



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. Please note that IMS has implemented several changes to the secondary listing program this year. The changes are implemented to address how use of the program has evolved, and this is a shift back to its original purpose. 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 map guide. The guidelines for participation are as follows:

1. Qualified exhibitors are allowed unlimited listings; and for this year only, there will be no charge (the usual charge is \$750.00 per listing). Each secondary listing is entitled to be listed as an exhibitor on the IMS website, mobile app, program book/exhibition catalog, and map guide plus the ability to post information in the exhibitor console.
2. Participating companies must present evidence of either ownership or manufacturer's rep agreement, along with the order form, no later than April 16, 2021. Please note: as the exhibitor contact, you will need to provide complete information and submit the Secondary Listing Order Form.
3. All requests for secondary listings must be approved through the IMS office.

Secondary listings allow participating companies access to:

- Promotional listings on the IMS website
- A listing on the mobile app
- Listing in the program book/exhibition catalog, and map guide
- Access to an exhibitor console
- 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 listed

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 a link to set up a user ID and password for their exhibitor console.

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

Sincerely,
Kristen Anderson
Exhibition Coordinator
Tel: 781-856-4766



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 exhibits@horizonhouse.com no later than April 16, 2021.

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: _____

There will be no charge for this IMS2021 secondary listing.

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 the fee of \$750.00 is being waived by Show Management for IMS2021 only.