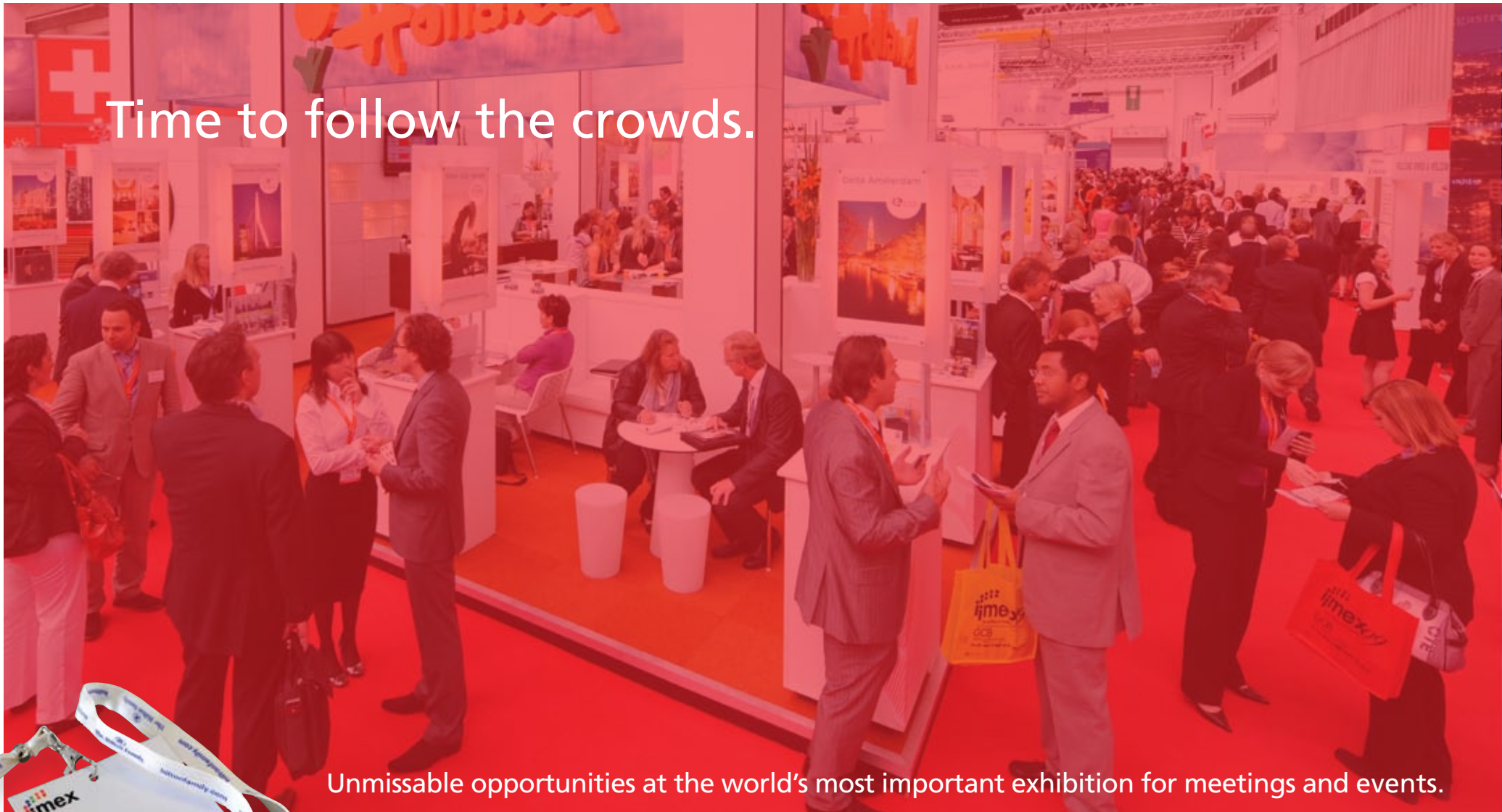


Time to follow the crowds.



Unmissable opportunities at the world's most important exhibition for meetings and events.



