



IMEX 2014

IMEXGroup has been an expert in the worldwide meeting industry since 2002, providing concepts for incentive travel, meetings and events through extensive international Large scale international exhibitions to attract thousands of first-rate buyers from the global association, corporate and agency sectors.

The IMEX exhibitions in both Frankfurt, Germany and Las Vegas, NV aim to aide connections between businesses, exhibitors, and buyers. At the event in Frankfurt in May, **3,500 exhibitors** from almost 160 countries came together to meet with hosted buyers and marketers. The fourth Las Vegas show this October at the iconic Venetian Hotel brought **10,000 total attendees** and 2,900 hosted buyers, to participate in 63,000 group appointments.

challenge

The IMEX shows are different from many events and conferences in that there are abundant various education sessions and discussions across the show floor. The IMEXGroup social team has made a strategic push to be agile and engaging to help attendees get the best experience out of the show. IMEX provides participants with all the components to create great user generated content. The challenge for the team in 2014 was to leverage all of their social efforts both on and off the show floor.

solution

Beyond kicking off new social channels on Twitter, Facebook, and YouTube, IMEX took their fan interaction to the next level with the inclusion of an online social hub and on-site branded social displays throughout the education rooms and the exhibition floor.



“Our team was really happy to use Sprinklr integrated into our IMEXlive platform as well as displayed on a variety of screens around IMEX 2014. It was also a great way to explore what our attendees were experiencing throughout the event. Sprinklr helps with giving people a visual representation what was happening on the show floor. It’s really important, and something we’d like to explore even more.”

Miguel Neves

SR. ONLINE COMMUNITY MANAGER
IMEX GROUP

The online social hub was available directly from a call to action on the show website, leading viewers to exciting posts from the event, whether they were in attendance or not. This allowed IMEX to capitalize on the buzz from the show to show others what they were missing.

The on site displays in the education room and hosted buyer's lounge worked as "live reporting from the show floor," says Neves. Since IMEX is so expansive, the displays alerted attendees to potentially appealing sessions happening at different parts of floor via Tweets and Instagram posts. The displays added a fun incentive to share great moments from the week to be highlighted on the screens.

result

At both the Frankfurt and LV shows, #IMEX14 generated an astounding amount of user generated content. Attendees were very responsive to the use of the designated hashtag, and enthusiastic to participate and be a part of the event. The Frankfurt show produced 7.5 thousand posts with #IMEX14 and the Las Vegas show saw even more engagement with 13.2 thousand posts. Both shows saw major success with projected social media impressions in the millions.

