



October 9 – 11 2012

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

**WILD CARD AMERICAS PROGRAM – AN IMPORTANT LAUNCH
PROSPECT FOR NEW DESTINATIONS, NEW CONVENTION CENTERS
OR INNOVATIVE MEETING EXPERIENCE PRODUCTS**

The IMEX Wild Card Americas program offers new or emerging destinations, convention centers or innovative meeting experience products from the Americas (North, Central and South America) the opportunity to apply for a free trade show place at IMEX America (worth over US \$6,000). The prize also includes complimentary accommodation, one complimentary ticket to attend the IMEX Gala Party and year-round marketing and PR support.

This is an extremely valuable chance for ambitious yet unknown organizations to showcase their offering to an audience of top US and global buyers. At the same time, winners benefit from the reflected authority that sharing the stage with some of the world's biggest meetings industry suppliers provides.

Winning a place on the Wild Card program brings worldwide attention which, in turn, can help reinforce prominence, funding and goodwill at a local level.

NO RISK, HIGH PROFILE OPPORTUNITY

The IMEX Wild Card Americas program offers a no-risk, high profile opportunity to learn about the global meetings market and to hone a destination's offering. At the same time, it is a chance to build important contacts and potential partnerships for the future.

Such is the success of the Wild Card program that has been taking place at IMEX in Frankfurt since 2003, that many destinations now return to IMEX to exhibit independently.

IMEX America delivers over 2,000 internationally focused hosted buyers representing the association, corporate and agency sectors. The IMEX America hosted buyer program brings targeted high quality buyers from across the United States and the rest of the world to meet and do business with both domestic as well as international exhibitors. 80% of the hosted buyers come from all parts of the USA with 20% from other international markets including Europe, South America and Asia.

What is on offer?

There are two Wild Card Americas places to be awarded. The successful applicants will participate in a collective Wild Card Americas Pavilion. Each Wild Card destination will receive one complimentary hotel room for three nights' stay in Las Vegas, plus free attendance for one person to the show's Gala Party.

Prior to their IMEX America participation, the Wild Card winners will receive free marketing advice from industry professionals, plus sales training on how best to present and promote their destinations.

Applications

- Entries for Wild Card Americas status must be submitted by **June 1 2012**.
- They will be scrutinized by a panel of judges representing leading industry associations.
- Applications are open to:
 - A destination (country, region, city or town) in North, Central or South America.
 - A new convention/conference center (which has been open for three years or less or is due to open in the 12 months following IMEX America 2012) in such a new destination (as described above).
 - An innovative meeting experience or product based in North, Central or South America.
- This program is not open to technology products, these should consider the "Techno-How" program: imexamerica.com/techno
- Previous exhibition at a major meetings or incentive travel trade show or event **excludes** applicants from this program.
- Applicants should have the support in writing of their respective government tourist/convention authority and display realistic potential in the business tourism, meetings or incentive travel sector. This applies only to applications from new destinations and Convention/Conference Centers.
- Decisions will be announced by mid July 2012.



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Wild Card Americas Application Form

Kindly complete the attached form before June 1 2012.

If you require additional writing space please attach an extra page, stating the relevant heading.

Name

Job Title

Company

Destination

Country

Telephone Fax

E-mail

Signature Date

NOTE: This application should be accompanied by examples of relevant brochures and documentation (including the support of your government tourist/convention authority) supporting your case. Please note that we would like the involvement of the Tourist Office – if you are applying as a new destination or convention center - in the completion of this form and also for their commitment to have a representative on the stand at IMEX America, wherever possible.

YOUR DESTINATION: (country/region/city/town)

YOUR CONVENTION/CONFERENCE CENTER

(Only complete this section if applicable)

WHEN DID YOUR CENTER OPEN / WHEN IS IT DUE TO OPEN?

