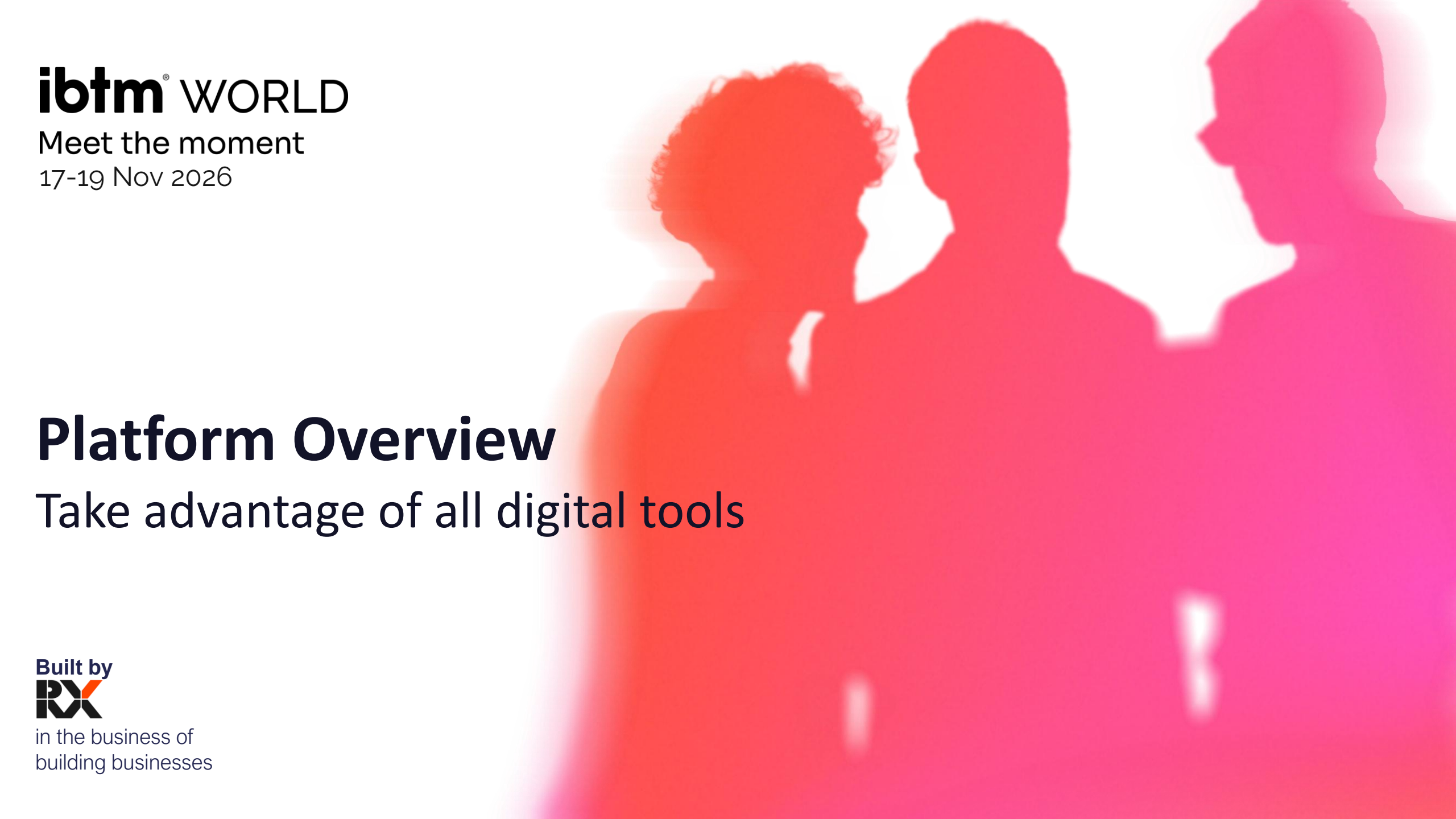




ibtm® WORLD

Meet the moment

17-19 Nov 2026

Platform Overview

Take advantage of all digital tools



in the business of
building businesses

Buyer stats on Denmark

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780+

Buyers registered interest to meet with suppliers from Denmark

- **520+** buyers plan **10+ events per year** with average of 50-249 attendees
- **370+** buyers with budget between **US\$1,000,001-100,000,000**

