Be our guests on a journey of discovery at IMEX

Frankfurt
19–21 April 2016

“Let’s meet!”

The worldwide exhibition for incentive travel, meetings and events.

“INSPIRATION ON EVERY CORNER”
Why come to IMEX?

Where do the world’s most experienced event planners go to get ideas, contacts and business done?  
The answer: IMEX.

Every spring, the entire international meetings industry comes together in Frankfurt to witness the launch of new products, be introduced to new destinations and make new contacts. All of this takes place in what can only be described as a multi-cultural festival celebrating face-to-face meetings.

A journey of discovery

For anyone whose job involves planning international meetings, events and incentive travel, IMEX is a golden opportunity to go on a journey of discovery away from your desk. Who will you meet? What trends will you learn about? Which corner of the world will unexpectedly turn your head? And what will you do with all those new ideas bursting into clarity?

Best of all...

If you come as a hosted buyer, you’ll be looked after seamlessly by IMEX. Our Hosted Buyer Programme is designed to be as flexible as possible, with your freedom of choice in mind. To hear what other hosted buyers are saying about IMEX, watch our short video.

“IMEX is both Google and Amazon for the Meetings Industry. It’s a search engine and a showroom for network building, knowledge transfer and business exchange. IMEX principally pivots around real people in real places in real time.”

Padraic Gilligan, Managing Partner at SoolNua

To join the IMEX Hosted Buyer Programme, please use the application link in the invitation email from your intermediary.
The IMEX Hosted Buyer Programme is different – here’s why

Coming to IMEX as a hosted buyer is the most efficient way to experience the show and reap its benefits. The IMEX Hosted Buyer Programme has some very appealing, unique qualities to offer, including:

More freedom for you
To give our buyers greater flexibility, we offer a variety of attendance options depending on your circumstances – from day-only to multi-night programmes. Talk to us and we’ll accommodate your needs: we’re here to support you and make sure you have an enjoyable and productive experience. Also, we don’t impose registration or cancellation fees.

Greater choice for you
We believe it’s the quality of the meetings you have at IMEX that’s key. Our online appointment system is designed so that you choose the people you want to meet – we don’t match-make. At IMEX you’ll be able to meet the most senior suppliers in the industry and talk real business.

Other advantages of our Programme:
• Free accommodation, flights and transfers.
• Relax in our exclusive Hosted Buyers’ Lounge.
• Our friendly support team will assist you before and during the show.

“As a professional manager for medical congresses, I can appreciate how exceptionally well the show is organised. IMEX is very impressive with real attention to detail. The appointment system is easy to use and all of my appointments have been very useful.”
Audrey Alloul, Kenes Group, Switzerland

Why you – as an agency, corporate or association executive – should join us, read on…

To join the IMEX Hosted Buyer Programme, please use the application link in the invitation email from your intermediary.
If you’re from an events agency

• **Save weeks of time – while IMEX looks after you.** If you're going to make a lot of appointments to see destinations, venues and suppliers this year, it makes far more sense to meet them all at IMEX, where everyone you need to see will be under one roof. IMEX is a warm and welcoming event, known for its face-to-face business feel-good factor. You’ll see smiling faces, friendly embraces and fascinating places.

• **Stay ahead of the competition.** IMEX is one of the most important dates on the international meetings industry’s calendar. It’s where new destinations and venues are unveiled, new tech innovations are launched and new research is shared. Being part of the scene gives you the most up-to-date knowledge.

• **Learn something new.** Attend one of our seminars or campfires and go home with extra knowledge that you didn’t have before. Topics cover everything from Technology to Marketing, and from Business Skills to Sustainability.

• **Expand your network.** Meet new people who can help make your events happen. A face-to-face meeting is the best way to kick-start a new business relationship and ensure that your event planning makes smooth and steady progress.

“My visit to IMEX has enabled me to discover some great new destinations. One of the highlights of IMEX is being able to walk around the show and meet people from new venues and countries as they catch my eye.”

Angela de Graaf, AD Meetings & Events, Italy

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If you organise events for an association

- **Make life easier for yourself.** IMEX is where the international meetings industry comes together in a three-day whirlwind of culture, creativity and inspiration. Having the world under one roof means that you can meet all the destinations, venues and suppliers you want to talk to in one place. It's a chance to go on a voyage of discovery while getting yourself weeks ahead of schedule at the same time.

- **Meet the exhibitors you're interested in.** We don't match-make appointments – we think it makes more sense for you to talk to the people you're genuinely interested in. Whether you're looking for convention centres, hotels or tech providers; whether you want to go somewhere well-known or supposedly undiscovered; and whether it's an event for 50 or 5,000 people – you get to choose who you see.

- **Meet other association executives.** Thousands of event planners go to IMEX every year, and many of them work for associations – just like you. Meet your peers from different industry sectors from every corner of the globe to compare notes and make useful contacts.

- **Keep your association relevant.** Join us at Association Day and Evening – a tailored day of education and networking for association executives on 18 April. This year's theme is about how to keep your association relevant.

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Association Day and Evening – a dedicated event for association executives

If you work for an association, organising international conferences and events, this is a chance for you to assess how well your association is adapting in an ever-changing world.

