

CASE STORY

IMEX: SPARKING PRODUCTIVITY

Mandalay Bay Convention Center | Las Vegas, NV



THE CHALLENGE

MAXIMIZING PRODUCTIVITY

IMEX America set out to transform the attendee experience through intentional design. Recognizing the need for a more dynamic and engaging environment, IMEX partnered with GES to reimagine the entire show layout. The goal was to inspire creativity, movement, and connections among participants.

THE SOLUTION

A STRATEGIC REDESIGN

GES responded with a comprehensive redesign rooted in a deep understanding of IMEX's vision. Guided by a clear and insightful brief, the new layout prioritized energy, flow, and accessibility. The show floor was restructured to encourage exploration and interaction, with standout features like wellness zones, interactive brand activations, and open learning spaces.

THE IMPACT

RECORD-BREAKING ATTENDANCE

IMEX America 2024 welcomed 15,500 attendees. More than 86,000 prescheduled meetings took place, and the Inspiration Hub saw unprecedented attendance, reflecting a strong appetite for educational content and professional development.

QUICK STATS

A YEAR'S WORTH OF BUSINESS UNDER ONE ROOF

IMEX America is the largest trade show for the global meetings, events, and incentive travel industry.

500 Exhibitors

150k NSF

15k Attendees



OPERATIONAL EXCELLENCE