



Reports from the Road

**IMEX
Frankfurt, Germany
May 24 – 28, 200**

Submitted by: Glenn Duncan

Summary

Attended for the first time the IMEX trade show in Frankfurt for meetings and incentive business. This is likely the industry's largest show of its type anywhere in the world and brings together buyers and sellers from every corner of the globe. This initiative is TDR supported and part of a 3 year plan to introduce our destination into the international meetings marketplace.

Participants

Edmonton Tourism, partnering with the CTC and several other Canadian partners to present the TEAM Canada stand and team approach.

Results

This show is somewhat overwhelming in its size but produces very strong trade show traffic over 3 days and amazing networking events and relationship building opportunities. Estimates have over 3,000 sellers in attendance and thousands more from the buyer's side. As our first time being involved in this show we had a limited number of appointments but did receive the benefits of being a part of a busy Team Canada pavilion, receiving some leads for follow up including AMEX Travel Services and Lilac Palm.

Other Activities: (not related directly to the tradeshow i.e. sales calls, etc)

Attended ICCA reception and networking night as well as the CTC hosted client event (Michael Buble Night) in Berlin.