

AI - Opportunities and Challenges

IMA 50th International Annual Conference



Hilton Slussen, Stockholm, Sweden
18 October 2024

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's International Annual Conference 2024, 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 50TH ANNUAL INTERNATIONAL CONFERENCE IN STOCKHOLM, SWEDEN 2024

IMA Sweden will host IMA 50th International Annual Conference in Stockholm between October 17-19, 2024 at Hilton Slussen hotel. A time to celebrate IMA's 50th anniversary!

The conference 2023 was held successfully in Cape Town, South Africa and had 190 participants from 18 countries and was the first IMA conference outside of Europe.

PROGRAM OVERVIEW OCTOBER 17 – 19, 2024

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| October 17, 2024 | <ul style="list-style-type: none">• IMA Full Council Meeting• Welcome Reception• Welcome Dinner |
| October 18, 2024 | <ul style="list-style-type: none">• IMA International Annual Conference, full day• Trade Fair• Gala Dinner |
| October 19, 2024 | <ul style="list-style-type: none">• IMA Annual General Meeting (members only) |



WHAT WILL WE WORK ON? The theme of the IMA Annual Conference 2024 is AI – Opportunities and Challenges. How will AI impact our profession and business environment today and in the future? The role of Management Assistants has always been evolving, and our organization has always supported its members to keep up with new requirements and adapt to the changing work environment ever since IMA was founded in 1974.

Information regarding moderator and speakers during the day will be released further on.

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

At 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 at least 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 € 3 200	Gold Partner € 2 450	Silver Partner € 1 700	Bronze Partner € 950
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	N/A
Branding at IMA conference registration desk	X	N/A	N/A	N/A
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	N/A
Participation at the IMA Conference Gala dinner	2 at VIP table	1	1	N/A
Complimentary entry ticket to the conference	2	1	N/A	N/A

Other opportunities	IMA Business Members	Non IMA Business Members
Trade Fair at IMA Annual Conference Floor space, table+2 chairs, electricity	€550	€850
Privat showroom during Trade Fair 6 rooms available (here you can be creative and really promote your company and brand)	€ 1 200	€1 500
Conference bag or other sustainable promotional material for the delegates (please be creative and come with ideas)	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

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Registration page:

https://www.lyyti.in/IMA_50th_Conference_Stockholm_2024