



IMEX Frankfurt 2019

21 to 23 May 2019
Frankfurt, Germany

Deadline for registration:
Wednesday, 31 October 2018

BUSINESS EVENTS AUSTRALIA
AUSTRALIA.COM/BUSINESSEVENTS



IMEX Frankfurt 2019

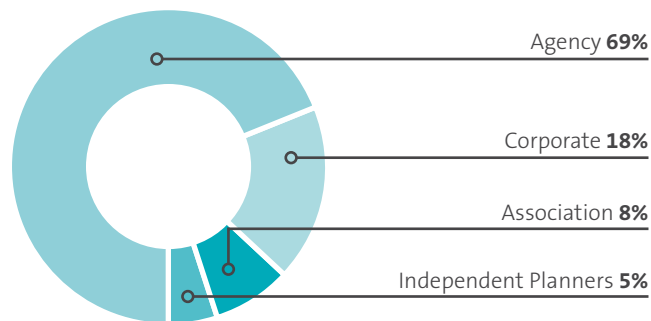
21 to 23 May 2019
Frankfurt, Germany

IMEX Frankfurt is the key exhibition for incentive travel, meetings and events and where international planners from the conference, convention and corporate events industries gather to do business. In 2018, the total number of visitors to the show was over 14,500, with 3,886 hosted buyers attending from 88 countries and 4,942 trade visitors from 98 countries.

2018 HOSTED BUYERS BY COUNTRY

Germany	13%
United States	10%
United Kingdom	9%
Russia	7%
China	5%
Italy	5%
Brazil	4%
Spain	4%
France	3%
India	3%
Switzerland	3%
Netherlands	2%
Rest of world	32%

2018 HOSTED BUYERS BREAKDOWN



Full visitor statistics from IMEX Frankfurt 2018 can be found on the IMEX website: www.imex-frankfurt.com/show-stats

Business Events Australia exhibited at the 2018 show with 17 Australian industry partners. 340 appointments generated 60+ business leads. The Tourism Australia 2018 survey results revealed that 95% of partners were satisfied or very satisfied with IMEX. Overall, 94% rated the event as value for money and 94% of stand partners indicated they would look to attend in 2019.

BUSINESS EVENTS AUSTRALIA INVITES YOU TO JOIN THE AUSTRALIA STAND AT IMEX FRANKFURT 2019

Event dates: Tuesday 21 to Thursday 23 May 2019

Venue: Messe Frankfurt
Frankfurt, Germany

Website: www.imex-frankfurt.com

EVENT FORMAT AND APPOINTMENTS

Pre-scheduled appointments are buyer driven. Only buyers can request appointments and each stand partner will have their own appointment diary on the IMEX website. All stand partners are responsible for managing their own appointments and are encouraged to secure additional appointments outside the hosted buyer program with existing contacts and potential clients.

Business Events Australia will promote Australia through marketing and communications activities across the show. You will be recognised on relevant marketing collateral related to IMEX Frankfurt 2019 and included in all Australia stand activity and hospitality.

Due to compliance requirements under the European Union General Data Protection Regulations, Tourism Australia is unable to provide stand partners with a list of the scanned buyers who visit the stand. We encourage all stand partners to capture their own buyer contacts for this event.



PRELIMINARY PROGRAM*

Date	Time	Activity
Monday, 20 May	2.00pm – 4.00pm	Booth set-up on the Australia stand
Tuesday, 21 May	9.15am	Stand partner briefing
	9.45am	Doors open to buyers
	10.00am	Show opens and appointments commence
	5.00pm – 6.00pm	Drinks reception on the Australia stand**
	6.00pm	Show closes
	7.30pm	Stand partner dinner
Wednesday, 22 May	9.45am	Doors open to buyers
	10.00am	Show opens and appointments commence
	5.00pm – 6.00pm	Drinks reception on the Australia stand**
	6.00pm	Show closes
Thursday, 23 May	9.45am	Doors open to buyers
	10.00am	Show opens
	4.30pm	IMEX Frankfurt 2019 concludes

*Subject to change

**Tourism Australia will host a drinks reception (or similar) on the stand from 5.00pm to 6.00pm on Tuesday, 21 May and Wednesday, 22 May. This will provide an additional opportunity to network with buyers and media.