Top Countries buyers are from

United States

United Kingdom

India

Brazil

France

Germany

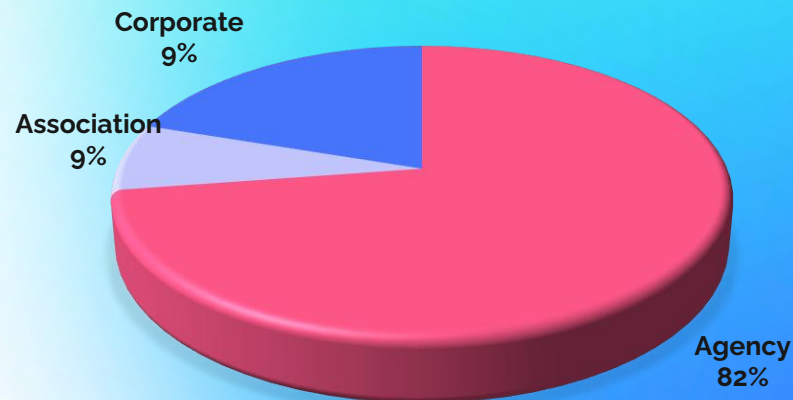
Italy

Azerbaijan

China

Netherlands

Buyer breakdown



Buyer preferences and meeting stats

- **2,549 interested buyers** wanted to arrange an appointment.
- **766 confirmed appointments** across all appointment diaries.
- **35 appointments** per diary on average.

This is **higher than the average across the show**, confirming the very strong interest in your destination.

What Buyers wants to see from Denmark...

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- **Luxury accommodation** dominates the database. Boutique and lifestyle hotels are also extremely strong.
- 4 and 5* Hotels are preferred with an average of 100-500 rooms.
- 91.5% of buyers asked to meet with DMCs
- Majority asked to see Audio/Visual Services & Catering
- AI is the most requested technology category, followed closely by registration and event management solutions.
- Authentic local experiences, luxury experiences and team-building activities are the strongest demand drivers.

Luxury Hotels & Resorts	92.2%
Boutique Hotel	82.5%
Lifestyle & Design Hotels	80.3%
Golf & Country Club Resorts	47.3%
Wellness, Spa & Health Resorts	45.6%

Venue Type	%
Cultural & Historical Venues	76.9%
Restaurants & Private Dining Venues	75.0%
Conference & Convention Centres	71.0%
Outdoor & Destination Venues	67.0%
Multipurpose Event Spaces	64.6%

Transportation	%
Coach & Group Transportation	68.7%
Commercial Airlines	60.3%
Cruise Lines & Ferries	55.5%
Ground Handling & Logistics	52.3%
Rail & Train Services	51.7%

Key Dates

- **22 September** - Pre-Scheduled Appointments **GO LIVE**
- **12 October** - Pre-Scheduled Appointments **CLOSE**
- **20 October** - Self-Scheduled Appointments **GO LIVE**
- **12 November** - Self-Scheduled Appointments **CLOSE**
- **13 November** – Final Diaries

