



# BECAUSE THE WORLD NEVER STANDS STILL.

NOW MORE THAN EVER YOU CANNOT AFFORD TO MISS THE ASSOCIATION EVENT OF THE YEAR.

THIS IS YOUR PERSONAL INVITATION.



# FOR BUSINESS IMEX IS A WORLD APART.

The moment you crossed the threshold into IMEX 08 the first thing that struck you was the gleaming landscape of stands, with the rising soundtrack of a thousand business deals being done...

Record numbers - over 15,000 - of hosted buyers, visitors and exhibitors were drawn from around the world to what has become *the* unmissable show in the global meetings and events calendar.

Supporting international associations is very much part of the IMEX success story. Our hugely popular special delegate day dedicated to association issues and insights is followed by countless business opportunities at the exhibition: new ideas, new locations, new deals for association events and congresses.

Our strategy is clear. It's your business we're building.

Attending IMEX 09 will be vital as we continue to develop the global potential of the meetings and events industry.

## 08 HEADLINE STATS

3684

Hosted buyers  
from 58 countries

**RECORD**

8751

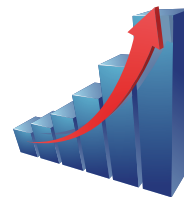
Total visitors  
from 97 countries

**RECORD**

3500

Exhibitors from  
over 150 countries

**RECORD**



“Lots of meetings  
and lots of business”



IMEX ASSOCIATION DAY... IT JUST GETS BETTER

# FRONTIER THINKING THAT INSPIRES YOU.

There's any amount of treasure  
to be found here  
A work in progress  
Recreation for people who like  
to stretch their minds  
Friends from faraway places  
A library of business life  
Clever nuggets of  
information  
Everything is connected  
*An affair of style*  
Put on your travelling  
shoes  
"I was there..."

Every year, more and more association buyers from across the globe gather at our all-day learning and discussion forum, culminating in a networking evening with top exhibitors. Next day, the show starts and business takes centre stage...

Has good business ever been more enjoyable?





"IMEX's long-term investment in New Vision is beginning to pay dividends... in a time of economic turmoil **the resilience and optimism of the industry** were plain to see."

## **ABSOLUTELY INDISPENSABLE.**

The world and its business are experiencing a wave of change. IMEX is strategically placed to ask and answer questions critical to the global meetings industry.

The pioneering IMEX New Vision agenda will push forward in 2009, providing ideas-led innovation, strategies to thrive in today's economic climate and a wellspring of unique insights to address the challenges facing your organisation and your career.

Compelling reasons to get the 09 show dates in your diary NOW.

*Who's exhibiting... National & regional tourist offices, convention & visitor bureaux, hotels, conference centres, cruise lines, technology providers, car rental, golf destinations, airlines, luxury trains, ground agents, exhibition centres, spa resorts, trade associations, destination management companies, event management specialists, transportation companies, trade publications...*



**COME AS OUR SPECIALLY  
INVITED GUEST.  
AND JOIN A SELECT GROUP  
OF TOP ASSOCIATION BUYERS  
FROM ACROSS THE GLOBE.**

**Your Personal Itinerary**

Association guests can choose up to three days at IMEX - the longer the better!

So all free of charge, compliments of IMEX, your trip to the show would comprise:

- Travel to IMEX • ASSOCIATION DAY • Stay in top Frankfurt hotel
- Show/Day One • Stay in top Frankfurt hotel • Show/Day Two • Travel home

Our hallmark hosted programme makes it easy for top decision makers to attend the show. You will be in good company. The programme offers you, as a selected association delegate, complimentary:

- Flights or first class train travel from selected destinations
- One/two nights in 4/5 star central hotel
- Transfers airport-hotel-exhibition
- EXCLUSIVE education programme
- Fast-track access to show
- Hosted Buyer Lounge access
- Dedicated IMEX support team
- Easy online IMEX appointments



**IMEX 09 ASSOCIATION DAY: 25 MAY.**  
SHOW: 26-28 MAY / MESSE FRANKFURT.

Now, more than ever, IMEX is an event too important to miss.

## DEDICATED EDUCATION AND SOCIALISING YOU WON'T GET ANYWHERE ELSE

### Monday 25 May - Sheraton Hotel & Towers, Frankfurt

12:00 Lunch

13:00 **Driving Associations Forward** Delegates can choose one subject in this session and another in the 14.30 session.

