

# IMEX America Due to Exceed Original Forecasts



Organizers of IMEX America, America's new worldwide exhibition for the meetings, incentive travel and events industry, announced today February 14, 2011 that as a result of the enormous demand from suppliers across the industry they are now confidently forecasting attendance of well over 1,500 exhibiting companies from across the world representing the entire meetings industry sector.

The announcement signals an important milestone in the run-up to the show's first edition and has resulted in the IMEX Group booking a second hall at the Sands Expo. The organizers also expect up to 100 countries to be represented when the show opens in October. IMEX America will run October 11-13 at the Sands Expo, which is connected to the show's Headquarters Hotel, the Venetian/Palazzo.

The news coincides with MPI's (Meeting Professionals International) annual European Meeting and Events Conference in Dusseldorf. As strategic partners and premier educational providers for IMEX America, MPI will be delivering a unique lineup of speakers and education for attendees throughout the show beginning Monday, October 10 with the MPI MeetDifferent Day of Education and Innovation. Watch Ray Bloom, Chairman, IMEX Group explain why you should plan now to attend IMEX America in Las Vegas.

Among those European exhibitors confirmed for the trade show are Austria, Belgium, Croatia, Ireland, France, Monaco, Germany, Greece, Russia, Spain, and Switzerland. From other powerful global markets come Dubai, Jordan, and South Africa. Many important Australasian destinations will also be exhibiting. To date these include Australia, Fiji, Malaysia, New Zealand, and Thailand.

Interest from Latin American exhibitors has also been strong. Mexico, Argentina, Brazil, Chile, Costa Rica, and Panama are all committed, while Caribbean exhibitors so far include the Bahamas, Dominican Republic, Jamaica, Puerto Rico, and the Caribbean Tourism Organisation.

Hotel representation at IMEX America is also set to be a significant attraction for buyers and an important part of the exhibition. Exhibiting hotels will include Zacchera, Fiesta Americana, Carlson Hotels, Disney Destinations, Dolce, Fairmont-Raffles-Swissotels Hotels Resorts, Four Seasons, Gaylord, Hilton, IHG, Leading Hotels of the World, Loews, Mandarin Oriental, Marriott, Millennium, Morgans, Sofitel, Sol Melia, Starwood, and Ritz-Carlton.

All the major hotel groups are also acting as intermediaries by inviting their top US and international clients as a part of IMEX's unique model hosted buyer program. The program will welcome over 2,000 hosted buyers to the show - the largest hosted buyer program ever to be delivered in North America - of which 80 percent will be from North America and 20 percent from the rest of the world. All buyers have to place business in both domestic and international markets in order to attend as part of the prestigious and carefully vetted program.

Among the many hundreds of North American exhibitors attending will be Anaheim, Boston, Bloomington, LA Inc, Canada, Chicago, Colorado, Denver, Hawaii, Las Vegas CVA, Miami, Phoenix, Scottsdale, San Diego, San Francisco, Yosemite, and Washington DC. In addition, Atlantic City, NYC

Company, Visit Pittsburgh, and Salt Lake City will also be part of the strong US line up.

Attendees and buyers at IMEX America will also benefit from the presence of some of the biggest meetings industry suppliers in the city of Las Vegas. These include Caesars, MGM Resorts, The Cosmopolitan, the show's Headquarters hotel, the Venetian/Palazzo, as well as the Wynn/Encore.

Ray Bloom, IMEX Group Chairman, stated: "We are delighted with the response from the industry to IMEX America. The demand over the past year has been outstanding, and we are looking forward to delivering a truly international show for the US market come October, with all sectors of our industry represented. Our strategic partnership with MPI has been instrumental in delivering our message to the industry and will be of enormous importance in attracting top buyers to the show. MPI will be key to underpinning the educational elements of the show through the MeetDifferent Day of Education and Innovation and their Power Keynotes each morning. With education an increasingly important element in the delivery of value to buyers and suppliers, MPI's contribution will be of vital importance.

"As a result of our various new partnerships, IMEX America has the opportunity to reach more than 100,000 meetings professionals worldwide. We will be working hard in the next few months to ensure they know and understand that this should be an unmissable part of their business calendar this year."

MPI President and CEO Bruce MacMillan added: "Our joint vision of creating the pre-eminent global exhibition and innovation experience for the meeting and event industry in the US is already exceeding our expectations. Along with power keynotes every morning, the addition of MPI-designed mobile technology applications for IMEX America will enhance show-floor value for attendees, as well as connecting the IMEX America experience to meeting and event professionals everywhere."

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