Exhibitor Profile

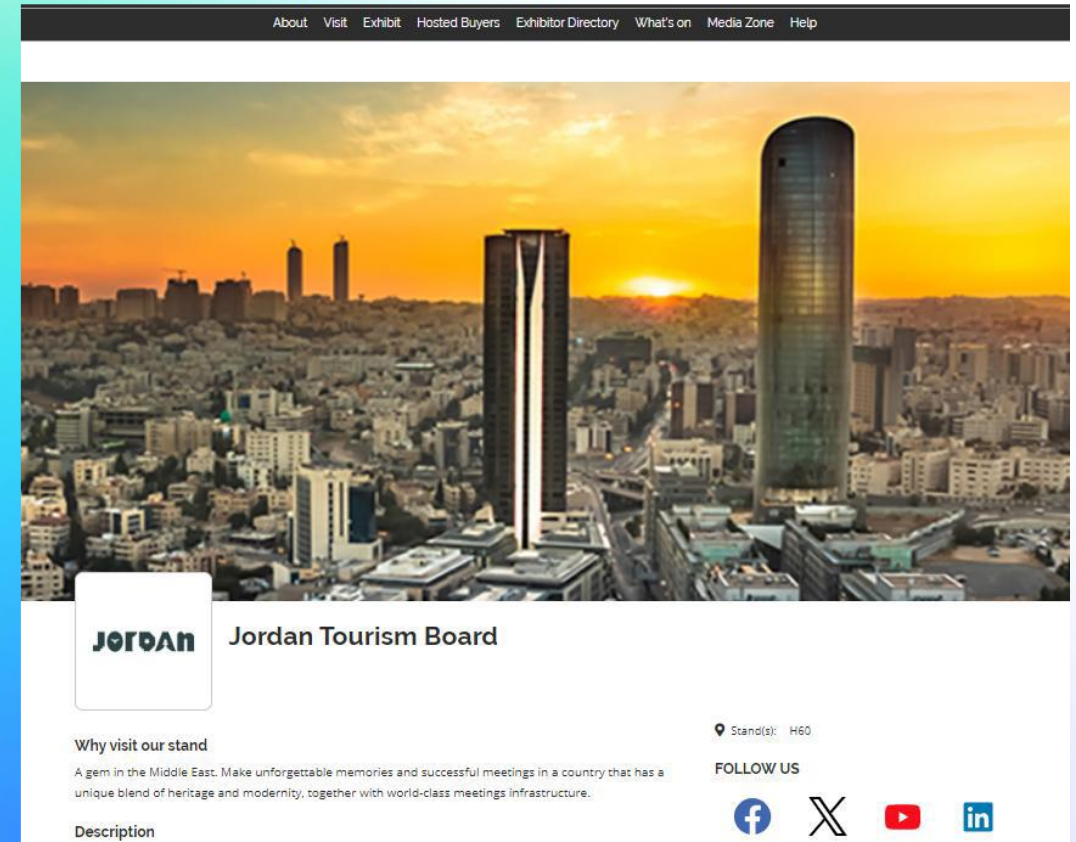
- Help buyers find you and your products
- Attract targeted audiences by industry/category
- Generate high-quality connections
- Maximise business opportunities at IBTM World



Key Stats:

- **94% of visitors** research Exhibitor Profiles before the show
- Complete profiles get **17+ more views**
- Complete your profile early for maximum exposure

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Exhibitor Guide – Profile

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Company Name	Digital offering	Stand location	Stand size	Stand type
Reed Exhibitions Test	Bronze package	EIBTM26	1 m ²	SPACE



Edit Profile Page

This information will appear on the show website.



Exhibitor Dashboard

Your profile views: Total: 12

[View more performance insights](#)



Sharers

Add and manage your allocated Stand Sharers.



Badges

Download and print your badges.



Video

Access the exhibitor videos



Lead Manager App (formerly Emperia)

Lead Capture Services

A consolidated list of leads scanned at the show with Lead Manager App (formerly Emperia).
(Total: 0, New: 0)



