

Press Release

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IMEX 2022: Stuttgart goes (back to) live – ten partners for innovative event expertise

In eager anticipation of in-person encounters, the **Stuttgart Convention Bureau** presents itself along with nine powerful and innovative partners from 31.5.-2.6.2022 at the IMEX in Frankfurt. Visitors to the trade fair will find information not only on location news, event concepts and incentive programmes but also about event agency and event technology services in the eventful southwest of the Federal Republic.

Nature, as the central theme of this year's IMEX, will be addressed specifically by the **Messe Stuttgart Trade Fair Center** – Germany's first climate-neutral certified exhibition grounds – and the **ICS International Congress Center Stuttgart**: after all, the venue combines optimum accessibility with short distances. Sustainable meeting and trade fair requirements can be met here on a total exhibition area of 120,000 m². Solar panels on the roof of the exhibition halls and the multistorey car park provide environment-friendly solar power. Together, these represent the fifth-largest, roof-mounted solar energy system in the world.

Another competent contact at the IMEX for event planners aiming for unforgettable events is the **Liederhalle Culture and Congress Center**. Thanks to its central situation in the heart of the city, in the immediate vicinity of the Bosch-Areal with its wide range of stores, restaurants and bars as well as direct access to a hotel, the recently renovated complex convinces with its state-of-the-art event and networking technology and efficient use of energy. Barrier-free, with multifaceted green event concepts, it incorporates the best of culture and congress expertise in the Swabian tradition, but with an international orientation.

Music and theatre, literature and dance, meetings and seminars, trade fairs and markets, festivals and celebrations are the focus of the **Bürgerzentrum Waiblingen**. The

civic centre, set in the idyllic landscape of the Talaue park, offers an extensive range of room and service options. Its team also provides advice on exciting supporting activities in unusual places to supplement the planned event. The congress venue is predestined for this by virtue of its ideal location – close to the city centre, but surrounded by greenery on the banks of the River Rems.

Another of the Stuttgart Region's magnets is **Outletcity Metzingen**, Europe's biggest outlet centre, with its creative shopping and experience concepts. On an area currently comprising 60,000 m² GLA (gross leasable area), visitors can look forward to a successful mix of fashion, lifestyle, art and design, gastronomy, premium shopping and leisure facilities as well as to the world's biggest Chair-o-Plane carousel and the sustainable ice rink. An extended range of high-class catering and the inclusion of digital shopping worlds – from apps to online stores and exclusive club offers – provide memorable incentive moments, both on site and under omnichannel aspects.

As a high-profile location with a fascinating concept for presenting automobile and contemporary history from the first patented motor car to the latest hydrogen-powered vehicles, the **Mercedes-Benz Museum** is a memorable experience. Apart from being an outstanding museum, it also offers an exclusive setting for meetings, seminars, conferences, presentations, concerts, parties or gala dinners in unique architecture.

In addition to stirring museum experiences, the **Porsche Museum** in Stuttgart also convinces with its outstanding ambience for elegant events ranging from conferences to galas. High-speed thrills are found at the **Porsche Experience Center** at the Hockenheimring. Here, automotive dreams come true with an intensity guaranteed to gladden visitors' hearts with unadulterated enthusiasm.

The creative minds at **ellis EVENTS** offer professional full-service concepts for 10 to 13,000 participants. The family-run pool of experienced event specialists guarantees that every event is an unforgettable occasion. Happy to be back in person, and under the motto "Let's get loud", ellis EVENTS is celebrating its 35th company anniversary at the IMEX 2022.

With technical solutions and creative know-how for outstanding events, **Neumann&Müller Veranstaltungstechnik** presents itself at the IMEX 2022. Directing op-

erations from its headquarters in Esslingen am Neckar, this full-service technology provider offers customers the advantages of 40 years' experience for all kinds of events, with 900 employees at more than 20 locations. These commit themselves on a daily basis to top-quality implementation of the task in hand – whether live, digital or hybrid, here in the heart of Swabia or in the Middle East (Neumann&Müller's latest location) – for tailor-made, emotive and technically optimised live communication systems.

"After a break of two years we are greatly looking forward to representing the Stuttgart Region for the 20th time at the IMEX. Both live events and digital event concepts are dear to our heart – but in the long run nothing can take the place of personal encounters. In close cooperation with our partners we can inspire and inform event professionals about innovative and also sustainable event solutions through our joint competences," concludes Karina Grützner, head of the Convention Bureau, as to what visitors can expect to find at the Stuttgart stand.

*The **Stuttgart Convention Bureau (SCB)** represents the meeting destination Stuttgart Region with its c. 200 venues, conference hotels and special locations. The Bureau is the central local partner for meeting and event planners. It offers impartial and free services to support the planning and organizing of meetings, congresses and events including venues, fringe programmes, hotel accommodation and mobility and local expertise. The SCB's strategic partners are: the ICS International Congress Center Stuttgart/Messe Stuttgart (Trade Fair Centre), the Liederhalle Culture and Congress Centre, Stuttgart Airport, WRS (Stuttgart Region Economic Development Corporation), congress centres in the Stuttgart Region and the local hospitality sector.*