



IMEX 2012 Marketing & PR Checklist

There are many opportunities available and actions you can take in order for you to make the most of being seen and heard at IMEX in Frankfurt, and to maximise your profile. Getting buyers attention and engaged with you is a tested way to make your show very productive and successful.

This checklist has been produced to provide you with an overview to marketing opportunities and activities to undertake BEFORE the show to guide you and to ensure you do not miss any key deadlines.

Your stand partners also have access to their own Marketing & PR Checklist in the Exhibitor Zone. Please see the Online Exhibitor Manual for all logistical stand deadlines.

FOR YOUR STAND AND COMPANY PROFILE FOR THE SHOW - AND TO HELP ATTRACT BUYERS

Action (What)	Benefits	Information (How)	Deadline (When)	Date Completed
Register your stand partners.	To allow your stand partners to login to the IMEX website and access IMEX promotional benefits including the Virtual Exhibition (online exhibitor directory) and Show Catalogue entry.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Registering Partners and Staff.	As soon as possible after they are confirmed. Allow them time to complete their entries in the Show Catalogue.	
Complete your free Virtual Exhibition web page.	Your company details live on the website year round, highlighting your services. It will attract IMEX buyers and allow them to make appointments with you. Also allows journalists access to your press releases.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Printed Catalogue & Online Virtual Exhibition Directory Entry. (Your page will be live once approved by IMEX and can be updated at any time up to the show.)	NOW We recommend this done <u>no later</u> than six weeks prior - the first week of April - to allow buyers to make appointments with you.	
Complete your free entry in the Show Catalogue.	Inclusion in the Show Catalogue distributed to all IMEX participants.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Printed Catalogue & Online Virtual Exhibition Directory Entry.	NOW Deadline: 13 April.	



Reserve sponsorship opportunities.	To give your company maximum exposure at the show.	There are a host of opportunities - contact the IMEX sales team.	As soon as possible.	
Submit details of stand events.	Inclusion in the Events at IMEX listing on the website.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Promoting your Stand/Stand Events.	When events are confirmed and by 11 May.	
Invite your own contact list to see you	Invite your key clients to visit you at the show and ensure they have all the information they need to register and to gain access to the appointment system, discounted flights, train travel, car hire and hotel accommodation.	Online by logging in to the Exhibitor Zone of the IMEX website and navigating to Promoting your Stand. Select Request Visitor Invitations.	NOW Allow time for your clients to plan arrangements and take advantage of great rates.	

REQUEST AND PLAN FOR MEETINGS AND GROUP PRESENTATIONS AT THE SHOW

Action (What)	Benefits	Information (How)	Deadline (When)	Date Completed
Access pre-exhibition Contact the Buyers.	Make a targeted selection of pre-registered IMEX hosted buyers.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Contact the Buyers. Check the instructions in this section before making your selection.	From six weeks prior to IMEX. You will be notified by email on the day the facility is live.	
Individual Appointments – continually review your diary and contact the individual buyers who have made appointments with you.	To begin communicating with the buyers who have made appointments with you using the IMEX Diary Messaging Service and to fully prepare for your appointments.	Log onto Exhibitor Zone of the IMEX website and navigate to Promoting your Stand/Marketing & PR Checklist and download the Guide to Online Diary – Individual Appointments.	From six weeks prior to IMEX. You will be notified by email on the day the diaries are live.	
Group Appointments – contact the group leaders of the hosted buyer groups that have appointments on your stand.	To establish contact with the group leader, gain more information on the buyers' profiles and tailor your presentation accordingly.	Online by logging in to the Exhibitor Zone of the IMEX website and accessing your group appointment diary to obtain the group leaders' contact details. For details on how the group appointment system at IMEX works, navigate to Promoting your Stand/Marketing & PR Checklist and download the Guide to Online Diary –Group Appointments.	From six weeks prior to IMEX. You will be notified by email on the day the diaries are live.	



Reserve places at the IMEX Gala Dinner.	Networking opportunity with over 500 IMEX participants. Entertain your key clients at the show.	Online on the IMEX website by selecting What's On and IMEX Gala Dinner. Download the order form from the online Exhibitor Manual.	Deadline: 11 May.	
Meetings Mindset® – Online Performance Center (OPC) live	The OPC helps establish your goals for attending the show such as making new contacts, launching a new service or closing a deal. Once your goals have been set you will receive your own 'toolbox' of practical, mental and physical tips and tools to help achieve them.	Log onto Exhibitor Zone of the IMEX website and navigate to Get the most out of IMEX/Meetings Mindset® OPC.	From six weeks prior to IMEX.	

IMEX SHOW PUBLICATIONS AND PRESS OPPORTUNITIES

Action (What)	Benefits	Information (How)	Deadline (When)	Date Completed
Submit press releases & photos for the Show Briefing.	Possible inclusion of your latest news in the Show Briefing sent out before the show to all hosted buyers and pre-registered visitors with their badges.	Email: sophie.jackson@imexexhibitions.com . Please note inclusion is subject to the editor's discretion.	Deadline: 13 February.	
Submit press releases & photos for the IMEX Daily Paper.	Possible inclusion of your latest news in the IMEX Daily Paper.	Email dailypaper@imexexhibitions.com . Please note inclusion is subject to the editor's discretion.	Deadline: 6 April.	
DON'T FORGET: Complete your free entry in the Show Catalogue.	Inclusion in the Show Catalogue distributed to all IMEX participants.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Printed Catalogue & Online Virtual Exhibition Directory Entry.	Deadline: 13 April.	
Book advertising in the IMEX Show Catalogue.	Prominent exposure in the Show Catalogue distributed free to all IMEX participants.	Online by logging in to the Exhibitor Zone of the IMEX website and navigate to Promotion Techniques/Catalogue Advertising.	NOW Deadline: 12 April.	

Book advertising in the IMEX Daily Paper.	Exposure in the Daily Paper distributed daily to all IMEX participants.	Online by logging in to the Exhibitor Zone of the IMEX website and navigate to Promotion Techniques/Daily Paper Advertising.	As soon as possible. Deadline: 27 April.	
Send out your pre-show press release to coincide with IMEX previews.	Possible inclusion in key trade publications alerting buyers to your presence at the show.	Access the standard IMEX press release online by logging in to the Exhibitor Zone of the IMEX website and navigate to Promotion Techniques/Marketing & PR Guides. Adapt to include your information and send out to your trade press and local press contacts.	As soon as possible.	
Submit details of press conferences and events.	Inclusion in the press events listing distributed to all press attending IMEX.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Promoting your Stand/Stand Events.	Deadline: 4 May.	
Reserve a free media pack display space.	So your media packs are displayed in the Press Centre at the show.	Download the order form by logging in to the Exhibitor Zone of the IMEX website and selecting Promotion Techniques/Media Pack Display.	As soon as possible.	

FOLLOW UP FROM THE SHOW

Action (What)	Benefits	Information (How)	Deadline (When)	Date Completed
Access post-exhibition Contact the Buyers.	Make a targeted selection of IMEX buyers to follow up after the show.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Contact the Buyers. Check the instructions in this section before making your selection.	From three weeks after IMEX. You will be notified by email on the day the facility is live.	