



NEWS RELEASE

IMEX America ahead of forecasts

Frankfurt, May 25 2011 – In a press conference during IMEX in Frankfurt today (May 25, 2011), IMEX Group Chairman, Ray Bloom, gave further details about the continued growth in demand from exhibitors and buyers for the group's new show, IMEX America, which he explained had been far greater than anticipated.

The new show for the worldwide meetings, incentive travel and events industry will welcome 1500 exhibitors when doors open on October 11 at the Sands Expo in Las Vegas. IMEX America is also set to host over 2000 high quality hosted buyers and confirms that the ratio remains as first stated: 80% of buyers will be from the US market and will also place business internationally. The remaining 20% will be international buyers with a strong interest in placing business with North American exhibitors. Additionally, organizers expect the attendance of thousands of buyers from the US domestic market as buyer attendees.

As Ray Bloom explained to the audience: "The US meetings and events market is the biggest in the world with the CIC's Economic Impact Study estimating its contribution to US GDP at \$106 billion, and a total economic output of \$907 billion. We all know it has gone through some tough times in recent years. But April 2011 data from Meeting Professionals International Business Barometer confirms a solid recovery has been underway for over a year with attendance and spending surging during that time. So, even when you're talking about securing small percentages of business from US buyers, this translates into huge dollar sums. This is why exhibitors want to come to IMEX America. They want a slice of this incredibly powerful market. The efficiency of IMEX America and our ability to present large numbers of new and established destinations and suppliers from all over the world is also an extremely strong attraction for buyers."

Bloom explained that exhibitors have responded by booking many larger booths than first expected: "I am delighted that so many exhibitors have chosen to book large booths that will be purpose-designed for IMEX America," he said.

The largest of the US areas will be Las Vegas and its partners, at over 4000 square feet. California and Hawaii and its partners will each have areas over 1500 square feet. A large number of US destinations and a wide variety

of other North American suppliers have also contracted. Aside from the larger destinations including Washington DC, Denver, Canada, Colorado, San Francisco, Atlantic City, Boston and New Orleans, many smaller cities and regions such as Bloomington, Monterey County, Tahoe North and Telluride will also be represented.

From other markets, Dubai and South Africa are confirmed plus a strong showing from Asia Pacific including Japan, New Zealand, China, Korea, Hong Kong and Malaysia, who will all have a strong presence.

As at IMEX in Frankfurt, hotels will account for a significant proportion of all IMEX America booths. 41 hotel groups have so far contracted, including most of the major international hotel groups as well as many smaller, North American focused hotel chains.

Latin America has also shown a strong appetite for space, with Mexico, Argentina and Costa Rica all confirmed. Caribbean exhibitors too will be out in force, including the Caribbean Tourism Organisation.

Big European presence

Among the new show's major European exhibitors will be Croatia, Failte Ireland, the Greek National Tourism Organisation, Atout France, Spain, London & Partners, Denmark and Turkey. In addition, Germany, Italy and Portugal are all taking large booths.

In addition to the lure of a recovering US meetings and events market, Bloom attributes the impressive growth of the inaugural IMEX America to powerful and innovative educational offerings led by strategic partner and premier education provider, MPI, which includes the MPI MeetDifferent Day of Education and Innovation and MPI Foundation Rendezvous. "MPI has contributed great vision, energy and educational integrity to our joint plans." said Bloom.

Bloom went on to say: "Since this time last year we have announced a series of new partners for IMEX America whose expertise, industry reach and sheer membership numbers have allowed us to develop the show in exciting new ways. Among recent new partnerships are: the US Travel Association; CIC, IAEE and ACTE. These are in addition to those associations who will be co-locating major events at IMEX America, such as PCMA International Summit, Site's Annual International Conference, Site Nite North America and USTA Advocacy Forum. In total we now have association partnerships that allow us to be in regular touch with over 100,000 individual meetings industry professionals around the world. What is more, unlike the usual model for a US trade show, everything IMEX and MPI delivers will be free – no registration fees, and no fees for the education program."

