



**iimex10**

**The world's moving faster
but it's easier to keep up.**

Your personal invitation to the meetings event of the year.

*“The most businesslike show
in the MICE calendar.”*



You have to be there.

The pace and change of global business require the sharpest strategies and solutions in response.

A record 15,000 meetings industry professionals found the answers at the 2009 edition of IMEX. Inspired by blue-sky thinking on industry growth and an unstoppable drive for business, more new ideas emerged, more new contacts were made, and more great deals were done than ever before.

The visionary business focus of our 2010 show will strengthen worldwide opinion that IMEX is just what you need to thrive in the current climate.



IMEX has grown every year since launch.

09 numbers

3500 Exhibitors from 157 countries *biggest ever*

3779 Hosted buyers from 60 countries *biggest ever*

8902 Total industry visitors from 97 countries *biggest ever*

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.

“Consistently beneficial to my business – and a thoroughly enjoyable experience!”



And join a select group of top buyers from across the globe. Our hallmark hosted programme makes it easy for top decision makers to attend the show. The programme offers you, as a selected buyer, complimentary:

- Economy flights or first class train travel from selected destinations
- Accommodation in a 4/5 star central hotel
- Transfers airport – hotel – exhibition
- Fast-track access to the show
- Hosted Buyer Lounge access
- Dedicated IMEX support team
- Efficient online IMEX appointments



**IMEX 10:
25-27 May
Messe Frankfurt**

“IMEX couldn't do more to help us do business.”

If there is any exhibition where you can guarantee your time will be spent wisely, it's IMEX.

The IMEX online appointment system lets you plan your time at the show efficiently – allowing you to search for exhibitors, book appointments and make easy contact before the show. We ask all hosted buyers to attend a minimum of four individual appointments per day in addition to the group appointments that we arrange.

To qualify as a hosted buyer, you must be an agency, association or corporate buyer responsible for planning, organising, recommending or making financial decisions for any of these events outside your home country:

Corporate meetings & hospitality, incentive travel programmes, association meetings, conferences, seminars, exhibitions, roadshows, product launches, promotional events, training programmes.





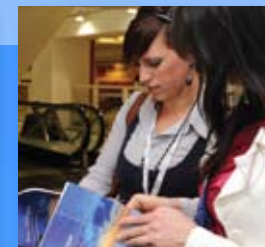
Discover what you don't know.

IMEX New Vision is ideas-led innovation for people who want to stretch their minds... and their careers.

You can take part in a full programme of free educational seminars conducted by high profile speakers in English and German. Unique perspectives on the meetings industry and your role within it include Meetings & Conferences 2020, how to develop your personal brand and a session based on the New York Times bestseller 'Influencer'.

Experts will be on hand to offer one-to-one advice at the Professional Development and Innovation Pavilion, the Tech Tap and in the Corporate Responsibility Centre. Cheerleading the industry from the front, we're set up to take your business and your career to the next level."

"The insights are plenty and invaluable"



To boldly go...

Contact our hosted buyer team
for more information:

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IMEX is the most adventurous show on the planet.

Be enthralled and informed by frontier-thinking on the rapidly-changing world of meetings and events. Find new ways to do business, meet more top people in the global industry than anywhere else.

IMEX gives you the tools and techniques to succeed in challenging times. Attending the IMEX 2010 show will be the best business decision you make this year.

IMEX. In a harder world, a better solution.

The essential worldwide exhibition for
meetings, incentive travel & events

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Apply online using
the web address in
your invitation letter
Apply now!

