5 Reasons to Attend IIeX

1. **Meet face-to-face in a digital world.**
   As our world becomes more digital, it’s important to keep business relationships personal. We know that most deals happen in-person and offline. IIeX events inspire connections from beginning to end via networking events, private meetings, strategic layouts to increase foot traffic to your booth, and much more.

2. **Get in front of decision-makers.**
   Our future-focused vision attracts some of the industry’s most senior clients, including VPs, Directors, and Managers from the world’s largest brands. Being part of IIeX means having access to hundreds of decision makers who want to hear and see what’s new in the industry. Whether you prefer doing business at your exhibition booth or over a drink at one of our networking events, IIeX provides a number of ways you can gain access to some of the biggest buyers in the game.

3. **Private meetings with brands.**
   We arrange hundreds of private meetings every year between insights buyers and sellers. These meetings aren’t ‘random speed dates’ — vendors are hand-selected by brands to decide if a future partnership might be possible. The process is completely organic and client-driven.

4. **Engage in thought leadership.**
   You’re in good company at IIeX. The movers and shakers of market research choose to share their most provocative and progressive ideas on our stage. This is the place to find new partners who are obsessed with creating and innovating.

5. **Future-focused content.**
   We’re confident that our content speaks for itself — we rely on startups, new speakers and brands to paint the future of the industry. The conversation is focused on where they’re headed, not where they’ve been. Will you be able to keep up?
“If I go to another conference, I probably know 80% of the people there. If I come here, I know 20% of the people… There are people here for the first time, whose eyes are being opened by things they never knew existed.”

Simon Chadwick, Managing Partner, Cambiar

“It is the first event I have seen where clients came to hear innovative suppliers, rather than suppliers coming because clients were there.”

Joel Rubinson, President, Rubinson & Partners

“Insight Innovation eXchange is really an ecosystem that connects new startups, end clients, providers to the industry... IleX brings together new players and creates an environment where we can learn. People come here with open minds; to see new things, new people, new faces.”

Adriana Rocha, Co-Founder & CEO, eCGlobal

“IleX represents the future of our industry. The energy here, and the insight into human behavior, is different from anything we’ve seen in the last ten or twenty years in the market research industry. There’s promise here. There’s inspiration.”

Aaron Reid, Ph.D, Chief Behavioral Scientist, Sentient Decision Science

“The ‘match making’ and setting up meetings with end clients prior to the event is unique, and that alone is reason to exhibit and attend. The global IleX conferences are at the top of our conference list, and the GreenBook staff does everything they can to provide personal attention and make it work.”

Rudy Nadilo, President of Dapresy, North America

Looking to get started?
Contact the IleX events team at iiexevents@greenbook.org for more information.