

## **IBTM World Exhibitor Communications Guide**

As an IBTM World exhibitor you can enjoy access to a range of marketing support, some of which is included in your exhibiting package, and some which require additional budget depending on what you would like to achieve. Here is an overview of what is on offer and who to speak to, to maximise the value of exhibiting.

### **Exhibitor Profile**

The official IBTM World 2023 Exhibitor Directory is live, so your main priority should be to create your Profile. This year's Hosted Buyers are already using the Directory to decide who they would like to make appointments with at the event – so the earlier you complete your profile, the more Buyers you will reach.

Make the most of this high visibility by adding your company description, images, brochures, press release, and any additional promotional material that will allow you to showcase your activity and expertise.

### **Press releases**

We're looking for news and stories which will be of interest to our buyers and media. So if you have something to say, let us know and you could be featured in IBTM World's marketing campaign!

- Upload your news to the exhibitor directory via your Exhibitor Portal.
- Email it to the IBTM PR team who can distribute it to registered media & consider it for potential inclusion in the show's marketing campaign:  
[IBTMPR@daviestanner.com](mailto:IBTMPR@daviestanner.com)

Be sure to check out information about this year's Culture Theme on the final page for further activation ideas.

### **Media liaison**

Invite press to an event on your stand or set up on-site interviews with attending media. Contact the IBTM PR team for a list of attending media and help arranging interviews.



### **Invite your Network**

Exhibitors who actively promote their presence in the months leading up to the event, see a greater number of pre-show meeting requests, and a higher footfall to their stand.

There are a number of features and assets available within your Exhibitor Portal to make promoting your presence as easy as possible.

### **Incentivise**

When posting on social, you may want to offer small incentive gifts/experiences at your stand to catch their attention. And don't forget to use the official hashtags so that we can further the reach of your posts: **#IBTMWorld** and **#CultureCreators**

### **Show Previews & Show Daily**

Email your news and images to the Show Editorial team for a chance to feature. Tell them about your stand events, and learn about advertising opportunities: [lw@eventoplus.com](mailto:lw@eventoplus.com)

### **Sponsorship & Advertising**

Choose from a range of options which have been created to ensure you achieve your objectives of attending the event; from promoting your brand to generating interest from buyers.

Contact [Ben.Dunster@rxglobal.com](mailto:Ben.Dunster@rxglobal.com) for further information.

**To speak to us about how you can use these tools to maximise the value of exhibiting at IBTM, contact the IBTM PR team on: [IBTMPR@daviestanner.com](mailto:IBTMPR@daviestanner.com)**

## **IBTM World 2023 Culture Theme**

The theme of IBTM World 2023 is '**Events that Create Culture Create Better Business**'. This theme is deeply embedded across all aspects of the show, providing a central idea to anchor conversations, shape education sessions and inform networking events. It also gives **you** a theme and messaging to inform your own communications and help you talk to event organisers about their own events. We have put together the following guide to help you do this.

### **The idea behind the theme**

Igniting a sense of culture in the events we create is increasingly important given our more isolated professional and personal lives, and event organisers have a unique and important role to play in creating culture with their events. Events that create culture can:

- Produce better business results
- Turn audiences into communities
- Ignite a sense of belonging between colleagues
- Help leaders conquer challenges
- Further knowledge

### **How to talk about it in your communications**

- Talk about how events at your venue / destination have left a legacy and strengthened ties with the local community.
- Talk about how your local communities, heritage and traditions as well as your food, drink, art and culture can help event organisers create incredible events.

### **Don't forget to...**

Include the hashtag #culturecreators in your social media posts, and for additional information please contact [IBTMPR@daviestanner.com](mailto:IBTMPR@daviestanner.com)