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Dear IMEX Frankfurt 2023 Exhibitor,

**We welcome you as an Exhibitor in the USA Welcome Pavilion at IMEX Frankfurt 2023 and offer our full support in making your participation a success.**

**Please use the [IMEX Frankfurt 2023 EXHIBITOR INFORMATION](#) website to manage your USA Welcome Pavilion participation.**

**GROUP PRESENTATIONS: Deadline - May 12**

The USA Pavilion at IMEX Frankfurt 2023 will have Group Presentations throughout the show presented by Pavilion staff. Each exhibitor and co-exhibitor needs to submit 3 unique selling points for their organization (up to 10 words each) as well as 3 key images to [pbienneck@b-for.com](mailto:pbienneck@b-for.com) no later than May 12th to be included.

The intent is to keep the presentations shorter so if a buyer is interested the Pavilion staff can introduce them to the exhibiting partner during the 30 minute slot. All leads from these presentations will be sent to participant exhibitors after the show. NOTE: if you do not submit your information for the presentations, you will not receive the leads.

**STAND PRESENTATIONS: Deadline - April 28**

Each main exhibiting partner is entitled to up to 2 stand presentations, to feature themselves and their partners to be presented by the exhibitor. Sign up for these will be first-come-first-serve and the full schedule of available slots can be found [HERE](#). In addition, the scheduled Group Presentations are also labeled and individual Stand Presentations are not available during these times.

Please send the number of presentations you would like to do (up to 2) and 4 time slot choices in order of preference to [pbienneck@b-for.com](mailto:pbienneck@b-for.com) by April 28th along with a title and brief description of the presentation for buyers to view. **NOTE:** if you do not send a title and description we cannot reserve the slot, and history has shown those who schedule sooner get exponentially more attendees signed up.

**GRAPHICS: Deadline - April 28**

Each Turnkey Exhibitor should have received an email detailing the graphics they have available for purchase from Jacob Penird. Please complete the order forms and submit these graphics to the site listed on the form no later than April 28th. If you have any questions please contact [jpenird@b-for.com](mailto:jpenird@b-for.com).

**FLOOR AND HALL PLANS:**

The updated floor and hall plans will be sent out next week, we are waiting on some updates from the organizer. For the time being the USA Pavilion booth numbers are as follows:

Exhibitor	Booth
Greater Miami & Miami Beach	C150
Los Angeles Tourism and Convention Board	C250-1
Visit Detroit/Huntington Place	C250-2
ASM Global	C250-3
Rockin' Time Tours	C250-4
Travel Portland	C250-5

Discover Puerto Rico	C250-6
Visit Houston	C250-7
Monterey County CVB	C250-8
Explore St. Louis	C250-9

**LEAD RETRIEVAL:**

Lead retrieval has now been embedded within the IMEX platform free of charge, this will allow you to see all leads including meeting appointment data, online interactions and scans in one place.

**BRAND USA ACTIVITIES:**

Brand USA will have a booth adjacent to the USA Pavilion, providing light breakfast and lunch service for all US exhibitors daily. They will also host Happy Hours both Tuesday and Wednesday on the show floor, more information and an invitation for you to provide to buyers will follow.

Best regards,  
*The USA Welcome Pavilion at IMEX Frankfurt Team*

**USA WELCOME PAVILION AT IMEX FRANKFURT 2023**  
**May 23-25, 2023 – Frankfurt, Germany**

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