How to keep your association relevant

Association Day takes place on 18 April 2016 at the Sheraton Frankfurt Airport Hotel, followed by Association Evening at the Marriott Hotel.

Keep your membership strong

Every year, the day before IMEX starts, over 300 association executives gather for this tailored day of educational sessions and peer-to-peer problem-solving workshops. Throughout the day, issues experienced by associations across all industry sectors are discussed, giving delegates the chance to consider new ideas and solutions, while forging partnerships and making worthwhile connections. We think of it as the coming together of the association event-planning community.

Association Evening

After the educational focus of Association Day, stay on to enjoy an evening of networking with peers and suppliers at our much-loved cocktails and hot buffet reception. It’s loads of fun and a great opportunity to get to know the people you’ve just met a little better.

After Association Day, stay on for more business, networking and education opportunities with the rest of the international meetings industry at IMEX, 19-21 April.

"The session about membership data was particularly useful. As an association, it’s essential for us to attract new members as well as put into place methods of retaining our existing membership. I attend Association Day year after year and always meet interesting people."

Peter Reckling, DBH, Germany

For more information, please contact Natasha Richards at: natasha.richards@imexexhibitions.com
If you organise conferences or events for a company

- **Get ahead of schedule.** Many well-known brand names regularly attend IMEX for this reason: in under three days you can get your event planning underway by making the most of having a huge variety of destinations, venues, airlines and suppliers all in one place, with their diaries at the ready. In short, a trip to IMEX will save you weeks of emails, phone calls and trying to arrange appointments.

- **Breathe new life into your events.** Learn about the latest destinations, new innovations and how to make your event creative, regardless of budget. IMEX is always teeming with thought-provoking ideas – so bring a butterfly net to catch some gems!

- **Need some business support?** Book a one-to-one session with an industry expert or attend a campfire discussion to compare notes with your peers. There are lots of opportunities for learning and problem-solving throughout the three-day show. There's always expert help at hand at IMEX.

- **Meet new people.** IMEX provides a golden opportunity to meet peers and suppliers and make lots of useful new contacts. Meeting people face to face is a great springboard to develop new business relationships – as well as making new friends!

- **Choose a job that you love and you'll never work a day in your life.** This is the theme of this year's Exclusively Corporate @IMEX – a tailored education and networking event for corporate meeting planners on 18 April.

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Exclusively Corporate @IMEX
– an education and networking event for corporate meeting planners

This is a valuable opportunity to join other corporate meeting planners from around the world for a tailor-made day of education and networking.

Choose a job that you love and you’ll never work a day in your life

Exclusively Corporate @IMEX takes place on Monday 18 April 2016 at Villa Kennedy in Frankfurt.

Kick off the event the evening before (Sunday 17th) with a networking dinner. The following day, join peers from around the world for breakfast, before taking part in a day of fun and interactive education.

Your career, your industry

In these sessions we’ll be putting the spotlight on meeting and event planning as a career, and exploring what it means to be a professional in an industry that’s finding its voice as an important contributor to society at all levels.

Educational sessions and networking opportunities will focus on building your personal brand, demonstrating your value within your organisation, doing your job better and faster, building relationships with other corporate meeting planners and sharing best practice.

The evening concludes with a choice of networking dinner options, before IMEX opens for three days of business, contacts and inspiration on 19 April.

For more information, please contact Donna Fung at: donna.fung@imexexhibitions.com
If this is your first time at IMEX...

Here are 5 things you should know:

1. Don't worry, we'll look after you. Our Hosted Buyer team is there for you both before and at the show. If you need anything, just ask – they're there to help you.

2. We’ll take you on an on-site guided tour before the show starts. This will help you get familiar with your surroundings and remember where key stands are. It’s also a good opportunity to meet other hosted buyers and get to know a few people.

3. Make time to take advantage of an IMEX seminar or campfire on a subject relevant to you. Choose from 10 tracks of education including Personal Development, Marketing, Business Skills and Sustainability.

4. Bring comfy shoes for the daytime and party shoes for the evening. The world is a big place, even at IMEX, so be prepared to do some walking between appointments. But don’t forget your party shoes, as there’ll be no shortage of dining and dancing taking place in the evenings!

5. With coffee and refreshments on almost every stand, and the opportunity to discover foods from every corner of the world, we recommend you don’t eat too much the week before you come. If you do, don’t panic – you can always join in the IMEXrun...

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If you’ve been to IMEX before...

Here are 5 things we’d recommend you try this time:

1. Attend one of our educational seminars or campfire discussions. Our topics cover everything from Personal Development to Technology and Marketing. Listen to experts or exchange ideas with peers, and go home having learned something new.

2. Attach an RFP or event profile when you make appointments. This will allow you to save a lot of initial explanation time when you sit down face to face with exhibitors – making your show experience even more efficient.

3. Enjoy a little ‘me’ time and take advantage of our Wellbeing programme – visit the Meditation Room or get physical on the IMEXrun.

4. Try out Association Day or Exclusively Corporate @IMEX – these two educational events are held the day before IMEX and are each attracting a growing number of attendees every year. Come along and find out why they’re proving so popular.

5. Bring a friend! You’ve been to IMEX and you know what a great event it is – but do your colleagues know what they’re missing out on? Introduce a friend to IMEX and help create even more meaningful connections.

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