

**Anne Klipfel**

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**Von:** IImac <ilmac@mch-events.ch>  
**Gesendet:** Donnerstag, 18. Juni 2026 08:21  
**An:** Marie Bergia  
**Betreff:** Event Planner 4 – Book additional services with added value for your event appearance

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Information for exhibitors at IImac 2026

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With the right measures, you can already boost your visibility today, generate additional leads and ensure a smooth event appearance. In the fourth Event Planner for IImac Lausanne 2026, you'll discover how to make even better use of the potential of your participation.

All organisational information

Event Planner

All tips and best practices

Success guide

**Your successful visitor marketing**

## Invite visitors & increase your reach

Use your personal Prio Code to invite customers, partners and potential new clients to IImac in a targeted way. Personal invitations remain one of the most effective tools for bringing qualified visitors to your stand.

The Exhibitor Service Center (ESC) supports you with invitation management: manage your Prio Code, invite visitors, register your stand personnel and keep track of all relevant activities.

## Maximise your visibility

Increase your presence with limited advertising and sponsorship opportunities and leave a lasting impression on participants – from digital advertising spaces to eye-catching placements on the exhibition grounds.

## Reach talent with the Job Wall

Are you looking for new employees? With a job advertisement on our Job Wall, you can position yourself as an attractive employer and reach qualified specialists directly in the exhibition environment.

## Present your research on the Scientific Poster Wall

The Scientific Poster Wall offers an attractive opportunity to present research results to a broad specialist audience.

## Stay visible all year round with IImac 365

With digital add-on services on IImac 365, you remain visible throughout the year, present content specifically to your target group and generate additional contacts even beyond the event.

**Carmen Maior** will be happy to help you select the right advertising and sponsorship packages.

Advertising &  
sponsorship opportunities

Scientific Poster &  
Job Wall

## Capture contacts cleverly

Every conversation counts – provided the contacts are captured efficiently and followed up. With IImac's **lead management** solution, you can scan visitor badges directly at your stand and secure qualified leads. Lead capture is already included in all All-in packages and is used simply via the **IImac 365 Mobile App**.

Take advantage of our free webinar to prepare:

- 13 August 2026 – **More success at IImac: Strategy, Marketing, Lead Generation** (with external consultant, in English)
- 8 September 2026 – **Successful lead capture at IImac** (in German & English)

We also recommend keeping your company profile up to date on IImac 365. This way you will already be found by potential visitors before the event.

[Register now!](#)

## Important logistics updates

## Submit orders by 14 August

Do you need additional technical connections or other services for your stand? Please check your requirements and submit all necessary forms by **14 August** at the latest.

[Order now](#)

## New logistics partner from 2026

From July 2026, we will move forward together with our new trade fair logistics partner, **Kühne + Nagel**. As an internationally experienced trade fair logistics provider, Kühne + Nagel will handle secure transport, customs clearance and timely delivery and collection of exhibition goods. More information to follow in July.

## Parking situation on site

We recommend travelling by public transport. Limited parking spaces are available in the Beaulieu Lausanne underground car park. For larger vehicles, we recommend the parking relais Vélodrome. Please note that no exhibitor parking passes are offered.

[Further information](#)

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We look forward to creating a successful IImac Lausanne 2026 together with you and are always happy to help with any questions.

Kind regards,  
**Your IImac Team**



MCH Exhibitions & Events LLC  
Messeplatz 10  
4005 Basel  
Switzerland  
[info@ilmac.ch](mailto:info@ilmac.ch)  
[www.ilmac.ch](http://www.ilmac.ch)



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