Manage lead booster

Create offer and gain attraction to your product or service

Lead Management Tools

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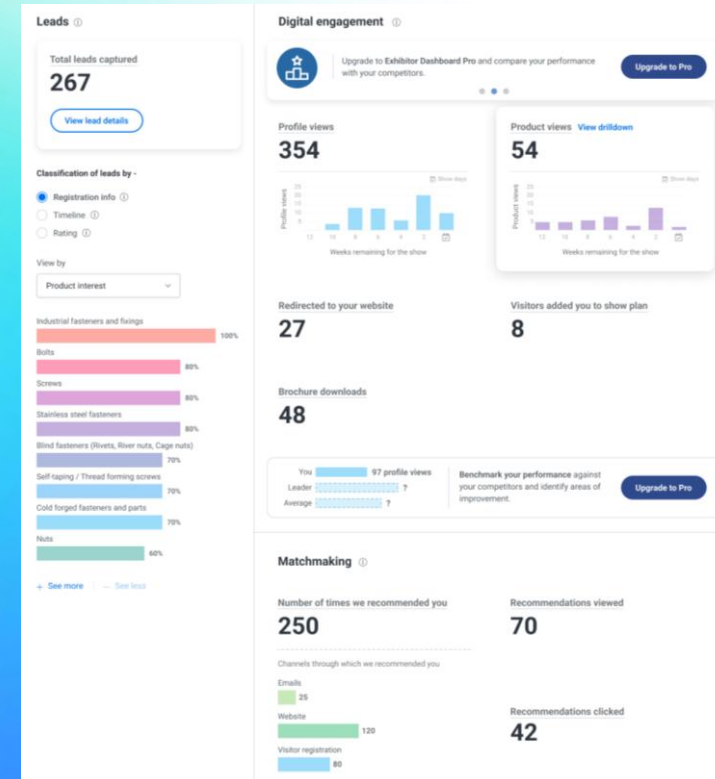


Collect QR

Visitor solution to capturing exhibitor information & exchanging contact details

Lead Manager App

Exhibitor solution to capturing visitor contact details



Dashboard Analytics

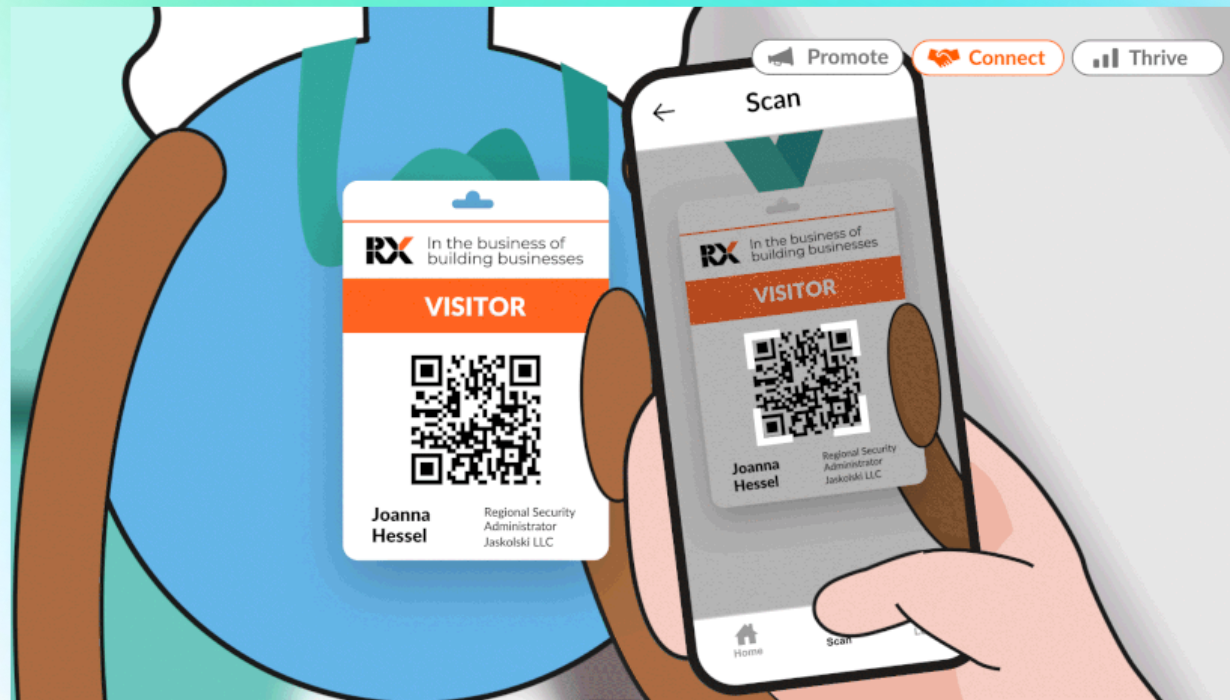
Track your performance in real time and find your consolidated report of all leads captured at IBTM World.