MPI's Strategic Partnership takes shape

MPI will be creating dedicated educational programs to run alongside the tradeshow with power keynotes each morning before the show starts together with a dedicated day of innovative MeetDifferent education the day

before the exhibition opens. This will take place on 'Smart Monday', October 10. Other MPI – IMEX America initiatives include the MPI Foundation Rendezvous, which will be the official IMEX America party, the co-development of the IMEX mobile app, a series of six expert webinars, which have run since October 2010, and personal wellness activities such as fun-runs and yoga each morning of the show.

Bruce MacMillan, President and CEO of MPI, then explained the importance of MPI's relationship with IMEX America and what it means for MPI members and meeting professionals around the world.

"Our objective is to provide relevant, credible education in an environment and a way that encourages innovation, creativity and passion. We want the IMEX America audience to feel a sense of performance empowerment, as well as an aura of inspired action when they listen to each of our content presenters. Our message will be that now is the time for transformational leadership, sharp business acumen - and action," explained MacMillan.

"It is gratifying that MPI members have responded so positively to the opportunity this joint partnership – and the integration of the MeetDifferent theme of education - represents. Come October I have no doubts that MPI and IMEX America's new model for working together will make a long and lasting impression on the industry."

Other events offering business and education benefits to attendees on 'Smart Monday' include IAEE's CEM Program; IMEX America Association Day, presented by ASAE and ICCA; an ICCA Association Expert Seminar; ACTE's Power Talk; the IMEX America Association Evening and Site Nite North America.

In total, IMEX America will provide the equivalent of 12 full days of education across the week beginning October 10.

Attendee registration for IMEX America is now open at <http://www.imexamerica.com/register.php>. Hosted buyer registration opens in the week commencing June 6. Attendees and exhibitors can now access outstanding value room discounts at the show's headquarters' hotel, The Venetian-Palazzo. Visit the website for more information.

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About IMEX America

The new trade show for the worldwide meetings, events and incentive travel industry; the inaugural IMEX America will take place October 11-13, 2011 at the Sands Expo which is connected to the show's Headquarters Hotel, the Venetian/Palazzo. The show's strategic partner and premier educational provider is MPI, who will deliver a unique line-up of speakers and education for IMEX America attendees starting on "Smart Monday", October 10, 2011 with the MPI MeetDifferent Day of Education and Innovation and continuing throughout the show.

IMEX also has an exclusive partnership with the US Travel Association, the national, non-profit organization representing all components of the \$704 billion US travel industry and is endorsed by DMAI and Site and has an Industry Partnership with PCMA. Other supporting IMEX America partners include: ACTE Global, ADME, AIPC, ASAE: The Center for Association Leadership, CIC, ECM, IAEE, JMIC, ICCA, The Venetian and The Palazzo Resorts and the Las Vegas Convention and Visitors Authority.

IMEX America will offer a unique model of trade show, new to the U.S. market. It will assure exhibitors of meeting and making business appointments on their booths with in excess of 2,000 highly qualified hosted buyers. The majority (80 per cent) of these hosted buyers will come from North America, with the balance from the rest of the world. In addition, thousands of additional U.S. buyer attendees are expected to participate from across North America.

Entrance to the show and its educational program is entirely free of charge. Attendee registration is now open at www.imexamerica.com/register.php and discounted room bookings at the Headquarters Hotel - the Venetian/ Palazzo - are now available.

For more information visit www.imexamerica.com and view IMEX America TV at www.imexamerica.com/tv.html

- All IMEX America press releases can be downloaded from www.imexamerica.com/press.php
- High-resolution photos are available at www.imexamerica.com/picturelibrary.html and www.imex-frankfurt.com/imexphotos.html
- IMEX America is run as a part of the IMEX Group of exhibitions, which also delivers the award winning IMEX exhibition in Frankfurt, www.imex-frankfurt.com.

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