

IMEX 2012

The Essential Worldwide Exhibition for Meetings and Incentive Travel

Frankfurt, 22-24 May 2012

Exhibition profile and booking options

VisitEngland is delighted to invite you to be part of the **England** Pavilion at the 10th IMEX Frankfurt from Tuesday 22 – Thursday 24 May 2012.

Event Profile

- IMEX is a three-day exhibition for the global meetings and incentives industry
- In 2011 this leading exhibition attracted a record **8944 key decision makers** from 68 countries
- Visitors to the show are responsible for business travel, conventions, conferences and meetings, corporate hospitality, incentive travel, international congresses, product launches, special events, staff motivation and training programmes
- 3500 exhibitors from 157 countries in 2011
- Visit www.imex-frankfurt.com for more statistics and testimonials

Hosted Buyers

The IMEX hosted buyer programme plays a huge part in the success of IMEX ensuring that carefully selected and qualified key buyers attend the exhibition.

- A record 3887 international hosted buyers attended IMEX in 2011 from 68 countries
- Hosted buyers commit to a minimum number of pre-scheduled group appointments with exhibitors arranged by the show organisers
- In addition all hosted buyers commit to booking at least 8 additional appointments with exhibitors via the IMEX website providing targeted business opportunities
- In 2011 online, individual and group appointments rose to 57,000

Non-hosted Buyers

- IMEX 2011 attracted 5057 non-hosted buyers from 81 countries

THE OPPORTUNITY

In 2012 VisitEngland will co-ordinate the **England branded** pavilion at IMEX. This will provide an opportunity for English destinations, venues and other English suppliers to target the lucrative business events market at one of the world's largest business events trade shows. The England pavilion is in a prime location in the centre of the exhibition hall in the UK & Ireland zone.

You are invited to take one of the following options in the England pavilion:

- a full partner booth
- share of a booth with a partner of your choice or matched by VisitEngland



The pavilion will consist of partner booths for each partner (see below), a meeting/networking area which is used to entertain hosted buyer groups and a fully serviced hospitality bar.

The contact details of buyers who visited the England pavilion throughout the exhibition will be supplied to stand partners post-show for their own personal follow up.

Full and shared partner booths

Each partner purchasing a full or shared partner booth will receive:

- Dedicated area on the perimeter of the stand with meeting table, header board, lighting, lockable storage cupboard, UK power point and 32" plasma screen

A **full partner booth** consists of a minimum of 4 square metres of stand space, 2 chairs and a 1 metre square panel holding a 32 inch plasma screen to display your artwork.
2 delegates allowed on the stand at any one time.

A **shared partner booth** will consist of a minimum of 2 square metres of stand space and a 1 metre square panel holding a 32 inch plasma screen to display your artwork (images will alternate between you and your exhibiting partner). **1 delegate will be allowed on the stand at any one time.**



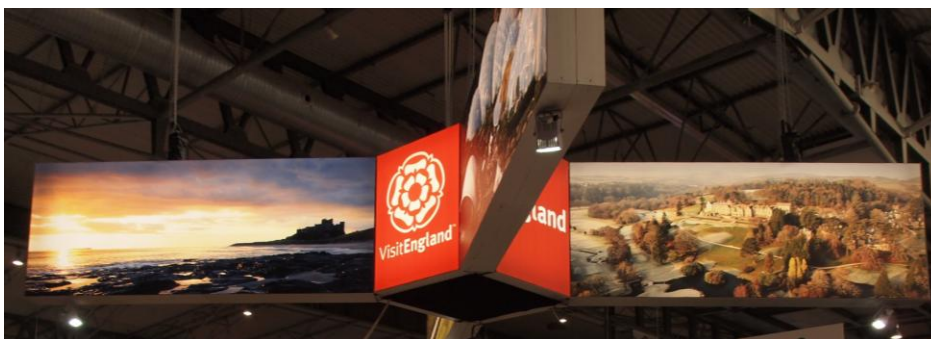
Images above show partner pods and plasma screen on VisitEngland stand.

