

## What are group appointments?

- ➔ If you have a destination booth of 18sqm or more, you qualify for group appointments during the show.
- ➔ We'll send groups of hosted buyers to visit your booth at pre-scheduled times. The number of groups depends on the total size of your booth.
- ➔ Each group includes around seven to 15 buyers.
- ➔ Each appointment lasts 30 minutes and gives you the chance to showcase your destination or company.



- ➔ Plan engaging activities to bring your story to life. Some buyers may not have considered your destination or company before, so this is a great opportunity to inspire them.
- ➔ You can choose the target markets you'd like the buyers in your group appointments to come from.
- ➔ Hosted buyer group leaders select the exhibitors they'd prefer to meet. We match these preferences and schedule group appointments accordingly.

# Group appointments: Next steps

## ⇒ Step one

Tell us who you want to meet.

Confirm the regions you'd like to buyers to come from.

Complete this before the deadline.

## ⇒ Step two

Review your scheduled group appointments.

We'll email you when they're visible in your IMEX account (in the Exhibitor Events area of your company profile) around five weeks before the show.

Send us your feedback before the deadline.

## ⇒ Step three

Group appointments will appear in the Exhibitor Events area of your company profile around five weeks before the show. We will email you when this happens.

If you'd like colleagues to take part, ask them to block the relevant times in their schedules.

**NOTE:** Once buyer schedules go live four weeks before the show, we're unable to make any further changes.



## Group appointments: Tips for success

- ➔ Organize engaging activities to capture buyers' attention. Buyers enjoy presentations more when they're engaging and fun.
- ➔ Offer refreshments on your booth to welcome each group.
- ➔ Brief your partners on how your presentations will run. For example, who's involved and when.
- ➔ Consider using headsets. Buyers will appreciate being able to hear clearly on the busy show floor.
- ➔ Contact the group leader. Introduce yourself, exchange phone numbers and ask for any information that can help you tailor your presentation to the group.



NOTE: Buyer number in each group may change as we approach IMEX. Occasionally group appointments may need to be altered or canceled.

**Contact us if you have any questions.**