RX Lead Manager App

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What is the Lead Manager App?

A mobile app that captures, rates, and saves leads offline—streamlining your lead generation process.



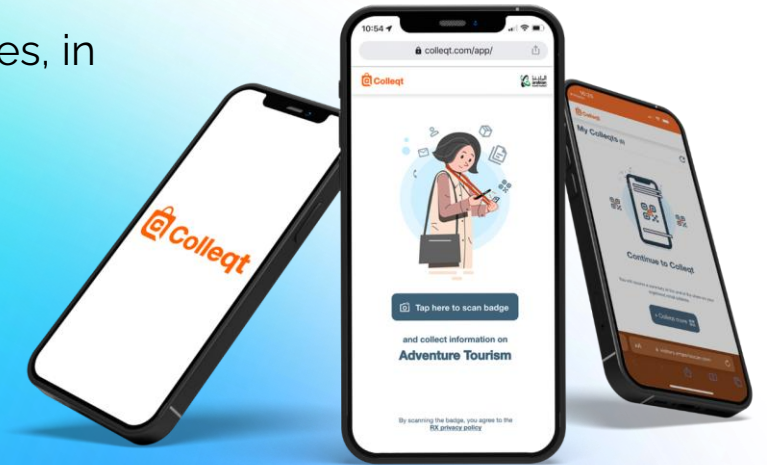
[Video - click here](#)

Colleqt QR

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What is Colleqt QR?

Colleqt is the smart way for visitors to collect your information and brochures, in exchange for their contact details.



NEVER MISS A LEAD

Capture visitor contact details, even if you didn't get a chance to meet.
Access your leads at any time.

REDUCE WASTE

Colleqt QR Codes reduces the need for printed materials, saving you money and reducing waste.

[Video - Click here](#)



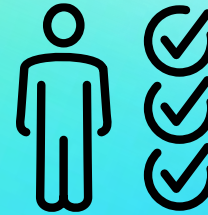
Pre-Schedule Appointments & Preferences

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01.

Exhibitors & Hosted buyers
can view each other profiles



02.

Exhibitors & Hosted buyers
can select 50 preferences



03.

IBTM World arranges a
matchmaking where mutual
matches will give a higher
chance to add the meeting
to both diaries (average of 36
appointments confirmed per
exhibitor last year)



04.

Exhibitors & Hosted Buyers
receive their complete diary
& self-scheduled
appointment window opens
for any additional requests

What are preferences?

Adding your preferences is a crucial step to get your diary filled with as many high value appointments as possible.

What are preferences? **They are the buyers you want to meet.**

The task is to add **50** buyers you want to have meetings with, into your **PREFERENCES LIST**. We give you access to the entire buyer directory for **IBTM 2026** and facilitate getting to your preferred buyers through search and filters.

After you have selected who you would like to meet, you must engage in **RANKING your preferences**. This means ordering your list of buyers by priority. The order of preferences considered when we run the scheduling process. **DON'T WORRY!** We've made it **really simple to rank your preferences** efficiently.

After preference selection closes, we'll run a scheduling process to populate your diary with as many of these preferences as possible. After this you'll be able to fill the gaps by scheduling meetings by directly requesting to buyers or accepting invitations.

