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intelligence



THE LATEST INTELLIGENCE ON AMERICA'S NEW WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS AND EVENTS / July 2010

Anticipating IMEX America



Excitement and anticipation about IMEX America is growing fast and none more so than during IMEX in Frankfurt this year when we took the chance to update the industry on the latest news and developments.

IMEX America will deliver a unique model of tradeshow in the US market - following the same formula that has been the cornerstone of our success with IMEX in Frankfurt for the past eight years. When the show launches in October 2011, it will deliver 2000 hosted buyers - the largest hosted buyer program of any meetings industry trade show in the US. 80% of these buyers will come from across the US and the rest from around the world and will have been carefully qualified with the help of our intermediaries to ensure that they place business both internationally, as well as domestically in North America. In addition we expect to welcome thousands more US visitors who will be targeted through large-scale direct marketing campaigns with the help of our partners, such as our major media partner, Northstar Meetings Group.

"focus on delivering the top association buyers"

Delivering the best buyers

These 2000 hosted buyers, will represent the association, corporate and agency sectors. As with IMEX in Frankfurt, a focus on delivering the top association buyers to the show will be of key strategic importance and will be made possible through the IMEX America Association Day

presented by ASAE (American Society of Association Executives), as well as a high-level PCMA (Professional Convention Management Association) co-located educational event, both taking place the day before the show opens and followed by the popular IMEX America Association Evening.

Delivering top corporate buyers is also of enormous importance and we are delighted that Maritz Travel have chosen to partner with IMEX America to deliver their annual senior-level Customer Event prior to the show. This event will attract up to 100 Maritz Fortune 500 corporate clients, as well as Maritz account managers who will attend as hosted buyers.

Outstanding professional education

The success of the IMEX model is also dependent on delivering high quality, relevant and stimulating professional education for the benefit of all and ensuring that sessions do not cut across essential business time on the show floor. The role of our exclusive Strategic Partner, MPI (Meeting Professionals International), is key in this regard. As the show's major educational provider, MPI will no longer be running its marketplace tradeshow alongside WEC (World Education Congress) but will be encouraging members to make IMEX America their show of choice in the US market. MPI will be running 'open to all' power keynotes before IMEX America opens each day as well as holding a dedicated day of education the day before the show starts. Together we will also be launching a series of six high-level webinars this autumn to underline the strategic partnership and its educational ambitions.

"six high-level webinars this autumn to underline the IMEX - MPI strategic partnership"

The show will also be characterized by more of our New Vision initiatives including Future Leaders, Politicians Forum, Wild Card Americas and Meetings for Success. In total, IMEX America already has seven Forums, 40 educational seminars and workshops and four official parties scheduled, with plenty more to come.



Ray Bloom, Chairman, IMEX Group
ray.bloom@imexexhibitions.com



"We are putting the collective buying power of MPI members, estimated to be \$16.4 billion, behind our exclusive strategic partnership with IMEX America, as well as designing a uniquely co-created educational experience for buyers and sellers."

Bruce MacMillan
President and
CEO of MPI

"IMEX has quickly become recognized as the gold standard of meeting industry trade shows, and we are confident that the same level of excellence will characterize IMEX America."

Michael Gehrisch
President & CEO, DMAI

"Site is thrilled to be holding our International Conference immediately following the show. What a great way to add value to attendees during a time when the demand for ROI is paramount."

Brenda Anderson
CEO, Site



IMEX America. The united state of the global meetings industry.

Premium partnerships



Strategic Partner



A number of key partnerships and alliances will form the backbone of the new show and give it strong appeal to a wide audience. Many association partners will use IMEX America as the focal point for some of their major educational and social events of the year, ensuring the show really does have something for everyone.

Strategic Partner and major education provider MPI (Meeting

Professionals International) will be holding its Foundation Rendezvous during IMEX America, as well as delivering high-level educational content before and during the show. Site will be holding their annual conference in Las Vegas immediately following the show (13 – 15 October), as well as Site Nite North America on October 10, the evening before the show opens.

IMEX America was recently made an Alliance Partner of DMAI (Destination Marketing Association International) and is also officially endorsed as the favored large-scale incentives and

meetings industry tradeshow for DMAI's 625 destination marketing organization members in nearly 30 countries around the globe.

"significant role in shaping the professional education program"

PCMA (Professional Convention Management Association) will also be co-locating a major educational event alongside IMEX America, whilst ACTE (Association of Corporate Travel Executives) and ICCA (International Congress and Convention Association) will also play a significant role in shaping the IMEX America professional education program. ICCA will be running a US version of its Association Expert Seminar. Other associations involved

in and supporting the IMEX America educational and social program include AIPC (International Association of Convention Centres), CIC (Convention Industry Council), IAEE (International Association of Exhibitions and Events), ECM (European Cities Marketing), JMIC (Joint Meetings Industry Council) and GMIC (Green Meeting Industry Council).