(Only complete this section if applicable)

YOUR INNOVATIVE MEETING EXPERIENCE PRODUCT

(Only complete this section if applicable)

YOUR NATIONAL TOURIST/CONVENTION AUTHORITY – if you are applying as a destination or Convention/Conference Center:

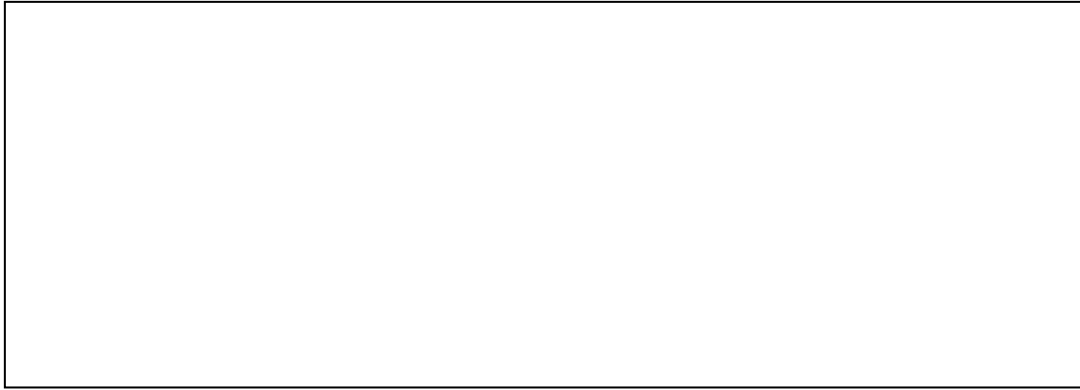
WHAT IS YOUR MEETINGS/INCENTIVE TRAVEL PRODUCT?

(Include reference to major hotels, meetings venues, exciting attractions, unique facilities etc.)

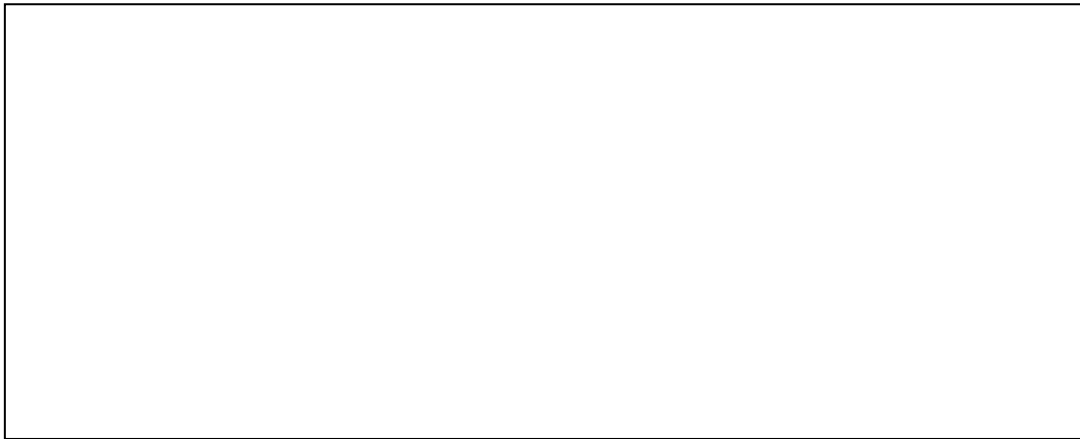
Please enclose any appropriate promotional literature that you may have e.g. literature, CD ROM, PowerPoint presentations etc...

WHAT INFRASTRUCTURE/SUPERSTRUCTURE DOES YOUR DESTINATION HAVE TO HOLD MEETINGS AND CONFERENCES?

WHY DO YOU THINK YOUR DESTINATION CAN APPEAL TO MEETINGS AND INCENTIVE TRAVEL BUYERS?

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to the question above.

WHY HAVE YOU NOT PREVIOUSLY EXHIBITED AT A MAJOR BUSINESS TOURISM EXHIBITION?

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to the question above.

WHAT MARKETING DO YOU PRESENTLY UNDERTAKE TO PROMOTE YOURSELVES?

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to the question above.

WHAT MARKETING WOULD YOU UNDERTAKE AFTER ATTENDING IMEX AMERICA?

HAVE YOU EXHIBITED AT ANY GENERAL TOURISM & TRAVEL FAIRS – IF SO WHERE?

Please return entry (by email where possible) to:

**Dale Hudson
Events and Projects Director
IMEX Group
1st Floor, The Agora
Ellen Street, Hove
East Sussex, BN3 3LN
United Kingdom**

**Tel: +44 1273 227311
Fax: +44 1273 227312
Email: dale.hudson@imexexhibitions.com
imexamerica.com**