- Platform for hosting your own events on the England stand – the England stand provides a fantastic opportunity for you to host your own presentations and events
- Personalised page on the IMEX website - your company description, contact details, company press releases and your logo. This remains online and visited year-round by buyers.
- Free entry in the official IMEX show catalogue
- Online diary of pre-scheduled appointments and a schedule of targeted group appointments to the pavilion
- Access to a selection of IMEX buyers to target before and after the show. This is an ideal way for exhibitors to promote their presence and encourage buyers to select appointments with them. Exhibitors also have the opportunity to target a selection of buyers for follow up communication during the three weeks after IMEX
- Opportunity to order free of charge visitor invitations via the IMEX website to send to your key clients
- Seminars and social networking opportunities (eg IMEX Gala Dinner)
- Dedicated IMEX contact to assist with all aspects of preparing for the show

Additional opportunities

We will once again be displaying the overhead light boxes used for EIBTM 2011 (see below) and are **available to sponsor at a cost of £2400 per light box (two sides).**

If you are interested in sponsoring one of the light boxes please contact Cheryl Bristow.



On-Stand Events

We encourage partners to make use of the stand to host a reception, a launch, entertainment or events. Please do send details of the event you would like to host and the time and we can schedule it into the overall stand diary.

Internet connection can be supplied to your booth for an additional cost.

Costs for IMEX 2012

- Partner booth £6,300 + VAT
- Shared partner booth £4,200 + VAT

Optional:

- Internet access £150 + VAT

The booking deadline is **Friday 17th February 2012**.

If you would like to participate, please refer to the enclosed Booking Form and Terms & Conditions, and complete and return the enclosed booking form to *Simon Gidman, Head of Business Visits and Events, VisitEngland, 1 Palace Street, London SW1E 5HX* or fax to 020 7578 1401.

If you have any queries, please contact Simon Gidman on 020 7578 1442 or simon.gidman@visitengland.org

Book a full booth now for IMEX, IMEX America and EIBTM and receive a 10% discount!

IMEX America – <http://www.imexamerica.com/>

EIBTM Barcelona – <http://www.eibtm.com/>

IMEX, IMEX America & EIBTM	£16,560+vat	(official cost £18,400) – 10% discount
IMEX and EIBTM	£11,970+vat	(official cost £12,600) – 5% discount
IMEX and IMEX America	£11,495+vat	(official cost £12,100) – 5% discount

IMEX Frankfurt (22-24 May 2012)

Booking Form

(Please print clearly)

Title (Mr/Mrs/Ms)

First name

Last name

Job title

Organisation

Accommodation suppliers – from 1 Jan 2006 all accommodation promoted by VisitEngland must have a quality assessment rating awarded by either VisitEngland or the AA.

Please state which partner your accommodation has been Quality Assessed by*

Address

Town/City

County

Post code

Direct telephone

Direct fax

Email

Website

Insert name of main
IMEX contact and email
if different from above

Invoice address (if different from above)

An invoice will be issued at the appropriate time and VisitEngland's normal payment terms and conditions apply.

*To find out how to get your accommodation quality assessed call the Quality in Tourism Team on 0845 300 6996 or qualityintourism@gslglobal.com

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IMEX 2012, Frankfurt (22-24 May)

I would like to book the following:

(please tick)

Full partner booth cost £6,300 + VAT

Shared partner booth cost £4,200 + VAT

Please state sharing partner if known

Note: Sharing partner will also need to complete a booking form

IMEX, EIBTM & IMEX AMERICA £16,560+VAT

IMEX and EIBTM £11,970+VAT

IMEX and IMEX America £11,495+VAT

Optional extras for IMEX (*subject to availability)

Internet access £150 + VAT

Sponsorship of overhead lightbox £2,400 + VAT

TOTAL

I have read and accept the Terms & Conditions below

Authorised signature

Name

Date

This information will be held on the tourism database of VisitEngland. Your details may be passed on to other contacts & organisations in the UK and elsewhere to promote England as a whole.