In addition, IMEX America's success will be built on the expertise and deep industry knowledge and commitment of several other partners. Prime amongst these will be the Las Vegas Convention and Visitors Authority, our Official Sustainability Consultants, MeetGreen and Official Ground Handlers, AWG – the Alan Waxler Group.



Industry's best will bring key players

Conference Direct, HelmsBriscoe, HPN, Global Cynergies and Experient are just a few of the big companies who will be working closely with the IMEX America team to bring their top buyers to the show and generate the 2000 hosted buyers forecast.

We have also been delighted by the excellent and enthusiastic response of many of our existing hotel group partners who have declared their desire to bring their clients as hosted buyers to IMEX America. So far they include Starwood, Marriott, Intercontinental Hotels, Rezidor, Mandarin Oriental, Ritz-Carlton

and Millennium and we expect to announce a number of others later this year.

"exhibitors will be able to tap into the cream of the corporate market"

In addition to providing dedicated educational sessions, our partners such as ASAE (American Society of Association Executives) and PCMA (Professional Convention Management Association) have also each committed to bringing over 100 of their most influential buyers to Las Vegas next October

whilst Strategic Partner MPI will be inviting around 250 hosted buyers.

The importance of Maritz Travel's senior-level Customer Event being held during IMEX America cannot be underestimated either. It sends out a strong message of endorsement and trust by one of the industry's most important and revered US companies. It also ensures that IMEX exhibitors will be able to tap into the very cream of the corporate market. This event on October 10 will attract up to 100 Maritz Fortune 500 corporate clients, as well as

Maritz account managers - all as hosted buyers.

As Christine Duffy, president and CEO, Maritz Travel explains: "This allows our clients to access the most advanced content from Maritz' leading experts, and provides the opportunity to network with the best global suppliers in the meetings industry. The quality of the content and educational programs available through IMEX America are aligned with Maritz' goal of helping our clients leverage meetings, events and incentive travel programs to reach their business objectives."





Tips for exhibiting in the US



During the past few months of planning IMEX America, a lot has been said about “how they do it in Europe versus the USA” and the differences between the two. The key to exhibiting successfully at IMEX America will start with knowing precisely who the key players are, and how they can help exhibitors get the very best out of the show.

The Sands Expo & Convention Center team will be responsible for all electrical, plumbing and catering services. They will also be the primary contact for overhead rigging for banners and signage, and for supports over 200 lbs.

GES, our general service contractor, will also play an important part in the production of the show. They will be responsible for all freight loading and unloading, freight warehousing, empty crate storage, and domestic transportation. They will also manage furnishings, rigging for signs under 200 lbs, shell scheme spaces, carpeting and the approval of stand construction designs. GES will also undertake stand building for custom-built and rental exhibits, custom flooring, installation and removal labor. However, exhibitors will still be able to hire their own stand builders and the IMEX team will also have a list of recommended companies available for exhibitors to choose from.

Our freight forwarding and transportation partners from Europe to the US will be Agility.

IMEX has worked with Agility successfully for the past eight years in Frankfurt and the company fully understands the way in which an IMEX show needs to operate.

Some of the key differences between exhibiting in the US versus Europe include:

- Raised flooring on stands: Differences between European and US electrical cabling and power usage mean that all stands can be level with the show floor, thereby saving money on rental and installation costs.
- GES will manage all freight handling. Unlike in Frankfurt where stand materials can be unloaded direct onto the stand, in Las Vegas freight must be transferred by forklift from the loading dock to the stand by GES.
- Due to local union installation and dismantling rules, it is often better to hire a local company such as GES to design and build your stand rather than shipping an existing stand over from Europe.

For more information on GES, contact Sales Manager, Charlotte Pearson at +1 702.515.5618 or cpearson@ges.com



■ Craig Hoffend
Trade Show Specialist
IMEX America
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Outline Educational and Social Program

Saturday 8 – Monday 10:

ICCA Association Expert Seminar

Sunday 9 – Monday 10:

IAEE CEM Program

Monday 10 October:

- MPI educational conference series - concurrent sessions throughout the day
- Maritz Travel’s high-level Customer Event
- IMEX Association Day, presented by ASAE
- PCMA’s co-located educational event
- IMEX America Association Evening
- Site Nite North America

Tuesday 11 October:

- 08:30 – 10:00: MPI power keynote
- 08:45 – 09:45: Association-led educational sessions
- 10:00 – 17:30: Tradeshour hours – individual and group appointments; drop-in workshops on the showfloor including Green Power sessions; professional and personal development bootcamps
- IMEX America Politicians Forum and Dinner

Wednesday 12 October:

