



IMEX 2011 Marketing & PR Checklist

This checklist has been produced to provide you with a quick guide to marketing opportunities at IMEX 2011 and to ensure you do not miss any key deadlines.

Action (What)	Benefits	Information (How)	Deadline (When)	Date Completed
Reserve sponsorship opportunities.	To give your company maximum exposure at the show.	Contact the IMEX sales team.	As soon as possible.	
Complete your free Virtual Exhibition web page.	Your company details live on the website year round. Allows IMEX buyers to make appointments with you. Allows press 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 from January 2011 and can be updated at any time during 2011.)	As soon as possible and at least six weeks prior (approx 13 April 2011) 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.	As soon as possible & by 15 April 2011.	
Order free of charge visitor invitations to send out to your key clients.	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, car hire, hotel accommodation and train travel.	Online by logging in to the Exhibitor Zone of the IMEX website and navigating to Events and Promoting the Stand. Select Request Visitor Invitations .	From 14 January 2011.	
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.	By 14 February 2011.	
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 Events & Promoting the Stand/Promotion Techniques/Marketing & PR Guides. Adapt to include your information and send out to your trade press and local press contacts.	By 24 March 2011.	
Reserve a free media pack display space.	So your press 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 Exhibitor Manual. Or use the fax back form in the Exhibitor Manual.	As soon as possible.	



Action (What)	Benefits	Information (How)	Deadline (When)	Date Completed
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.	By 8 April 2011.	
FINAL REMINDER: Complete your free Virtual Exhibition webpage.	Your company details live on the website year round. Allows IMEX buyers to make appointments with you. Allows press to access 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 from January 2011 and can be updated any time during 2011).	As soon as possible and at least six weeks prior (approx. 13 April 2011) to allow buyers to make appointments with you.	
Access pre-exhibition Contact the Buyers.	Make a targeted selection of IMEX 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.	
Group and Individual Appointments – continually review your diary and contact the group leaders or 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.	Use the Diary Messaging Service in your diary. For details on how the appointment system at IMEX works select A Guide to Appointments from Stand Diary.	From six weeks prior to IMEX. You will be notified by email on the day the diaries are live.	
FINAL REMINDER: 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.	By 15 April 2011.	
Book advertising in the IMEX Show Catalogue.	Prominent exposure in the Show Catalogues distributed free to all IMEX participants.	Online by logging in to the Exhibitor Zone of the IMEX website and selecting Exhibitor Manual. Or use the fax back form in the Exhibitor Manual.	By 14 April 2011.	
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 selecting Events & Promoting the Stand/Promotion Techniques. Or use the fax back form in the Exhibitor Manual.	By 29 April 2011.	
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 Events & Promoting the Stand.	By 6 May 2011.	
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 Events & Promoting the Stand/Stand Events.	By 11 May 2011.	



Action (What)	Benefits	Information (How)	Deadline (When)	Date Completed
Reserve places at the IMEX Gala Dinner.	Networking opportunity with over 500 IMEX participants. Entertain your key clients at the show.	Online by selecting What's On and IMEX Gala Dinner. Or use the fax back form in the Exhibitor Manual.	By 13 May 2011.	
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.	



The IMEX Online Diary

The guide below will help you make the most of the IMEX Online Diary.

Individual Appointments

All stand partners have the opportunity to benefit from Individual Appointments.

How Individual Appointments work and what you need to do

You, your stand co-ordinator, all hosted buyers and selected pre-registered visitors will be given access to the Online Diary approximately six weeks before the exhibition. We will inform you, via email, when it becomes available.

We encourage all buyers to make Individual Appointments with exhibitors. Hosted buyers are required to make at least four Individual Appointments per day. All buyers are directed to the Virtual Exhibition on the IMEX website to search for exhibitors and make appointments with them.

Action: Complete your complimentary Virtual Exhibition webpage with up to 250 words of text, company logo and up to 4 pictures (as soon as possible and at least six weeks before the exhibition). It is important that you complete the Countries of Operation and Product Categories carefully as these are the criteria that buyers use when searching the Virtual Exhibition to make appointments.

You will be given access to the Contact the Buyers facility, which contains the contact details and demographics of all hosted buyers (who have agreed to be contacted by third parties), approximately six weeks before the exhibition. We will inform you, via email, when it is available.