If you do not consent to the holding or processing of your data by VISITENGLAND, please tick this box

If you do not consent to VISITENGLAND passing your data to other organisations and contacts please tick this box

If you do not consent to VISITENGLAND passing your data to other organisations outside the EU please tick this box

Please return to:

**Simon Gidman, Head of Business Visits & Events, VisitEngland, 1 Palace Street, London SW1E 5HX by Friday 18 February 2012.
F: 020 7578 1401. E: simon.gidman@visitengland.org**

**BOOKING CONDITIONS
FOR VISITENGLAND ORGANISED TRADE EVENTS AND FOR COMPANIES
PURCHASING SPACE ON A VISITENGLAND CO-ORDINATED STAND AT A TRADE OR PUBLIC FAIR**

1. Applicants wishing to make an application to reserve space at a VISITENGLAND organised trade event or on a VISITENGLAND co-ordinated exhibition stand at a trade or public fair (both hereafter referred to as "the Event") must have been trading for a minimum of two years at the date of commencement of the Event and, if VISITENGLAND so requests, shall supply proof of this. No applications will be accepted from Applicants who are unable to demonstrate to VISITENGLAND's satisfaction that they have been trading for two or more years. In addition English Language Schools must be accredited by the British Council or English UK and accommodation providers must be graded under the VisitEngland, or AA Quality Schemes.
2. VISITENGLAND reserves the right at its sole discretion to reject an application if the Event is over subscribed or if it considers that any Applicants' products are not compatible with the theme of the Event.
3. The Applicant shall not use its participation in the Event to promote any tourist destination outside the United Kingdom except that the Applicant may, in certain circumstances and always with the prior written approval of VISITENGLAND, promote the Republic of Ireland as well as Northern Ireland.
4. VISITENGLAND reserves the right at its sole discretion:
 - i) to withdraw its acceptance of a booking if the participation charge has not been received in full prior to the commencement date of the Event;
 - ii) to cancel or to change the date(s) and/or the venue of an Event.

In the case of (ii) VISITENGLAND's total liability shall be limited to refunding the participation charge or any part of it which has already been paid to VISITENGLAND by the Applicant **except** that no such refund shall be due where the Event has been cancelled or the dates and/or venue changed for reasons beyond the control of VISITENGLAND, including, but not limited to, fire, flood, natural disaster, Act of God, industrial dispute, interruption or failure of utilities, war, hostilities or act of terrorism or anti-terrorism measures.
5. Applications may only be cancelled before 25 February 2012. Otherwise in the case of cancellation by the Applicant, VISITENGLAND reserves the right to impose such charges as are necessary to cover costs incurred as a result of the cancellation. VISITENGLAND will attempt to re-sell the space but if unable to do so prior to the commencement date of the Event, the Applicant shall be liable for 100% of the participation charge.
6. Where the Applicant has made a booking to include the attendance at the Event of two representatives and subsequently notifies VISITENGLAND that only one representative will attend, the Applicant may be liable to pay a percentage of the costs incurred by VISITENGLAND as a result of the cancellation.
7. Applicants may not assign their booking or sub-let space allocated to them without the prior written consent of VISITENGLAND.
8. VISITENGLAND reserves the right to determine the overall layout of the Event generally and the allocation of space to Applicants.
9. Upon acceptance of the Applicant's booking, VISITENGLAND will provide each Applicant with deadline dates for the receipt of information required by VISITENGLAND to organise the Event. VISITENGLAND shall use reasonable efforts to accommodate any requests by the Applicant received prior to the deadlines but shall be under no obligation to accept or act on any information or requests received thereafter.
10. VISITENGLAND shall act only in an advisory capacity for the Applicant with regard to arrangements for hotels, transportation, restaurants and any other services and accepts no liability whatsoever for (a) any injury, damage, death, loss, accident or delay to any person or property arising from any act, omission, representation, contractual failure or default of any corporate or individual service provider used by the Applicant in connection with the Event; or (b) any damage, loss or delay suffered by the Applicant caused by circumstances beyond the reasonable control of VISITENGLAND including, but not limited to, industrial action, fire, flood, riot, governmental or other regulation, civil commotion, malicious damage, terrorist acts, weather or Act of God; or (c) any loss, injury, theft or damage of any kind to any of the Applicant's property.
11. The Applicant hereby indemnifies VISITENGLAND against all liabilities, costs, claims, demands, actions, damages or proceedings arising from damage to property or persons caused or alleged to have been caused by the Applicant, its servants, agents, contractors or invitees.
12. The Applicant shall ensure that it is fully covered by insurance including Public Liability, All Risks on its property and Employer's Liability. The period of liability of the Applicant shall be deemed to run from the time the Applicant or any of its servants, agents or contractors first enter the Event venue and to be continued until all its exhibits and property have been removed.