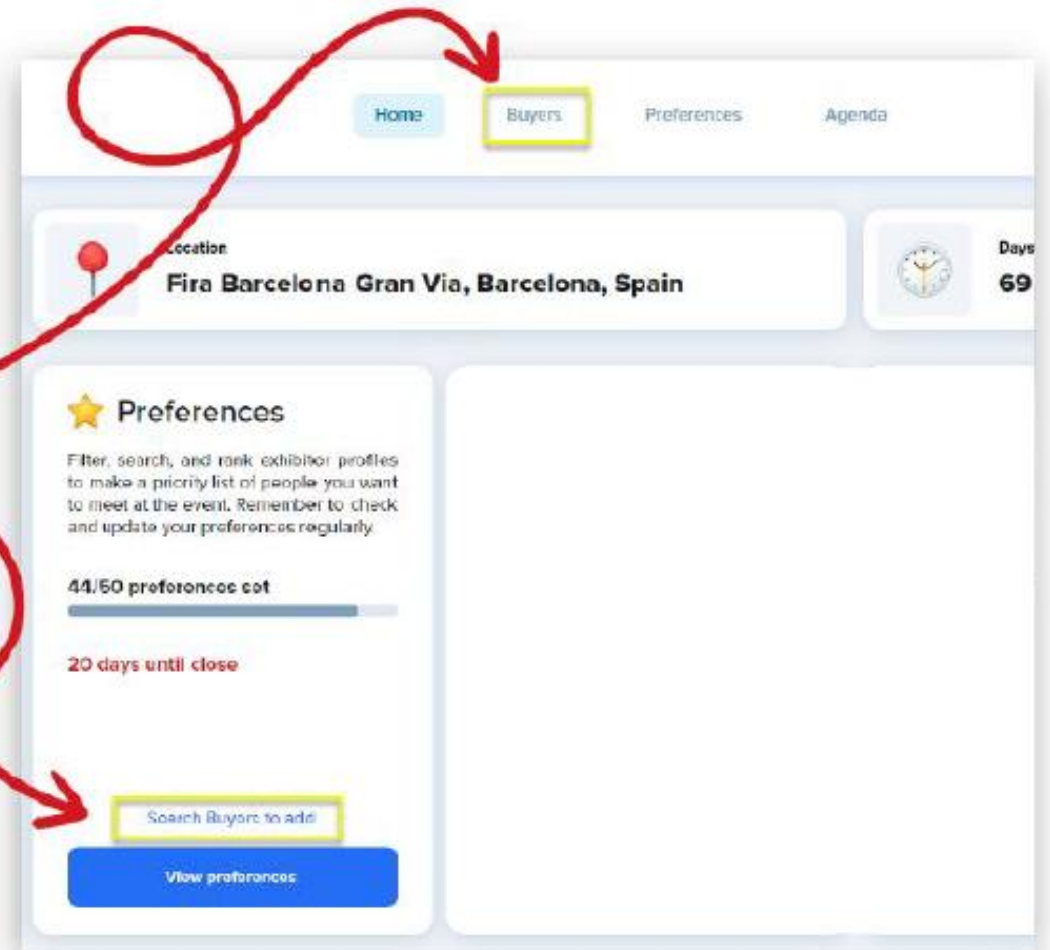
Keep in mind that buyers are engaging in this same process, **make sure your profile is complete!**

**Please note that booking meetings is constrained by mutual availability.*

NAVIGATION MENU

The top menu can be used to jump between pages.

To locate the buyer directory, go to the top menu page **"Buyers"** or the **"Search buyers to add"** link in the Preferences homepage card.



Use the filters function to find relevant buyers to you.
Don't forget to hit **APPLY**.

Field Criteria:

- (1) PRODUCTS & SERVICES buyers are offering, e.g. Cruises or Hotels
- (2) Operating countries where buyers are looking to do business and seek services.
- (3) Country where this buyer's main office is located
- (4) Industries these buyers or their customers belong to
- (5 & 6) HOTEL & VENUE CAPACITY that buyers are looking for, e.g. up to 250 rooms. Not offering hotels or venues? Just leave blank or select "not applicable".
- (7) The type of buyer: e.g. Agency or association
- (8) The level of purchasing authority this person has inside their organization
- (9) To filter only added buyers, blocked buyers, or with no preference set yet.
- (10) To filter only buyers that have selected you as a preference.

Keyword Search: Use this search field to look for specific keywords in the buyer title or company description.



Filter

[Clear all](#)

Products and Services

1.

Operating Countries

2.

Country of Origin

3.

Industry

4.

Venue Capacity

5.

Hotel Capacity

6.

Company Type

7.

Purchasing Authority

8.

Preference Status

9.

