b> Head - MICE Kanoo Travel	 <b>Aaron Arce</b> Account Director - MICE BCD Meetings	 <b>Aaron Brown</b> Operations Manager, Ev... Maritz Global Events	 <b>Aaron Janofsky</b> Associate Director Committee on Space Re...



# Dashboard **SOLD**

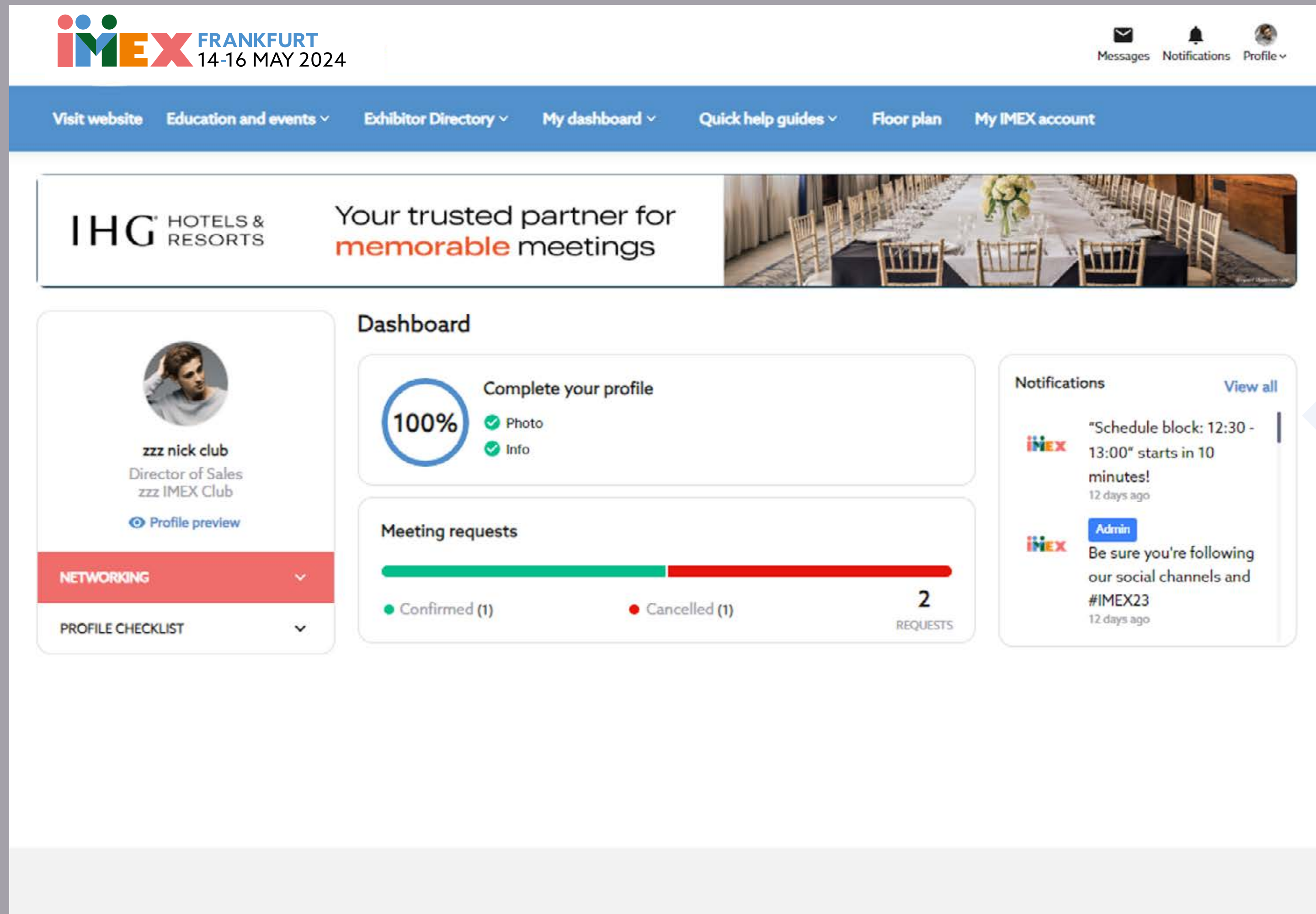
As the first page all **users of our portal** see when they log in, the Dashboard page is a highly valuable location to sponsor.

## 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**

**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**

**WHEN YOU MEET IN DETROIT, YOU GET TO *MEET* DETROIT.**



**visitdetroit**  
BOOTH NO. C250

LEARN MORE

By product name or company na...