Action: Use the Contact the Buyers facility to make a targeted selection of buyers and invite them to make Individual Appointments with you at the exhibition. To help make your promotions as effective as possible we advise you to:

- **Use the Make an Appointment link in your invitations – this will direct buyers straight to your Virtual Exhibition page and Online Diary.**
- **Use the Buyers Interested In Me facility. This is a list of buyers that are interested in the Countries of Operation and Product Categories you have already chosen.**
- **Where possible send your buyer invitations by post rather than by email – this is proven to be a more effective form of communication.**

- **Check the instructions and terms and conditions in the Contact the Buyers facility carefully before making your selection.**

Action: Periodically check your Online Diary for new Individual Appointments. To make each appointment as effective as possible we advise you to:

- **Use the Diary Messaging Service to contact the buyers who have made Individual Appointments with you to discuss any specific requirements in advance.**
- **Ask for the buyer's mobile phone number and give them yours so you can contact each other easily at the exhibition.**
- **Complete the 'Where to Find Me' section of your Online Diary. This is a short description you can add to your diary that will inform buyers of what they should do on arrival at your stand e.g. go to the reception desk. It will be printed in the diary of buyers who have appointments with you.**

Action: Before the exhibition, make sure that you have allocated each Individual Appointment to your registered stand staff (if applicable). The name of your staff that will be responsible for the appointment will appear in the buyer's Online Diary and they will ask for this person when arriving on your stand.

Important Points

Buyers will be receiving hundreds of communications from IMEX exhibitors before the exhibition. It is therefore very important that you make a targeted selection of buyers from the Contact the Buyers facility and consider your method of communication carefully to ensure you stand out from the crowd. If sending emails to buyers keep them short and to the point.

If you have been in contact with buyers outside the IMEX Online Diary and have blocked time in your diary for an appointment with a buyer as a result – the buyer will not automatically have this information in their diary. It is safer to ask the buyer to make an appointment with you via the IMEX Online Diary to ensure both your Online Diaries have the same information about the appointment.

Individual Appointments are made directly between the buyer and yourself through the Online Diary. It is essential to contact the buyers that have made Individual Appointments with you before the start of the exhibition to ensure that your Individual Appointments are a success.



Group Appointments

Stands **over 18sqm** have the opportunity to benefit from Group Appointments. Groups of buyers will visit your stand at a pre-scheduled time, led by their group leader or an IMEX hostess.

How Group Appointments work and what you need to do

Intermediaries (who invite and escort the hosted buyer groups) are asked to select up to five destinations that their hosted buyer group would be interested in visiting, and stand co-ordinators are asked to select the countries from which they would like to receive hosted buyer groups.

We will then match the selections of both intermediaries and stand co-ordinators and schedule the Group Appointments. Stand co-ordinator selections will be given priority.

Action: Once your stand co-ordinator has approved the Group Appointments you will be able to view them in the Online Diary when you have logged in to the IMEX website. Please note that stand co-ordinators are given the option to remove Group Appointments from stand partner Online Diaries.

Group Appointments will be online approximately six weeks before IMEX 2011.

Action: To make sure your Group Appointments are as successful as possible, we advise you to do the following:

- Ask your stand co-ordinator what type of hosted buyers (e.g. incentive houses, corporate buyers etc) will be attending the Group Appointment, and if they have any special requirements.
- Ask your stand co-ordinator how the Group Appointments will work on your stand e.g. will you be given the opportunity to take part in a presentation to the group?

Important Points

Once the Group Appointments are online (approximately six weeks before IMEX 2011), IMEX is unable to make any changes to them.

Group Appointments are named in your Online Diary as the intermediary who invites and escorts the hosted buyer group. For example a hosted buyer group invited and escorted by the Marriott International UK sales office will be listed as 'Marriott International UK' in the Online Diary; or a hosted buyer group invited by CIM magazine in Germany will be listed as 'CIM Germany'.

Group Appointment selections are made by intermediaries and not the individual hosted buyers within a particular group. Therefore the individual hosted buyers within the group may not have considered your destination or company before so Group Appointments are an opportunity for you to promote your destination/services and increase potential new business.

Only stands over 18sqm will receive Group Appointments.

Stand co-ordinators are given the option to remove Group Appointments from stand partner Online Diaries.