

PRESS RELEASE

Home game for Frankfurt: The international event industry on show at the IMEX

Frankfurt/Main – 03rd May 2024 – This month, the Frankfurt Convention Bureau (FCB) will be welcoming representatives of the global events industry back to Frankfurt for the IMEX, the international meetings, events and incentive travel fair. Together with ten official booth partners, the FCB's Frankfurt specialists will be presenting the many sides of the MICE destination of FrankfurtRhineMain during this three-day show, to be held on the fairgrounds of Messe Frankfurt from 14th to 16th May 2024. Moreover, they will also be placing the spotlight on an eventful summer awaiting visitors in the metropolis on the River Main.

During the three-day fair, the FCB will be informing visitors of the latest Frankfurt news and novelties, including hotel openings, unique event locations and creative incentive ideas, not to mention the upcoming UEFA EURO 2024 continental football tournament, which is being held in Germany this summer. Frankfurt is, after all, not only the host city of the IMEX, but also one of ten host cities of the UEFA EURO 2024. The FCB team, headed by Jutta Heinrich, will be spreading the news of this major sporting event on the fairgrounds while also sharing information on the possibilities of hosting corporate events in the hospitality pavilion at the official football fan zone along the River Main.

The FCB will also be bringing a little bit of traditional Frankfurt to the IMEX in the form of its "#meetfrankfurt Kiosk Party". Following up on the smashing success of last year, the FrankfurtRhineMain exhibitors will once again be inviting show visitors to their booth with an "after-work bottle party" celebrating Frankfurt's time-honoured "kiosk" culture, to be held on Wednesday, 15th May, from 4:30 pm. Back in the 19th century, these cult-like kiosks – named "water-houses" in German – used to sell drinking water to Frankfurt residents; today, they represent the urban heart and soul of the city, an after-work meeting place and a traditional part of Frankfurt's cityscape.

"We are looking forward to showing IMEX visitors a vivid impression of Frankfurt's lifestyle and joie de vivre, not only at our trade show booth, but throughout the city as well. Running until 17th May, the [Opera Square Festival](#) celebrates one of Frankfurt's favourite plazas with a colourful celebration of culture and cuisine. Come and join us at this popular downtown festival and let us continue our discussions over a glass of wine, surrounded on all sides by a lively, urban party atmosphere," suggests Jutta Heinrich, Director of the Frankfurt Convention Bureau.

For further ideas, plans and recommendations, event planners from around the world will find the following partners available to them at the FrankfurtRheinMain Stand F110:

Alte Oper Frankfurt, cornerstone meetings gmbh, the Frankfurt Convention Bureau, the Frankfurt Marriott Hotel, Leica World at the Leitz Park, Le Meridién Frankfurt, Lufthansa Seeheim GmbH, Pro Toura GmbH, Scandic Hotels, Wertheim Village and The Westin Grand Hotel Frankfurt.

More comprehensive information on the IMEX – including available discounts and possible activities outside of the fairgrounds, such as free motorised city tours and more – is bundled on the FCB website at www.meetfrankfurt.com.

The Frankfurt Convention Bureau (FCB) is a department of the Frankfurt Tourist+Congress Board and a centre of competence for all matters relating to the planning and performance of congresses, conferences, events and incentives within Frankfurt and the Rhine-Main region. Aside from being present at numerous national and international trade shows, the FCB also works to promote the positive image of Frankfurt as an international congress and conference destination. The FCB supports event organisers in submitting congress bids, finding optimal locations for special events, making hotel room reservations and securing special ticket allotments for the local public transport system.

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