



GROW



2020 **VIRTUAL** CONVENTION

SEPT 29 – OCT 1, 2020

2020 IMCO National Convention goes virtual!

Out of concern for the health and wellness of our Vendors, Members, and staff, IMCO is transitioning our 2020 IMCO National Convention to a dynamic virtual platform. A complete virtual trade show and educational sessions will be held **September 29 – October 1, 2020.**

Though we will miss being with all of you in person, we have created an amazing way to stay connected and benefit from the convention experience. The virtual platform will showcase IMCO's educational content and foster connections between exhibitors and attendees – all within a robust graphical experience where attendees will visit exhibitors booths in the Exhibit Hall, participate in education sessions, and even have the opportunity to interact with other attendees in real-time.

This new format will allow more of your team to attend, while reducing travel time and associated expenses.

No technical skills needed and there is no software to download or install.



- ▶ **Powerful Reach to a Wider Audience**
- ▶ **Targeted Opportunities**
- ▶ **Brand Awareness**
- ▶ **Build Meaningful Human Connections**
- ▶ **Custom Virtual Booth**
- ▶ **Host Collateral & Pre-recorded Videos**
- ▶ **Attendee/Booth Metrics**
- ▶ **Product Showcases & Specials**



- ▶ **Personalized Calendars**
- ▶ **Attendee Directories/Private Messaging**
- ▶ **Virtual Meet-Ups**
- ▶ **Interactive Education**
- ▶ **1:1 Scheduled Video Meetings**
- ▶ **Online Lead Capture**

As we continue the transformation to a virtual platform, we will provide updates to keep you informed and engaged in developing your tradeshow content. In the coming weeks, you will receive an email invitation with a schedule of activities, opportunities for networking virtually, and links to register your attendees.

If you are not yet registered for a 2020 IMCO National Convention booth or sponsorship, contact us today to participate in this remarkable virtual event.

Karen D'Arcy | Dir. of Marketing Services | kdarcy@imcoinc.com | 386-258-1530

NOTE: All room reservations for the live event have been cancelled by the hotel. You will be emailed a cancellation notice by the hotel directly, and all deposits will be refunded. If you made reservations through your corporate travel, you need to cancel your own reservation.

Time to Reconnect
2020 IMCO NATIONAL CONVENTION IS GOING VIRTUAL