**Filters**

COUNTRIES OF OPERATION ▾

PRODUCTS AND SERVICES ▾





















STAND NUMBER ▾

HALL ▾

ALPHABET (A - Z) ▾

**EXHIBITORS** | PRODUCTS AND SERVICES | EXHIBITOR ACTIVITIES

**EXHIBITORS**


 Hall 8   D440 Ollievents	 Hall 8   F440 etc.venues	 Hall 8   F660 Swissotel BüyüK Efes, Izmir	 Hall 8   D320 APHA, ASSOCIATION OF HOTELS AND TOURIST...
 Hall 8   F640 bnetwork 1 Exhibiting partner	 Hall 8   F559 Scenic and Emerald Cruises	 Hall 8   E620 Oman Ministry of Heritage & Tourism 9 Exhibiting partners	 Hall 8   D480 Fairmont Tazi Palace Tangier
 Hall 8   F250 Finland Convention Bureau 12 Exhibiting partners	 Hall 8   F010 Berlin Tourismus & Kongress GmbH 15 Exhibiting partners	 Hall 8   D250 Paris je t'aime - Convention Bureau 26 Exhibiting partners	 Hall 8   G440 TARIFA Poland DMC
 Hall 8   B160 SOUTH AMERICAN TOURS DMC	 Hall 8   B180 JW Marriott & W Panama	 Hall 8   E470 Tüyap Exhibitions Group	 Hall 8   F100 Gorgeous Smiling Hotels // F100-14
			

