



WOULD YOU LIKE TO SHOWCASE YOUR PRODUCTS AND SERVICES TO MANAGEMENT SUPPORT PROFESSIONALS WITH THE POWER TO INFLUENCE THE DECISION MAKERS?

You now have unique opportunity to meet your target group from around the world. Join IMA Annual Conference, trade fair and Gala Dinner as a sponsor and get a broad visibility for your services!

WHAT IS IMA (International Management Assistants)

IMA is a global and high-quality network of management support professionals. Two of our main aims are the personal and professional development of our members and the continued evolution of the management support profession.

Our Association distinguishes itself from others with its international dimension. Our members have access to a professional network which encompasses a vast range of business cultures, languages, and lifestyles, but also provides a place where everyone is on common ground in a safe and proactive environment. We are currently represented in more than 30 countries. More information: www.ima-network.org

IMA 48TH ANNUAL INTERNATIONAL CONFERENCE IN HELSINKI

IMA Finland will arrange IMA Annual Conference in Helsinki between 27th September and 1st of October 2022 at Original Sokos Hotel Presidentti.

Prior the pandemic, the conference was held in Geneva, where we had over 250 participants from 20 different countries and about 20 business partners and sponsors.

Programme Overview, 27th September-1st October 2022

27 Sep 2022	<ul style="list-style-type: none"> • IMA Executive Committee Meeting - Day 1
28 Sep 2022	<ul style="list-style-type: none"> • IMA Executive Committee Meeting - Day 2
29 Sep 2022	<ul style="list-style-type: none"> • IMA Full Council Meeting • Welcome Reception • Welcome Dinner
30 Sep 2022	<ul style="list-style-type: none"> • IMA Annual Conference (9 am-5 pm) • Trade Fair • Gala Dinner
1 Oct 2022	<ul style="list-style-type: none"> • IMA Annual General Meeting (members only)



WHAT WILL WE WORK ON?

The topic of the IMA Annual Conference **2022** is **“Storytelling”**

Storytelling is how you reach out with any kind of message by connecting emotionally with the receiver. Have you ever wanted to learn how to create engagement when trying to communicate something at work? This communication skill is a great tool to use both in speech, in writing and in social media. There are many angles to this topic which we will explore. We want to hear your story!

The moderator of the conference will be **Mr. André Noël Chaker**, a well-known and inspiring speaker.



WOULD YOU LIKE TO HAVE THE OPPORTUNITY TO TELL US YOUR STORY?

In this conference you will **meet with your target group from around the world** – a unique opportunity!

Management Assistants benefit from an increased influence towards deciding on our company's interest in the products and/or services you offer. Our Management has given us the buying power.

We are offering these sponsoring opportunities to your company:

- Sponsoring packages (platinum, gold, silver, bronze)

- Trade fair unit
- Name badges & lanyards
- Conference bag or other sustainable promotional material for the delegates

Summarizing, you will

- reach your target group – a high-level audience of 150 management assistants from around the world
- have personal contacts with decision-makers/influencers in your field of business
- have the opportunity to showcase your products and services to a truly international audience
- learn and understand the needs and requirements of your target audience

Sponsoring opportunities	Platinum Partner 3.000 €	Gold Partner 2.250 €	Silver Partner 1.500 €	Bronze Partner 750 €
Logo on IMA conference web site	X	X	X	X
Company profile and link to your home page on IMA conference web site	60 words	50 words	40 words	-
Branding at IMA conference registration desk	X	-	-	-
Display of your logo throughout the event	X	X	X	X
Your company brochure for download at IMA conference web site	X	X	X	X
Floor space at the trade fair	3 units	2 units	1 unit	-
Participation at the IMA Conference Gala dinner	2 at VIP table	1	1	-
Complimentary entry ticket to the conference	2	1	-	-
Other opportunities	Price	For IMA members		
Trade Fair at IMA Annual Conference Floor space of 2x3 m, table+2 chairs, electricity	750 €	450 €		
Conference bag or other sustainable promotional material for the delegates	Sponsoring the promotional material for approx. 200 delegates	Sponsoring the promotional material for approx. 200 delegates		
Name badges & lanyards	Sponsoring the badge, lanyards for approx. 200 delegates	Sponsoring the badge, lanyards for approx. 200 delegates		

INQUIRIES AND FURTHER INFORMATION:

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