- ☐ All
- ☐ Added only
- ☐ Blocked only
- ☐ No preference set

Buyer Preference

10.

- ☐ Only buyers that want to meet me



SEARCHING OPTIONS

Want to meet a buyer? **Add them.**

Already doing business with someone and would like to prioritise other people? You can exclude them from pre-scheduled appointments by using the **block** feature. You can block up to 10 buyers. You can always engage with these buyers during the self-scheduled appointments stage.

RX Test

 **Greg Fleming**
Sales Manager
Buyer

Products and Services
[Redacted]

Operating Countries
[Redacted]

Show all categories ▾

Destination Management Company/Services **Ground Handling** Association Event Agency Audio / Visual
Event Support Services Event Management Software Registration and Ticketing Systems Travel Management Company

Added **Block**

Notice how the categories that match your search are highlighted?



ADDING
PREFERENCES
(AND EXCLUDING OTHERS)

RANKING PREFERENCES

The most important step!
Make a priority list of the
companies you want to meet
with at the event, by ranking
each preference and placing the
**most important people
at the top.**

When managing your individual
preferences, you have
three options.

1. You can **drag to reorder**
2. **click to reorder**
3. or **click to remove**

The screenshot shows the 'Preferences' section of the ibtm app. At the top, there are navigation tabs: 'Home', 'Buyers', 'Preferences' (which is highlighted), and 'Agenda'. Below the tabs, there are two panels, labeled '1' and '2' on the left. Panel 1 shows a list of ranked buyers. The first row is highlighted. The second row is 'RX TEST' with a red icon. The third row is 'Direct Applications Representative'. The fourth row is 'Customer Usability Planner'. The fifth row is 'RX Test' with a blue icon. The sixth row is 'Sales Manager'. Panel 2 shows a similar list, but the first row is 'RX TEST' with a red icon, the second row is 'Senior Solutions Producer', and the third row is 'Direct Applications Representative'. A third panel, labeled '3' on the right, shows the 'RX TEST' row with a yellow star icon and the text 'Wants to meet'.

Home Buyers Preferences Agenda

1 Rank Buyer Bring highlighted to top Send highlighted to bottom Expand all

2 Rank Buyer Bring highlighted to top Send highlighted to bottom Expand all

3 Rank Buyer Bring highlighted to top Send highlighted to bottom Expand all

**Note how we've made it easy to see who has selected
you with the "Wants to meet" tag**



BULK RANKING PREFERENCES

The screenshot shows the 'ibtm WORLD' interface with the 'Preferences' tab selected. On the left, there are filters for 'Products and Services' (set to 'Attractions & Entertainment'), 'Operating Countries' (set to 'Europe'), 'Country of Origin' (set to 'Show all'), 'Industry' (set to 'Show all'), and 'Venue Capacity' (set to 'Show all'). A 'Highlight' button is at the bottom of the filter section. The main area displays '18 highlighted' buyers in a table with columns for 'Rank', 'Buyer', and a 'Wants to meet' status. The table is numbered 1 to 7. A yellow box highlights the 6th row, which includes a checkmark icon and the title 'Principal Research Strategist'. Above the table, there are bulk action buttons: 'Bring highlighted to top', 'Send highlighted to bottom', and 'Expand all' (highlighted with a yellow box). The top right shows '44/50 preferences set' and '20 days until preference ordering closes'.

Rank	Buyer	Wants to meet
1	RX TEST	
2		Wants to meet
3		Wants to meet
4	RX Test	
5		
6	Principal Research Strategist	
7		

(1) Select categories to highlight specific buyers from your list.

(2) Use bulk actions like "Bring highlighted to top" to easily move all matching buyers up or down.

(3) Use the expand arrows to open the buyer profile.

(4) Use the "expand all" feature to open all buyer profiles.

Support Team

An entire team to support your journey at IBTM



Your Sales Manager

Patricia Fidalgo

**CustomerOnboardingand
Fulfilment@rxglobal.com**



Customer Success Team

(available to help with anything related to the Portal from building profile to preference selection)



Marketing & PR Team

(making sure you stand out and bring brand awareness)