

# **Beyond Prestige: Capitalizing on the BBB Advantage**



# Where the global meetings industry come together

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- ➔ Connection
- ➔ Purpose
- ➔ Progress
- ➔ Long-term partnerships



# Meetings Matter

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- ➔ Business critical
- ➔ Human led
- ➔ Impact driven



# More than a trade show

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- ⇒ Global platform
- ⇒ A connector
- ⇒ A catalyst
- ⇒ Year-round engagement



# This is where conversations change

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- ➔ Ideas form
- ➔ Partnerships grow
- ➔ Confidence builds



# Intentional Experiences

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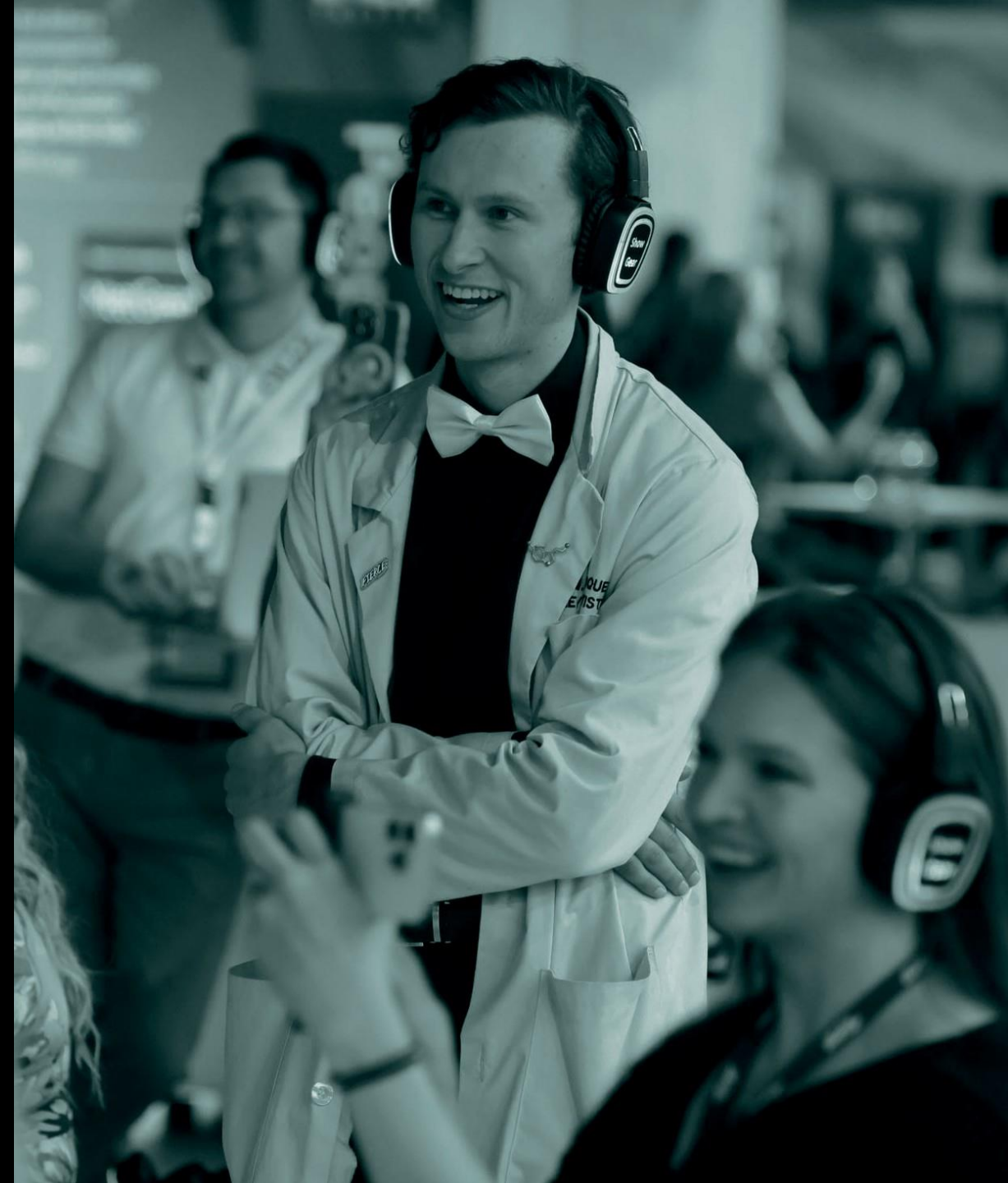
- Hosted buyers; time and choice respected
- Exhibitors; quality conversations
- Everyone; clarity & value
- Human centric approach – focus on engagement and creating a sense of community



# Leading with intention

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- ➔ Learning embedded
- ➔ Wellbeing prioritised
- ➔ Sustainability championed



# Sustainable by design

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- ➔ Environmental: reducing impact, rethinking waste
- ➔ Social: wellbeing, inclusion, industry care
- ➔ Economic: long-term value



# Impact that lives beyond the event

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- ➔ Relationships formed
- ➔ Strategies shifted
- ➔ Momentum sustained



**iMEX**

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