- 08:30 – 10:00: MPI power keynote
- 08:45 – 09:45: Association-led educational sessions
- 10:00 – 17:30: Tradeshour hours – individual and group appointments; drop-in workshops on the showfloor including Green Power sessions; professional and personal development bootcamps
- IMEX America Gala Party
- MPI Foundation Rendezvous

Thursday 13 October:

- 08:30 – 10:00: MPI power keynote
- 08:45 – 09:45: Association-led educational sessions
- 10:00 – 17:30: Tradeshour hours – individual and group appointments; drop-in workshops on the showfloor including Green Power sessions; professional and personal development bootcamps
- IMEX – MPI Future Leaders Forum

Thursday 13 – Saturday 15 October:

- Site Annual Conference 2011

New vision for a new show



IMEX America will offer visitors, buyers and exhibitors the opportunity to attend green workshops in the Sustainability Center, professional development bootcamps in the LearningCurve Zone as well as personal sustainability sessions in a Personal Sustainability zone.

"year-round marketing support to launch them onto the world meetings and events stage"

Other initiatives will make up the important IMEX America New Vision program, which has proven so successful in Frankfurt. This ground-breaking series of industry-focused forums and projects offer debate, education and insight into a series of key issues, giving participants the chance to influence and shape the industry's future and become part of the solution.

An IMEX America Politicians Forum will help raise

the profile of the industry amongst political leaders and add further weight to already successful US campaigns such as Meetings Mean Business. Similarly IMEX's Meetings for Success program will bring corporate meeting planners together with industry leaders to understand how best to influence stakeholders and communicate the true value and importance of meetings and face-to-face events within commercial businesses. The IMEX-MPI Future Leaders Forum, which already takes place in 14 locations worldwide, will also receive a further boost in Las Vegas where it will be offered to a brand new audience of meetings industry students.

Our Wild Card Americas program will invite previously unknown destinations from North America, the Caribbean and Latin America to apply for one of two free exhibition places at the show. Winners will also receive an accommodation package together with year-round marketing support to help raise their profile and launch them onto the world meetings and event stage. Previous Wild Card winners in Frankfurt have since returned to the show as fully fledged destinations in the meetings and events market, so the valuable opportunity that winning a Wild Card represents for newcomers is well documented. A new Techno-How zone initiative will provide a similar opportunity to up and coming meetings industry technologies from across the world.

- Politicians Forum
- Meetings for Success
- Wild Card Americas
- Sustainability Center
- Future Leaders Forum
- LearningCurve Zone
- Techno-How
- Meetings 3.0
- Global Data Exchange

IMEX America in the news

Meetingsnet May 26

IMEX America continues to make a splash

With lots of industry heavies already lined up as partners and supporters, IMEX America now adds incentive powerhouse Maritz to the list. Maritz will hold its annual senior-level customer event in Las Vegas the day before the new IMEX show opens. Attending the Maritz event will be 100 of the company's clients from Fortune 500 corporations.

Meetings Review May 26

Perfect timing for US recovery

Meeting Professionals International's president and chief executive, Bruce MacMillan, expressed his satisfaction with IMEX America's early progress. "We're thrilled with the momentum and demand so far," he said. "The 2011 launch should be perfect timing for the US recovery."

MacMillan went on to stress the importance of MPI's strategic partnership with IMEX America, explaining that the education program would not only take place during the show, but also start in autumn 2010 with a number of high-profile webinars. "IMEX America will be second to none for education," he said. "What's more, the Las Vegas location will help to

make the event the top marketplace in the world for meetings and events."

Planyourmeetings.com June

The IMEX America model

"IMEX America represents a unique model of trade show in the U.S.," says IMEX Group Chairman Ray Bloom. "The fact that the show is hosted buyer-led will be a unique feature in the U.S. market, making IMEX America unlike any other trade show in North America."

Trade Show News Network June

MPI drops WEC show, partners with IMEX America

When Meeting Professionals International's World Education Congress kicks off June 24-27 in Vancouver, British Columbia, it will be the last time there's a show floor to go to at the event. Instead, MPI will be partnering with the launch of IMEX America when it debuts next year in Las Vegas. The announcement was made at a press conference last week during IMEX – the worldwide exhibition for incentive travel, meetings and events in Frankfurt, Germany.

To see the full articles visit www.imexamerica.com/june10intelligence.html

INFORMATION

Future Dates

IMEX America

2011: 11-13 October

2012: 9-12 October

2013: 15-17 October

Sands Expo and Convention Center at the Venetian/Palazzo Hotel Las Vegas

IMEX in Frankfurt

2011: 24-26 May

2012: 22-24 May

2013: 21-23 May

Messe Frankfurt

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 **IMEX America. The united state of the global meetings industry.**