

Welcome to the IMS2019 Exhibitor Console!

IMS recently conducted a survey and exhibitors overwhelmingly indicated “generating leads” as the most important reason for exhibiting at IMS. In order to achieve that goal, it’s critical that exhibitors do everything they can to stand out in a competitive field. The good news is that there are **free** tools to help draw attendees to your booth and one of the most important tools is your Exhibitor Console (did we mention it’s free?)

Attendees need to know what your company does and what product areas your company serves in order to seek you out. IMS is making a significant push into providing show information electronically and is asking you to help by providing your complete company and product information through your Console.

By filling out the fields available to you through your Exhibitor Console attendees can:

1. Search the “Exhibitor Directory/Floor Plan” on the IMS website by product area, company name, and custom searches
2. **View your company info in the IMS mobile app** that has replaced much of the printed information provided in the past
3. Through the ExpoCAD Planner attendees can tag the exhibitors they want to visit to reference onsite
4. Contact exhibitors directly to set up meetings and ask questions

However, attendees won’t be able to find you if don’t provide them with information. Complete your Exhibitor Console as soon as possible to maximize your company exposure with your logo, company description, products, etc. and continue to update it throughout the year.

Due to recently enacted GDPR and CCPA rules the process has changed for 2019. You will be asked to create a login and password to access your Console.

For security purposes, this message is being sent only to the individual within your company listed as the “primary contact” in our database. If the primary contact has not received the Welcome to the IMS2019 Exhibitor Console email, please contact the Exhibits Department at exhibits@mpassociates.com.

As this process has changed from previous years, if you have questions or need any assistance please contact the Exhibits Department at exhibits@mpassociates.com.

Thank you,

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