PARTICIPATION OPTIONS AND FEES

Participation Cost*	Fee (AUD)
Option 1: Sole booth (one delegate)	A\$12,370
Option 2: Sole booth (two delegates)	A\$14,000
Option 3: Sole booth (three delegates)	A\$15,000
Option 4: Share booth (one delegate)	A\$8,500

Please note:

- Participation fees are subject to applicable tax (included in above prices) and are payable in Australian dollars (AUD)
- All participants based on the Australia stand must be fully registered delegates
- Spaces are available on a first come, first served basis. Tourism Australia will do all possible to accept all registrations to attend, however the stand can accommodate limited booths
- Should you like to discuss additional space on a user pays model please contact Tourism Australia immediately (subject to space available)

ADDITIONAL OPPORTUNITIES

Tourism Australia is pleased to offer the following additional opportunities for industry partners wishing to leverage IMEX:

Australia stand, upper deck

The upper deck of the Australia stand may be hired on a private basis at specific times during IMEX at the hourly rate of AUD\$500. The area comfortably seats 20 people (with high tables and chairs) for a press conference presentation. A plasma screen and 20 wireless headsets are available for use. Any further AV and catering is not included and must be booked and paid for separately. The one hour booking timeslots will be allocated on a first come first serve basis around any Tourism Australia lead group appointments or other meetings. Please contact [Simon Gidman](#) for further information and to check availability.

Marketing opportunities at IMEX Frankfurt 2019

Regent Exhibitions offer sponsorship opportunities for purchase (subject to availability) for the show, such as a web banner on the IMEX website in the lead up to the show:

www.imex-frankfurt.com/sponsorship

ITEMS INCLUDED IN ALL PARTICIPATION OPTIONS

- » Access to the hospitality/business area for delegates and their guests (including the drinks receptions on Tuesday and Wednesday afternoons)
- » Lunch each day provided by Tourism Australia (registered delegates only)
- » Listing in the IMEX Frankfurt 2019 official show catalogue
- » Where applicable, inclusion in press releases and activities generated by Tourism Australia
- » Listing on the IMEX Frankfurt 2019 website under the Australia stand
- » Australia stand listing and inclusion in the Tourism Australia stand partner directory
- » Access to one (1) electric power-point for your booth
- » Wi-Fi internet access

IF YOU WISH TO SHARE A BOOTH WITH ANOTHER COMPANY

- » No additional delegates can be purchased for share booth participation
- » You are required to confirm your agreed share partner at the time of application, if you do not have a preferred share booth partner Business Events Australia will endeavour to match you with another suitable share booth partner
- » Once confirmed, it is not possible to change from a share booth to a sole booth
- » Both companies are required to submit an individual event registration form acknowledging the terms and conditions of participation
- » Choosing the share options means you will not have your own individual table but will share with your booth partner. You will share one (1) table with four (4) chairs.
- » No additional chairs can be accommodated at each booth – four (4) is the maximum possible. You must conduct all meetings on your booth.
- » Choosing the share option means you will have your own graphic panel on a sign shared with your booth partner.

ITEMS NOT INCLUDED IN THE PARTICIPATION FEE

- » International and domestic air tickets
- » Transfers
- » Accommodation
- » Departure taxes
- » Meals (except those stated above)
- » Items of a personal nature or incidentals
- » Travel insurance and visas
- » Freight of product and collateral



» TERMS AND CONDITIONS

Application and deadlines

To secure your place at IMEX Frankfurt 2019, please complete the [online registration form](#) by 5pm Australian Eastern Standard Time, Wednesday, 31 October 2018.

Space on the Australia stand is limited therefore registrations are on a first come, first served basis.

Confirmation of your registration will be advised via email by **Friday, 30 November 2018**. Once confirmed, you will be provided with the next steps document containing key dates and deadlines to finalise your attendance at the event.

Please note: A copy of your organisation's public liability certificate must be included with your application in order to be considered for attendance. If information is incomplete or missing or does not include Germany in the territorial limits, your organisation will be waitlisted until full details are provided.

If a company has an outstanding debt with Tourism Australia, the company's application will be automatically waitlisted until the debt is cleared.

Travel

Accommodation and travel are not included in the participation fee. It is the responsibility of each stand partner to book and pay for their own travel to and from Frankfurt and your own accommodation directly. It will be a busy time in Frankfurt, so it is recommended to book accommodation early.

