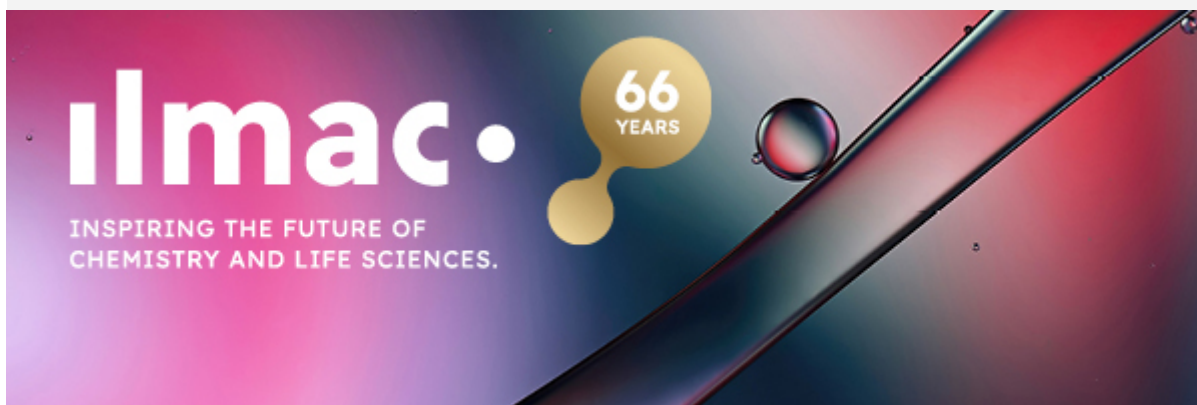


Anne Klipfel

From: IImac <iImac@mch-events.ch>
Sent: Dienstag, 5. August 2025 07:03
To: Anne Klipfel
Subject: Lead Management – Book Now and Be Fully Prepared!

Information for Exhibitors at IImac 2025

[Display in browser](#)



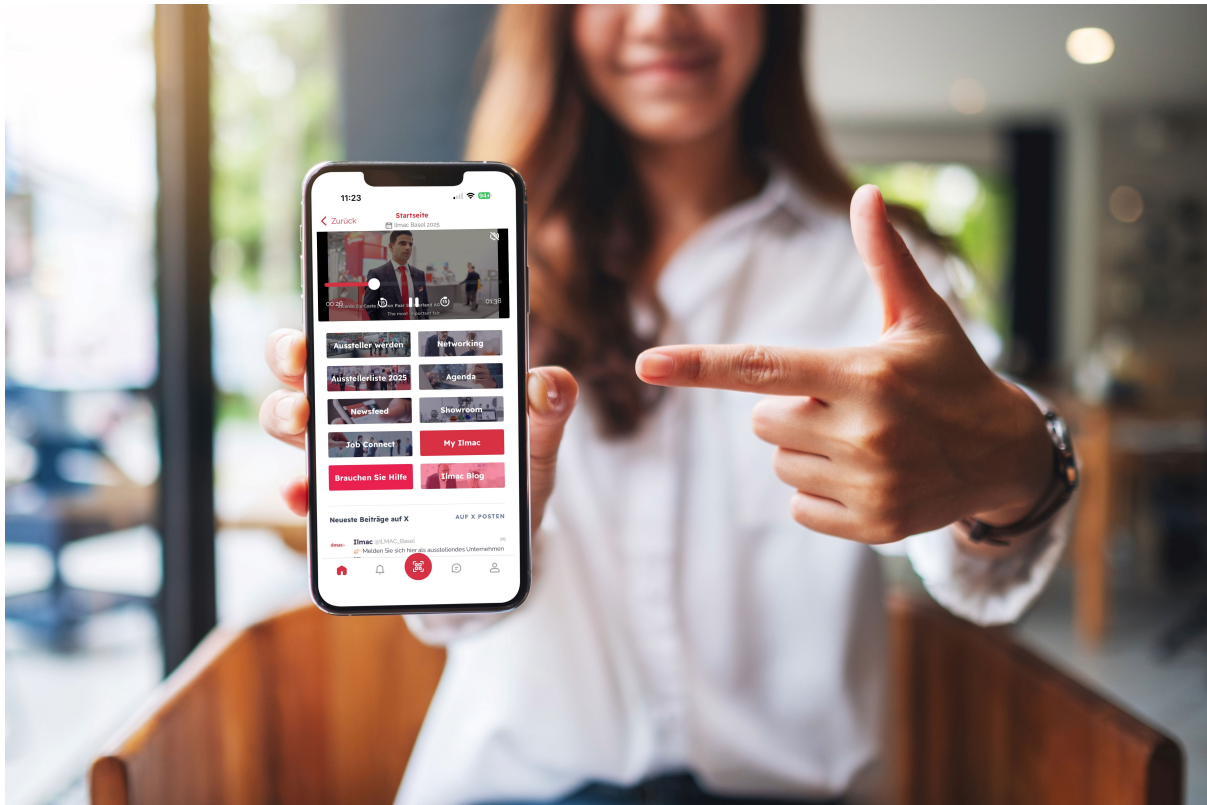
Dear Sir or Madam

Take this opportunity to capture qualified leads in a targeted way during IImac 2025 and follow up efficiently afterwards. With the Lead Capture Package, you'll optimize your trade fair presence and boost the long-term success of your participation.

Digital Lead Capture via the IImac 365 App

Lead capture is simple and efficient with the IImac 365 App. This centralized platform allows you to record and export all leads digitally – completely paperless and without the need for manual follow-up. The app is available as a **free download**.

Each member of your stand team can independently scan visitor badges using the IImac 365 App. This ensures that no valuable contact is lost and every conversation is captured – regardless of who conducts it.



Why Lead Management Matters:

A successful trade fair appearance starts with the right preparation. With the Lead Management Tool, you can:

- Capture visitor data in a structured way
- Document conversations efficiently
- Follow up on leads in a targeted manner

All information is available on our [website](#).

Lead management information

Save the Date: Webinar on August 27

 Tuesday, August 27 | 11:00–12:00 a.m.

Join our English-language webinar to discover the key features of the Lead Management Tool and get answers to your questions. Mark the **date** in your calendar now!

To help you prepare, an explainer video is already available on YouTube.

Watch the video

Booking & Packages

Lead Management is already included in the following packages:

- All-in Classic, All-in Lux, Association Package
- Future of Life Sciences, Job Connect, Startup
- Pharma Logistics Days

For individual stands, the Lead Management Tool can be optionally booked for CHF 590.-. Booking is done via the order form in the [m-manager](#).



On-Site Support: September 15–17

Our team will be on-site during the exhibition in Basel.

📍 [Information / Help Desk \(near the escalators\)](#)

We are happy to assist you with any technical or organizational

questions.

We wish you a successful exhibition and smooth preparations!

Best regards,
Your Ilmac Team



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