



How to promote yourself and your brand before IMEX

- **Prepare for your appointments in advance:** Review your appointments carefully and any additional information that the buyer may have uploaded regarding the appointment (such as RFP documents). Look up the buyers' profiles in the system and on LinkedIn in advance to help you make the most of the time you have face to face.
- **Make it personal – maximise your individual profiles:** Be sure you and all your staff upload headshots to your profiles. *People want to do business with people.*

Add your job title and description of responsibilities to help buyers select the correct member of your team.

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- **Exhibitor Directory:** Complete your company description, complete with logo, images, video, brochures and social media links. Make sure as many sections of the profile are completed as possible. Ensure you complete your product and service categories correctly. *Give the buyer every reason to book an appointment with you.*

Coordinators should ensure all partners complete the above steps as partner companies are linked, visibly to coordinator accounts.

Looking for an appointment shortcut link? Simply click on 'Profile Preview' and copy the link from your browser

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- **Products and Services:** upload relevant products and services so that you can be found in the new Products and Services search.

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- **Attendee List:** Exhibitors can favourite buyers in the attendee list and use this as a filter for marketing. It is not possible to send the same message to multiple buyers. This is by design. You may message as many buyers as you like, individually but these should be personal, targeted messages to the buyer themselves.

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- **Recommendations:** Pay attention to recommendations made by the system. You are far more likely to receive responses from buyers whose preferences match your products and services.

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- **Leads Dashboard:** pay attention to those buyers who are favouriting your company or individual profile, products and services. You can message them directly.
- **Exhibitor Activities:** If you are planning any stand activities (e.g. presentations) or special on-site promotions (e.g. giveaways/competitions), be sure to add these under Exhibitor Activities. Buyers can then sign up to attend, you'll be able to see their details and even message them. You can also send out the link to buyers both in the system and outside (e.g. via email/ social media).

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- **IMEX App:** Download the IMEX app and familiarise your staff with it in advance. Practice scanning badges, messaging and managing your schedules. Coordinators can see an overview of company appointments via the desktop web portal.
 - We'll be in touch to let you know when the app is available for download.
- **Onsite Lead Scanning:** make sure as many of your staff as possible use the lead scanning tool in the app – all onsite and online leads will appear in the leads dashboard – making follow-up easier. This is available **for free**, for all exhibitors.
- **Feeds:** this feature works a little like LinkedIn. Create posts with text, video and photos. Any buyers that have favourited your profile will see your posts in their personalised feed. *(We recommend a focus on relevant content, rather than direct sales pitches in this area).*
- **QR codes:** the system will automatically generate QR codes for each of your products and services and your individual and company profile– use these at the show
- **Promotion beyond our system:**
 - Promote your attendance via LinkedIn – [use our banners](#)
 - Share a link to your exhibitor directory in your email signature, on social media and via email – click on 'Profile Preview' and copy the link from your browser
 - Share links to your stand activities/special on-site promotions on social media/via email – [see how](#)