

Von: IImac <iImac@mch-events.ch>
Gesendet: Mittwoch, 5. August 2026 11:15
An: Anne Klipfel
Betreff: Event Planner 7: Stay well prepared for IImac Lausanne 2026

Caution: This is an external email and may be malicious. Please take care when clicking links or opening attachments.

Information for exhibitors at IImac 2026

[Display in browser](#)



Dear Sir, Dear Madam,

IImac Lausanne 2026 is drawing closer. It is now time to take care of the final preparations and make the most of the remaining opportunities to get the best possible result from your trade fair participation. In this event planner, you will find all the key next steps at a glance.

Below you will find the key information for your trade fair preparations.

All organisational
information

All tips and best
practices

Event Planner

Success guide

Your next steps

Free trade fair admission incl. lunch – please share your Code

Use your Prio Code and actively share it with your customers — the wider you distribute it, the greater your benefit. For your visitors, the offer is completely free: with the Prio Code, they receive not only free admission to the trade fair, but also a complimentary lunch.

We count on your support in promoting this attractive offer. At the same time, your efforts will also pay off for you: exhibitors with a high number of redeemed Prio Codes will be rewarded additionally. Please make your customers aware of this unique offer — we look forward to many shared encounters at the trade fair.

Use the marketing toolkit

To promote your Prio Code, a marketing toolkit with promotional assets in several languages is available. Use the templates for email, social media or your website and draw your customers' attention to free trade fair admission including lunch.

Download

Register stand personnel

Register your stand personnel in the **Exhibitor Service Center (ESC)** under Exhibitor tickets → Register stand personnel and follow the instructions. Once registration is complete, your staff will receive their exhibitor badge and will already have access to the exhibition hall from **7 a.m.**

Webinar (in English): More success at Ilmac

Find out how to achieve even more from Ilmac in our free 30-minute webinar, “More Success at Ilmac: Strategy, Marketing and Lead

Generation,” with Markus Zipfel, external consultant.

Date: 13 August 2026, 9.00–9.30 a.m.

[Register now](#)

Plan your logistics

Do not forget to create your personal account for the two logistics portals, **FairlogSTM** and **myFairLOG**. Ilmac Lausanne 2026 will be activated in both portals from **11 August**. From then on, you can book your delivery and pick-up time slots and order all logistics services. Detailed instructions can be found in the Download Center.

Optimise your All-In Classic & All-In Lux stand – important deadlines

Please note the following deadlines so that your stand can be completed on time and as requested:

- Additional furniture can be ordered from our stand builder Syma until **10 August**.
- **IMPORTANT:** Please send your **graphic data for the back wall, side walls and counter to Syma by 10 August at the latest**.

Note for **All-In Lux exhibitors**: the graphic for the back wall is included in the stand package. However, if the graphic data is **not submitted on time**, the back wall cannot be produced and your stand will be built with a white back wall. If you have any questions or need support, **Ruedi Scheidegger** will be happy to help. Email: ruedi.scheidegger@syma.ch

Successful lead management

Prepare today for successful trade fair conversations: in our exhibitor training video, we show you how to capture, manage and follow up leads efficiently. You will also find all the key information on lead management here on our website.

Our tip: deepen your knowledge in the free webinar **“Leads That Count: Successful Lead Capture at Ilmac” on 8 September 2026, 9.00–10.00 a.m.**

[Watch the video](#)

[Register for the webinar](#)



Reminder: maximise your visibility

It is not too late to increase your visibility. From digital advertising formats such as banner ads or social media posts to eye-catching on-site presence and tailored sponsorship packages — make use of the available opportunities to position your brand even more effectively.

Reach talent with the Job Wall

Looking for new employees? With a job advertisement on our Job Wall, you can present yourself as an attractive employer and reach qualified professionals directly in the trade fair environment.

Showcase your research on the Scientific Poster Wall

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

Stay visible all year round with Ilmac 365

With digital add-on services on Ilmac 365, you remain visible throughout the year, present content to your target audience in a focused way, and generate additional contacts beyond the trade fair itself.

Advertising &
sponsorship
opportunities

Scientific Poster
& Job Wall

Book
now

Key dates at a glance

ongoing – book advertising & sponsorship opportunities

ongoing – send visitor invitations with your personal Prio Code

by 10 August – order additional furniture and send graphic data to Syma

from 11 August – logistics: book time slots & order logistics services

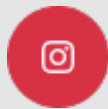
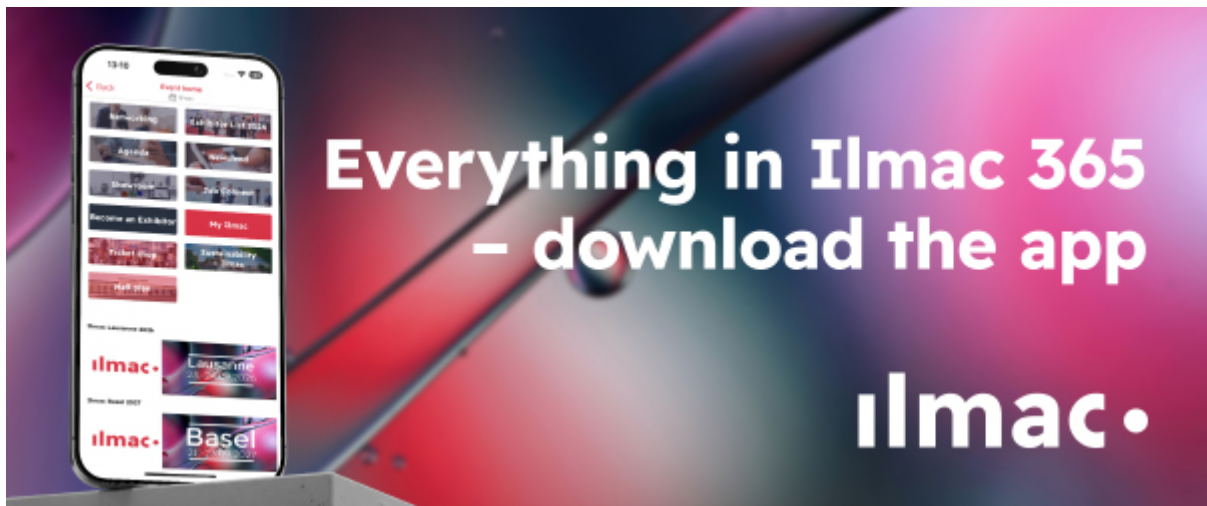
13 August – webinar “More Success at Ilmac: Strategy, Marketing and Lead Generation”

by 14 August – order additional event services

8 September – webinar “Leads That Count: Successful Lead Capture at Ilmac”

We wish you continued success with your preparations and look forward to welcoming you soon at Ilmac Lausanne 2026. If you have any questions, we will be happy to help at any time.

Kind regards,
Your Ilmac Team



MCH Exhibitions & Events LLC
Messeplatz 10
4005 Basel
Switzerland
info@ilmac.ch
www.ilmac.ch



Copyright ©2026 MCH, all rights reserved

[Disclaimer](#) [Data protection](#) [Imprint](#)

If you no longer wish to receive information from us, please let us know.