



ibtm[®] WORLD

BARCELONA, SPAIN
19-21 Nov 2024

IBTM World 2024

PR and Marketing Opportunities for Exhibitors

PR Team

Davies Tanner IBTM World PR Team

Becca Krug, Emily Stewart, Nancy Cremore, Becky Tombs: IBTMPR@daviestanner.com

IBTM World Marketing Manager

Natalia Hartmann: natalia.hartmann@rxglobal.com

Show Daily Team

Lynn Wong: lw@eventoplus.com

Get noticed by Global Industry Media

The IBTM World PR team are in constant contact with international business events and travel trade media across the globe, many of which are interested in writing about IBTM World.

We can help you gain media coverage to support your attendance which not only helps raise your profile within the industry, but also helps put you front of mind with buyers in the run up to and during the event.

NEW IN EVENTS IBTM Podcast

IBTM World's podcast [New In Events](#) is hosted by industry content creators, Mike Fletcher and Paul Cook and has been developed to provide both newcomers and more experienced event professionals with new ideas, new inspiration and new ways of working.

Do you have something interesting to share about the events industry?

Our Marketing and PR team want to hear!

- Email your ideas to us and we'll get in touch if your story is selected:
 - Becca Krug, Nancy Cremore, Becky Tombs: IBTMPR@daviestanner.com
 - Natalia Hartmann: natalia.hartmann@rxglobal.com



Press Releases

We're looking for news and stories which will be of interest to media – we want to hear about marketing/PR campaigns, the latest new and product launches, projects, success stories and innovations. If you have something to say, let us know!

- Upload your news to the **Exhibitor Directory** via your **Exhibitor Portal**.
- Email it to the Davies Tanner IBTM PR team who can distribute it to registered media: IBTMPR@daviestanner.com

Media interviews

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

Email it to the Davies Tanner IBTM PR team: IBTMPR@daviestanner.com

Show Daily

Email your news and images to the Show Daily Editorial team for a chance to feature in the on-site magazine which is published each morning at IBTM World. Tell the team about your business's news, let them know about your stand events and learn about advertising opportunities within the magazine.

[Show Daily | IBTM World](#)

Contact Lynn Wong via lw@eventoplus.com

Submit your event information to the IBTM Media Diary of Events

The IBTM Media Diary of Events will pull together all the exhibitors' events that are taking place at IBTM World 2024. The events will be posted under the Media Zone on IBTM App helping media schedule their time at the show.

To feature in the Media Diary of Events, let us know what you have planned. This includes press conferences, interview opportunities, networking, photographic opportunities, workshops, competitions, media receptions or anything else that is happening that the media may be interested in.

Email it to the Davies Tanner IBTM PR team: IBTMPR@daviestanner.com

Deadline: Thursday, 17 October 2024



Book a Press Conference slot

IBTM World is the ideal event to launch new products, services and news, or corporate announcements to a wide selection of media professionals. Press Conferences will take place on the Impact Stage or Workplace Revolution depending on the availability. Slots are given based on editorial merit. There is limited availability for press conference slots, we advise you to submit a request for a place as soon as possible.

Please send your request to the PR team (details below) detailing the following:

- Exhibitor Name + Stand Number
- Exhibitor Spokesperson
- Story

Email it to the Davies Tanner IBTM PR team: IBTMPR@daviestanner.com

Deadline: Thursday, 17 October 2024

At the show

Press Packs – At IBTM World, our priorities include reducing waste and eliminating materials that cannot be reused. Please DO NOT print your press releases as there will be no racking area for papers. We highly recommend creative press packs which can have a QR code to your press release.