



Dear IMS Exhibitor:

The IMS secondary listing program is designed to accommodate manufacturers' representatives and companies with wholly owned subsidiaries that need to represent those principals and subsidiaries in their booths. Secondary listings are meant to be a mechanism that allows participating companies access to promotional listings on the IMS website, mobile app, program book/exhibition catalog and/or map guide. The guidelines for participation are as follows:

1. Qualified exhibitors are allowed two secondary listings per 10x10 booth space rented at \$500.00 per listing. Each secondary listing is entitled to be listed as an exhibitor on the IMS website, mobile app, program book/exhibition catalog and/or map guide.
2. Participating companies must present evidence of either ownership or manufacturer's rep agreement, along with the order form, no later than 11 April 2025. Please note: as the primary exhibitor contact, you will need to provide complete information and submit the Secondary Listing Order Form or Online Application.

Secondary listings allow participating companies access to:

- Promotional listings on the IMS website
- A listing on the mobile app
- Listing in the map guide and/or program book/exhibition catalog
- Access to the exhibitor portal
- Access to promotional opportunities
- Hotel accommodations, including hospitality suites and function space in the convention center and IMS participating hotels
- Booth Staff badges with secondary company name printed

Please fill out a separate form for each company participating in your booth as a secondary listing. Once the qualifications are met, IMS will provide the secondary listing company with a link to sign into the Exhibitor Portal.

Thanks for participating in this program and please let us know if you have any questions.

Sincerely,

Fred Champagne
Exhibits Coordinator
630.434.7904
ims@heiexpo.com



IMS Secondary Listing Order Form

This form is to secure a secondary listing. Please complete this form and return one copy per secondary listing to ims@heexpo.com no later than **11 April 2025**.

Primary Company Name*: _____
Company that contracted for IMS exhibit space

Contact Name*: _____
Contact that contracted for IMS exhibit space

Secondary Company Name: _____

Secondary Contact Name: _____

Secondary Contact Email Address: _____

Secondary Address: _____

Secondary Telephone: _____

Secondary Company URL: _____

The charge for each IMS2025 listing is \$500 and limited to two per 10x10 booth space rented.

Signature: _____ **Date:** _____
Primary Exhibitor Authorization

By signing my name above, I represent that I am an authorized agent for the Primary Exhibitor, and that I am aware of the fee of \$500.00 per listing.