- **How to give your conference delegates the best networking experience** High and low-tech tools, psychological principles and concepts, proven good practice and common sense solutions.
- **Adult education and the modern meeting** Is your association losing ground as a source of education for your members? This session challenges your assumptions and gets you thinking in new ways.
- **Communication and PR when times are tough** How does your association deal with bad news? Will your members be faced with distorted versions of the truth? This session will help you develop an effective communication plan.
- **German sessions**
  - Haftungsfragen ehrenamtlicher Vorstände
  - Wie weit beeinflusst Europäisches Recht das Deutsche Recht

14:15 Coffee break

14:30 **Driving Associations Forward repeated, plus...**

- New German sessions**
  - Philantrophisches Fundraising
  - Qualitätsentwicklung in der Vorstandsarbeit Lohnt sich ISO Zertifizierung für Verbände?

15:45 Coffee break

16:15 **Round Table Discussions** Lively debate on key topics (see next page). **Concludes 18.00.**

19:00 **Evening Reception, Intercontinental Hotel, Frankfurt** Meet friends at this enormously popular event.

### Tuesday 26 May

08:45 - 09:45 **ICCA Breakfast Seminar** Creativity – the quest for our industry's holy grail  
(Seminar room, Hall 9, Messe Frankfurt)

09:30 - 10:30 / 16:00 - 17:30 **GCB seminars for German association delegates**

- 09:30 - Parlamentarisches Lobbying für Verbände
- 16:00 - Verbansplanung / Leichtathletik WM 2009 in Berlin

- Association delegates staying for two nights will be invited to exhibitor functions on Tuesday.

"Another inspiring  
experience"

# Everything you need to learn... nothing you don't



## Round table topics

*Delegates can choose two subjects for the 16.15 session*

### Conference sponsorship

How to identify the right sponsors, what to include in the package, where to set the limits, what to charge.

### Membership recruitment and retention

Should incentives be offered to attract or retain members? Case studies of campaigns that really work.

### Event marketing

Creating a marketing plan and selecting the most efficient channels and tools.

### Membership benefits

How members' needs are changing... defining your association's benefits and marketing them effectively.

### Delegates' return on investment

How to anticipate delegates' expectations, meet their needs and measure their satisfaction.

### Conference VAT

Understand how it works, the legalities and how to reclaim your maximum entitlement.

### Educational Programme Development

What to include and what not to, identify the best speakers and tailor your workshop, conference or congress to meet the needs of every level of participant.

### Committee management

Managing and motivating volunteers and communicating with different categories through the most effective channels.

### Relationships with global organisations

UNESCO, WWF, UNICEF, Lions Club, Amnesty International... How to approach them, what to expect from them and how to benefit from them.

### Strategic alliances and partnerships

What are they, what are they for and what can an association get from them?

### Corporate social responsibility

How to make staff more socially responsible, initiatives associations can take, and measuring the benefits.

### Green meetings

Minimising the footprint, becoming more sustainable.

### Fundraising

Money-raising methods and minimising the tax.

### Tradeshows and exhibitions

Establishing the right marketing investment, what formats, frequency and size work best, assessing the challenge of 'virtual tradeshows'.

### EU affairs

How EU institutions affect individual associations, how to approach and deal with them.

### Social marketing & networking

LinkedIn, Facebook, Xing, blogs... choosing a tool to increase association exposure and assessing the potential and limitations of internet marketing.

### Managing conflicts

Avoiding, managing and solving conflicts between parties... does conflict management mean resolution?

### Event insurance

Factors involved, variables to consider, amount to buy.

### Managing professional congress organisers

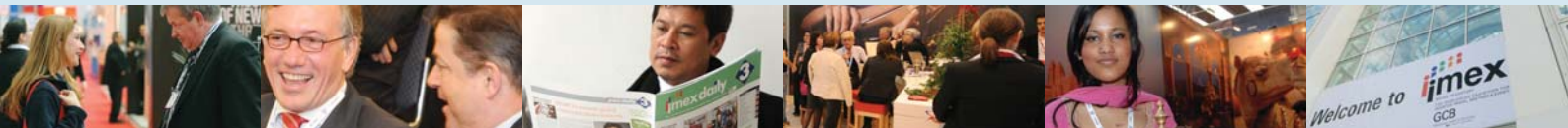
Choosing the right event partner, understanding international contracts, assessing the risks.

### PCOs vs AMCs

Comparing PCOs and Association Management Companies and how they can overlap.

### Association certification

Establishing and expanding certification and accreditation programmes, the benefits, understanding endorsement procedures and limiting liability.



Where do you want to be in a year's time?  
Ahead of the game or standing still?

IMEX is the only event that offers:

- A unique association masterclass that will inspire you
- Education and ideas from a global line-up of leading industry figures
- Networking across the association and exhibitor spectrum
- More business deals and contacts than you ever had before!

IMEX works. Come and be refreshed by the most imaginative, most informative, most businesslike exhibition on the face of the earth.

## IMEX. VITAL INTELLIGENCE.

Contact us for further information on our  
association hosted buyer programme.



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*"A truly magnetic  
show"*



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