# “The leading, biggest and most important show of them all.”



**Exhibiting at IMEX – the most significant show in the worldwide meetings industry calendar – will be the best business decision you make in the next 12 months.**

Arriving on stands at IMEX 2010 will be key decision makers from around the world who plan, organise, recommend or give the go-ahead for these business activities: corporate meetings and hospitality, conferences, seminars, incentive travel programmes, association meetings, exhibitions, marketing events, product launches, roadshows and training programmes.

When it comes to the crunch, IMEX delivers. For meetings and events industry suppliers it offers the best business opportunities on earth. **Come to IMEX 2010 – the one show you can't afford to miss.**

Representing almost 160 countries, IMEX 2010 exhibitors will include...

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

## IMEX seventh heaven

**3779**

hosted buyers from 60 countries

**8902**

total industry visitors from 97 countries

**3500**

exhibitors from over 157 countries



“The value of business we have achieved is now well into the millions.”

Neal Jones, Vice President Global Sales, Europe, Marriott Hotels International

# Buyers defined by quality, guaranteed by IMEX.

“More hosted buyers than ever... there is huge energy around the exhibition hall.”

Denise MacDonald, Director of Meetings, EMEA, InterContinental Hotel Group

Every year the hosted buyer programme attracts more buyers from around the world with real spending power. In 09 buyers from long-haul destinations including the USA, Brazil, China, Russia and India increased by 50% and were joined by thousands of hosted buyers from Europe, including growing numbers from the emerging Eastern European markets. Alongside hundreds of hosted buyers from the strong pharmaceutical category were meeting planners from iconic global brands including Adidas, Porsche, Nike and Sony.

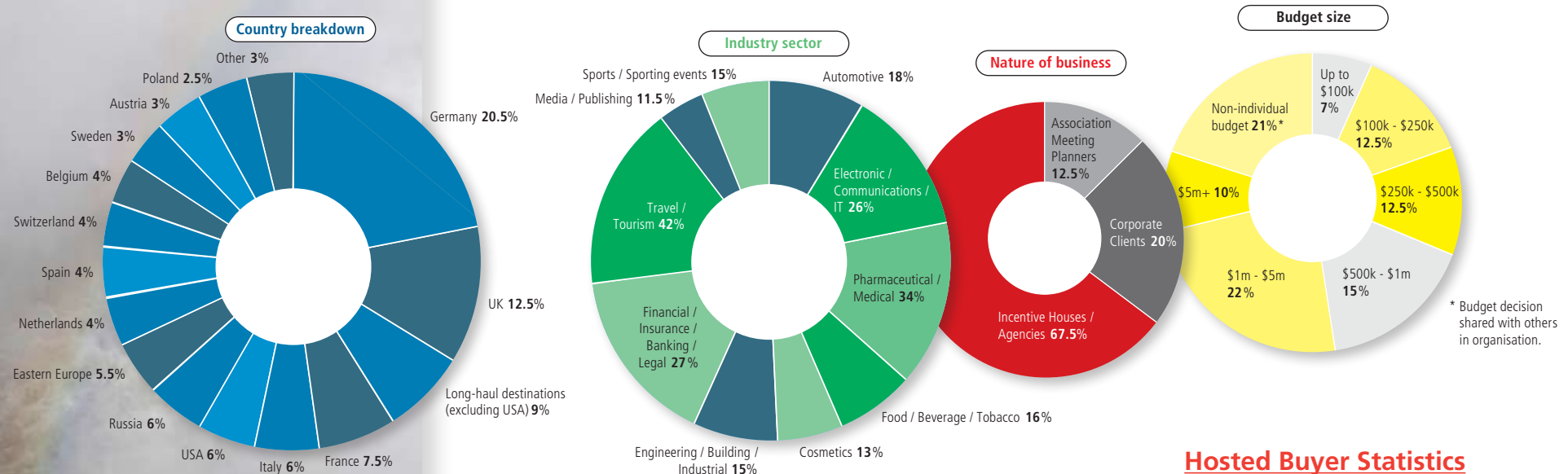
## Associations

Association meeting planners were out in force in record numbers at IMEX 09 with the largest turnout yet for IMEX Association Day – reinforcing IMEX’s reputation as the event of choice for this broad and economically resilient sector.

## German vitality

A total of over 4300 buyers came from Germany reflecting the success of IMEX’s largest-ever marketing campaign in this vital market – a winning formula for IMEX 2010!

