

Anne Klipfel

Von: IImac <ilmac@mch-events.ch>
Gesendet: Donnerstag, 13. August 2026 11:44
An: Anne Klipfel
Betreff: Event Planner 8: More Visitors at Your Booth – Invite Your Customers for Free Now

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Information for exhibitors at IImac 2026

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Dear Sir, Dear Madam,

The decisive phase is now underway – and together, we can make a real impact. Through marketing, PR, social media and targeted visitor outreach, we are building awareness and extending our reach.

We're counting on you: Personally invite your customers and business partners to IImac Lausanne and share your individual **voucher code (Prio Code)** with them.

You know your network best – and a personal invitation can make all the difference: attracting more qualified visitors, creating valuable conversations and opening up new business opportunities.

Around **30% of exhibitors** are already using their Prio Code. **Join them and help us bring the right visitors to Lausanne!**



All organisational
information

Event Planner

All tips and best
practices

Success guide

Your Personal Voucher Code

With your personal voucher code (Prio Code), you can send unlimited free admission tickets to your customers, partners and prospects – at no cost to you. No additional charges will be incurred.

Please use your Prio Code and share it actively with your customers – the more widely you distribute it, the greater the benefit to you!

How to Bring More Visitors to Your Booth with Ease

Even a few personal invitations can make a significant difference. Use your voucher code, for example, via:

- Personal invitations by email
- Your newsletter
- LinkedIn and other social media channels
- Your email signature
- Your website
- Personal customer conversations

The More Personal the Invitation, the Higher the Attendance Rate

Inspire your customers with the highlights of Iltac Lausanne 2026. Make your invitation even more attractive and show your customers why a visit to Iltac Lausanne is worthwhile:

- **Future of Life Sciences** – discover the latest innovations and trends in the industry
- **Conference Stage** featuring renowned experts such as Brett Staahl from the USA, Brian Freeland from Ireland and Marine de Lageneste from Cytiva Life Sciences
- **Startup Pitches** – get to know innovative start-ups and forward-looking solutions
- **Free admission including lunch and apéro** – the ideal opportunity for networking and inspiring conversations

Programme Flyer

Our Marketing Tools at a Glance

To ensure your invitation is successful in no time, we provide you with various promotional materials:

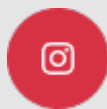
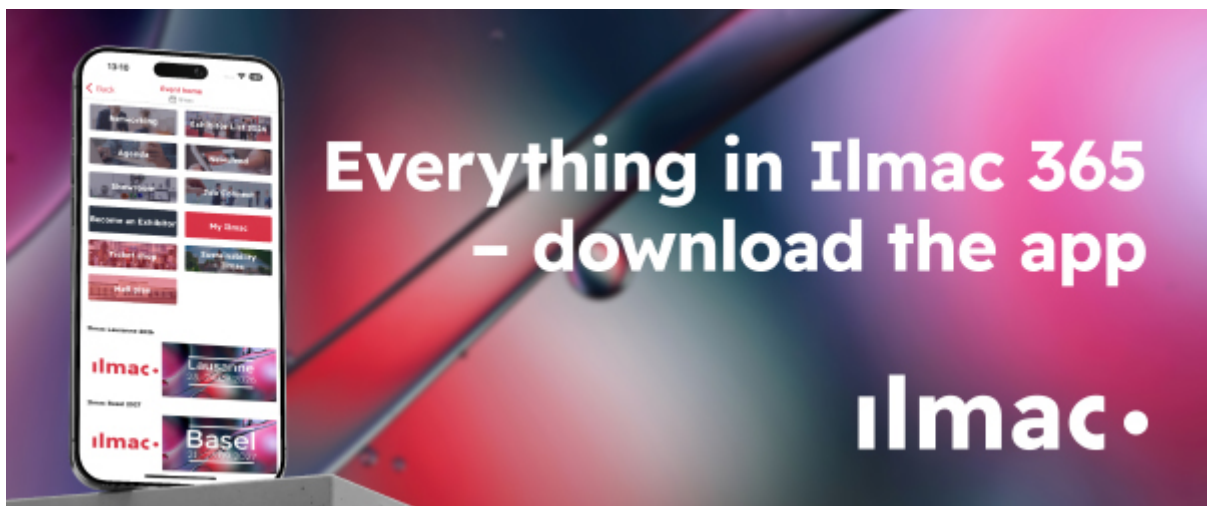
- [IImac Success Guide](#)
- [Banner generator](#)
- [Speaker banner generator](#)
- [Video and image material](#)

The success of your trade fair appearance begins today. Use your personal voucher code and invite your customers in good time. Every personal invitation increases the likelihood of more visitors at your booth, valuable conversations and new business opportunities. **We bring the right visitors to Lausanne – together we will bring them to your booth.**

Thank you for your commitment and your trust. I look forward to welcoming you personally at IImac Lausanne 2026 in September.

Kind regards

Céline Futterknecht
Exhibition Director IImac



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



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