Visas

Depending on your passport, you may require a visa for travel to Germany. Information of applying for visas can be found at www.smarttraveller.gov.au, the Australian Government's travel website.

Cancellation

- 50% cancellation fees apply from: Monday, 3 December 2018
- 100% cancellation fees apply from: Monday, 7 January 2019

All cancellations must be confirmed in writing and fees apply regardless of whether the participation fee has been paid.

Participation fee

In order to be registered for the Event, each accepted applicant must pay a participation fee. As part of simplifying the registration process for all events, Tourism Australia has moved to online credit card payments. All credit card merchant fees will be absorbed by Tourism Australia. If you are unable to pay by credit card invoices are available on request and will be issued at the discretion of Tourism Australia. If payment of the registration fee is not received in full by Tourism Australia by 11.59pm (AEST) on Friday, 21 December 2018, Tourism Australia reserves the right to not register you for the Event, cancel your participation and offer the place to another organisation. The participation fee does not include any insurance, flights, accommodation or visa fees. All costs for your company's participation and any other overdue accounts with Tourism Australia globally, must be paid in full prior to you being able to register for IMEX Frankfurt 2019.

Security

Security services will be provided by the event organisers for the show. However, all participants are advised that all valuables should not be left unattended or unsecured at any time, as Tourism Australia accepts no responsibility for any loss or damage suffered by participants or visitors.

Indemnity

All participants must indemnify and keep indemnified Tourism Australia, its officers, employees, agents and contractors against all liability for death of or injury to persons or loss of or damage to property and all actions, claims, demands, losses, damages, costs and expenses whatsoever arising in respect of their participation in this Event, unless such liability is caused by the negligence of Tourism Australia.

Privacy

Tourism Australia requires your personal information to allow attendance on the Australia stand. If the mandatory personal information requested is not provided, you will not be able to participate. Tourism Australia is bound by the National Privacy Principles in the Privacy Act 1988 (Cth) and by registering for the event you consent to our Privacy Policy, which is available at: www.tourism.australia.com or www.tourism.australia.com/en/privacy-policy.html.

Due to compliance requirements under the European Union General Data Protection Regulations, Tourism Australia is unable to provide stand partners with a list of scanned buyers. We encourage all stand partners to capture their own leads for this event.

Insurance and Public Liability

Any organisation applying to participate at a trade show with Tourism Australia must have public liability insurance to a minimum of \$10,000,000 which covers the destination of the event (Germany). Evidence of the policy must be provided on your application form to Tourism Australia.

Tourism Australia does not:

- Accept responsibility or liability for any loss suffered by participants or visitors.
- Provide or arrange for any insurance for, or on behalf, of participants or visitors.
- Provide any indemnity for loss or injury suffered by participants or visitors.
- Arrange insurance including public and product liability, workers compensation and property insurance. This is the responsibility of the participant.

Code of Conduct

You warrant that:

- i. you will at all times comply with all laws and obey the reasonable directions and requirements of Tourism Australia, the STOs, Organisers and any other third party as directed by Tourism Australia;
- ii. you will not be involved in any conduct or make any statement either orally or in writing which in the reasonable opinion of Tourism Australia, is likely to cause detriment, disrepute, damage, injury or loss to Tourism Australia, including without limitation any inappropriate behaviour, harassment, violence, racial vilification, intoxication, downloading illegal or offensive material using internet services provided during the Event, or any other act or behaviour which interferes with the enjoyment, comfort or safety of other persons;
- iii. you will conduct yourself in a responsible and professional manner, and at all times in accordance with the Event Code of Conduct.

Use of Your Image

By attending Tourism Australia events, you acknowledge and agree that Tourism Australia and/or its partners may take photos or recordings of participants (Materials) and that Tourism Australia and its partners may use the Materials for future promotional and marketing purposes without further reference or compensation to you or participants.



Click here to register

CONTACT US

For further information relating to IMEX Frankfurt 2019, please contact:

SYDNEY

Registration enquiries

Roslyn Penning

Event Manager

T: +61 2 9361 1386

E: rpenning@tourism.australia.com

Kelly Maynard

Distribution Development Manager,

Business Events

T: +61 2 9361 1733

E: kmaynard@tourism.australia.com

UK/EUROPE

Simon Gidman

Business Events Manager, UK/Europe

T: +44 20 7438 4633

E: sgidman@tourism.australia.com