## Hosted Buyer Profiles



\* Budget decision shared with others in organisation.

• Figures exceed 100% as multiple answers possible.

## Hosted Buyer Statistics

# Being there is everything. Book now.

[www.imex-frankfurt.com/howtobook.html](http://www.imex-frankfurt.com/howtobook.html)

Our Shell Scheme offers classic clean cut lines, the Space Only option allows full scope for your own creative design.

**Shell Scheme €950 per square metre, plus German VAT at 19%.**

Includes white walls, carpeting in a choice of colours, ceiling grid and fascia board. Furniture, lighting and electricity must be ordered as additional items. Coloured walls at minimal extra cost.

**Space Only €880 per square metre, plus German VAT at 19%.**

Gives you the freedom to create your own stand – and you can build a second storey for hospitality purposes at no extra charge.

**Sponsorship opportunities** – a great way to boost your impact at IMEX. Sponsorships range from huge aisle marker cubes, to cafes at the show, to on-screen advertising and banners on the IMEX website, and you can advertise in the Show Catalogue for as little as €1250.

**Sales team direct: +44 1273 224955**

**Fax: +44 1273 227312**

**[sales@imex-frankfurt.com](mailto:sales@imex-frankfurt.com)**

ENJOY  
YOUR MOST  
EXCITING AND  
PROFITABLE  
DAYS OF 2010.  
TALK TO US  
NOW!

“IMEX offers the whole world in one hall.

A 20-minute walk will take you from Rome, through India and South Africa and then back to Scotland!

A buyer couldn't hope to achieve that otherwise.”

Amanda Henderson, Marketing Manager Europe, Visit Scotland



# Non-stop marketing support.



All IMEX back-up comes to our exhibitors through the year and free of charge. No other exhibition gives this level of guidance and support. Full pre-show advice from the dedicated IMEX team includes a checklist of marketing opportunities and an exhibitor marketing toolkit containing essential material to recruit stand partners and attract buyers to your stand.

## Contact IMEX Buyers

Gives exhibitors direct contact with IMEX buyers before and after the show. You can select buyers based on their criteria or opt for buyers who have already stated their interest in your particular product, service or location when registering for IMEX.

## Virtual Exhibition (online exhibitor directory)

Allows your dialogue with buyers to continue year-round. Your virtual stand is a full page on the IMEX website, including text, logo, image, contact details with a link to your own website. Your events at the show and press releases will feature on your Virtual Exhibition page, in the IMEX events listing and exhibitor press release listing.

## Online Diary

The only buyer-led appointment system with an integrated messaging service in the industry. Linked to the Virtual Exhibition so buyers can make individual appointments with exhibitors. Messaging service gives exhibitors instant contact with buyers who have made appointments. Diary includes a stand location feature allowing buyers to easily find exhibitors they're meeting.

## Online Training

Online training videos on both the Online Diary and the Exhibition Buyers Guide show how to take full advantage of these unique IMEX benefits. A series of webinars highlighting IMEX's online services will take place in the build-up to the show – and the IMEX team will be on hand to discuss any comments or queries.

**Plus Marketing and PR support** including entry in the Show Catalogue, visitor invitations in both English and German for your key clients, your news featured at the editors' discretion in the Show Briefing sent to all registered hosted buyers, visitors and press – and in the Daily Paper, access to the IMEX press list, your at-show events featured in the 'What's On' section of the IMEX website and on plasma screens during the show.

“We made use of all the tools on the IMEX website, which made our planning much easier.”

Marcelo Pedroso, Director of Business and Events Tourism, Brazilian Tourist Board



# To boldly go...

“In terms of IMEX’s green agenda, we are happy to follow where IMEX leads.”

Anil Oraw, Assistant Director,  
Incredible India

“The Politicians Forum at IMEX continues to lead the way in bringing meeting industry issues to the forefront of the political agenda.”

Barbara Maple, AIPC Past President  
and AIPC Academy Chair

Investing energy, ingenuity and resources on finding new ways to do business and drive the global industry forward is the purpose behind IMEX New Vision.

It was standing room only in 09 at our largest educational programme to date as leading experts at over 70 seminars, workshops and forums enthused audiences hungry for knowledge and new ideas.