**REIMAGINE BUSINESS AS USUAL**  
VISIT US AT HALL 8, STAND C360

FIND OUT MORE

singapore singaporecreimagine

**LUFTHANSA GROUP**



**LUFTHANSA ALLEGRI'S ON TOUR**  
Discover the new travel experience on May 23 at the main entrance

Discover Allegris

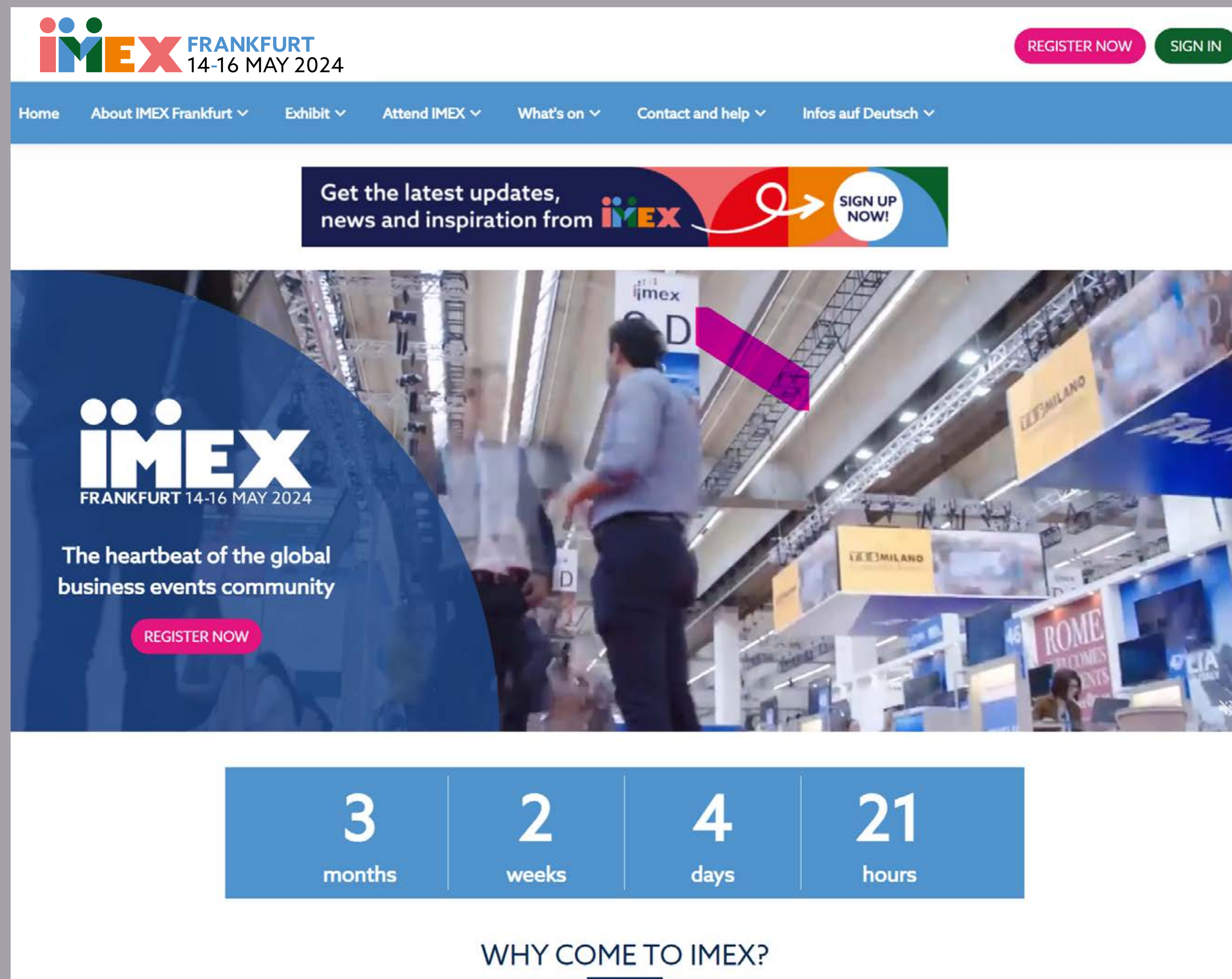
Visit us: Hall 8, F100-11

**YOUR EVENT**  
WE HAVE THE SOLUTION.

It's in Erfurt!

MESSE ERFURT





## 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



728 X 90

### IMEX ACCOUNT

#### Here you can:

- Check the status of your registration

#### Hosted Buyers

- Submit your reimbursement

#### Intermediaries

- Hosted group management

#### Exhibitors

- Booth management
- Register and update team members

IMEX ACCOUNT

### My show dashboard

#### Here you can:

- Create and update your individual profile
- View and manage your schedule
- View and save education and exhibitor events
- Network with other IMEX attendees

#### Buyers

- Book meetings with exhibitors

#### Exhibitors

- Create and update Exhibitor Directory entry

SHOW DASHBOARD

### Register for IMEX Frankfurt

#### Register for IMEX Frankfurt 2024 (attendees and press only)

REGISTER

Have any questions? Check our [FAQs](#) page or contact us:

Call: +44 (0)1273 224957

# 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**

## Daily News Hub emails

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

**Sponsorship cost €5,000**

## 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**

Get the latest updates, news and inspiration from   SIGN UP NOW!



## WELCOME TO THE IMEX NEWS HUB







### Visit St. Pete

Promoted content  
Sample text: With wide-open event spaces, beautiful outdoor venues and the stunning St. Pete Pier, there's no shortage of places to get down to business.


And with 35 miles of sugar-white sand, warm Gulf waters and rejuvenating sunshine, it's easy to add a little sun to the scene. Once the workday is done, experience and explore





 Messages
  Notifications
  Profile

[Visit website](#)
[Education and events](#)
[Exhibitor Directory](#)
[My dashboard](#)
[Quick help guides](#)
[Floor plan](#)
[My IMEX account](#)



Visit us at Hall 8 booth B420  
**Air Ticket Giveaway**

Show Recommendations

SEARCH

Q By name

Filters

TRACKS

TAGS

ROOMS

PROGRAMMES

SESSION LANGUAGE

CMP/CE CREDITS

CSEP APPROVED

MAY 22


MAY 23

MAY 24

MAY 25


Sessions (49)

People and planet




Maritz Global Events Sustainability Challenge, Powered by Heka Health  
Thursday, 25 May 2023  
07:00 - 12:00 | Europe/Frankfurt

People and planet



Stretch your body and emotions  
Thursday, 25 May 2023  
09:15 - 09:45 | Europe/Frankfurt  
Be Well Lounge, Level 9.T, Hall 9

Business practices



IMEX-MPI-MCI Future Leaders Forum  
Thursday, 25 May 2023  
09:30 - 11:00 | Europe/Frankfurt  
IMEX Forest, Inspiration Hub, Stand 9004, Hall 9.0

Trends and research

Technology and innovation

People and planet

## 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**

**IMEX FRANKFURT** 14-16 MAY 2024

Messages Notifications Profile

Visit website Education and events Exhibitor Directory My dashboard Quick help guides Floor plan My IMEX account

**LUFTHANSA ALLEGRISS ON TOUR**

Discover the new travel experience on May 23 at the main entrance and visit us at booth 0.002

Discover Allegris

SEARCH  
By First name, Last name, Positio...

**Filters**

SESSION TAGS

**SPEAKERS (226)** ATTENDEE LIST

**Speakers**

- Adem Braco Suljic  
Managing Director  
MICEBOOST / MEETEX
- Agnes Maignien  
Marketing, Brand & Eve...  
ICCA
- Aileen Crawford  
Glasgow Convention Bu...
- Al Hutchinson  
President  
Visit Baltimore
- Alain Pittet  
Director Geneva Conve...  
Geneva Tourism & Conv...
- Alex Brueckmann  
CEO  
Brueckmann Executive ...
- Alexia Panagiotopo...  
Head of Strategy  
This is Athens
- Alexis Steinman  
Food & travel writer  
Alexis Steinman



# 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