**New Vision** will continue to push forward with new initiatives launched at the 09 show such as Meetings for Success and Meetings Under the Microscope alongside established projects including the **Politicians Forum** the Future Leaders Forum and the **Green Awards**.

Come and be enthralled and informed by our New Vision programme at IMEX 2010. The show will offer new opportunities for individuals and companies – educational, inspirational and always business-related. You won’t get them anywhere else.



# Convert promise into profits.

## What to do before the show:

- Spending time planning before IMEX will pay dividends when show time comes. Use the IMEX [Exhibitor Marketing Checklist and the Exhibitor Marketing Toolkit](#) and send your stand partners their version of this brochure – to ensure both you and your partners take advantage of every opportunity available.
- Tell people why they should visit you. Mail your prospects and key customers before the show using the free IMEX visitor invitations. Use the Contact IMEX Buyers facility to make a selection of hosted buyers and invite them

to make appointments with you via the Online Diary. Use the Online Diary Messaging Service to contact buyers who have made appointments to check their requirements before your meetings at the show.

- Make the most of pre-show PR and advertising. Let your press contacts know you will be exhibiting at IMEX. Ask for the IMEX press list and send the editors your press releases. Or book ads in preview issues with a 'see us at IMEX on stand...' flag and IMEX logo (available for download on the IMEX website).

- Use the IMEX website. Promote your presence at the show and make sure buyers can make appointments with you via the IMEX Virtual Exhibition. Upload your press releases and at-show events.

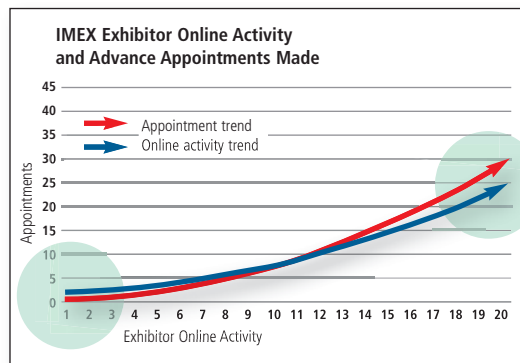
## What to do after the show:

- Follow up with your stand partners. Get their feedback on the show and ensure they have all the information they need to carry out their post-show marketing activity.
- Follow up with contacts you met at the show – and use the Exhibition Buyers Guide to contact those buyers you were unable to meet at the show.
- Follow up on press releases. Contact the editors you sent your press releases to or who visited you on the stand, and tell them about your success at the show. A phone call now could mean a mention in an IMEX post-show review read by thousands.
- Use the IMEX website. The IMEX 2010 Virtual Exhibition will remain live until January 2010 and will be continuously promoted by the IMEX team – take advantage by keeping it up to date with news, images and press releases.

“IMEX will be my premier marketing platform... my best of all exhibitions.”

Paul Stephen, DMC South Africa, Cape Town

Crucial evidence that IMEX exhibitor activity creates buyer interest and action - even before the show - is shown on this chart.



So what are you waiting for? To convert promise into profits, be at IMEX 2010. Confirming your judgement, thousands of top industry buyers will be.

# Feel the buzz.

“ Every year IMEX proves to be a world class and extraordinarily professional show.”  
**Fernando Gorborán, President, AOCA, Argentina**

“ The 2009 edition of IMEX was probably the best ever.”  
**Roger Tondeur, President, MCI**

“ The buzz around the exhibition... it's this constant level of noise that you want to hear.”  
**Didier Scaillet, Chief Development Officer, MPI**

“ The excitement of walking into the hall, and finding quite literally the world presented to you, has not diminished.”  
**Patrick Delaney, Managing Director, Ovation Global DMC, Dublin, Ireland**

“ Every step that IMEX takes is a step in the right direction.”  
**Joyce DiMascio, Head of Business Events Australia, Sydney**

“ Without doubt the best show of the whole year!”  
**Christian Badenhop, Regional Director Sales Europe, World Hotels**

The world's moving faster but it's easier to keep up. The pace and change of global business require the sharpest strategies and solutions in response. Discover the answers at the most stimulating exhibition in the world of meetings and events. Giving you the tools and techniques to thrive in the years ahead.

IMEX. In a harder world,  
a better solution.

