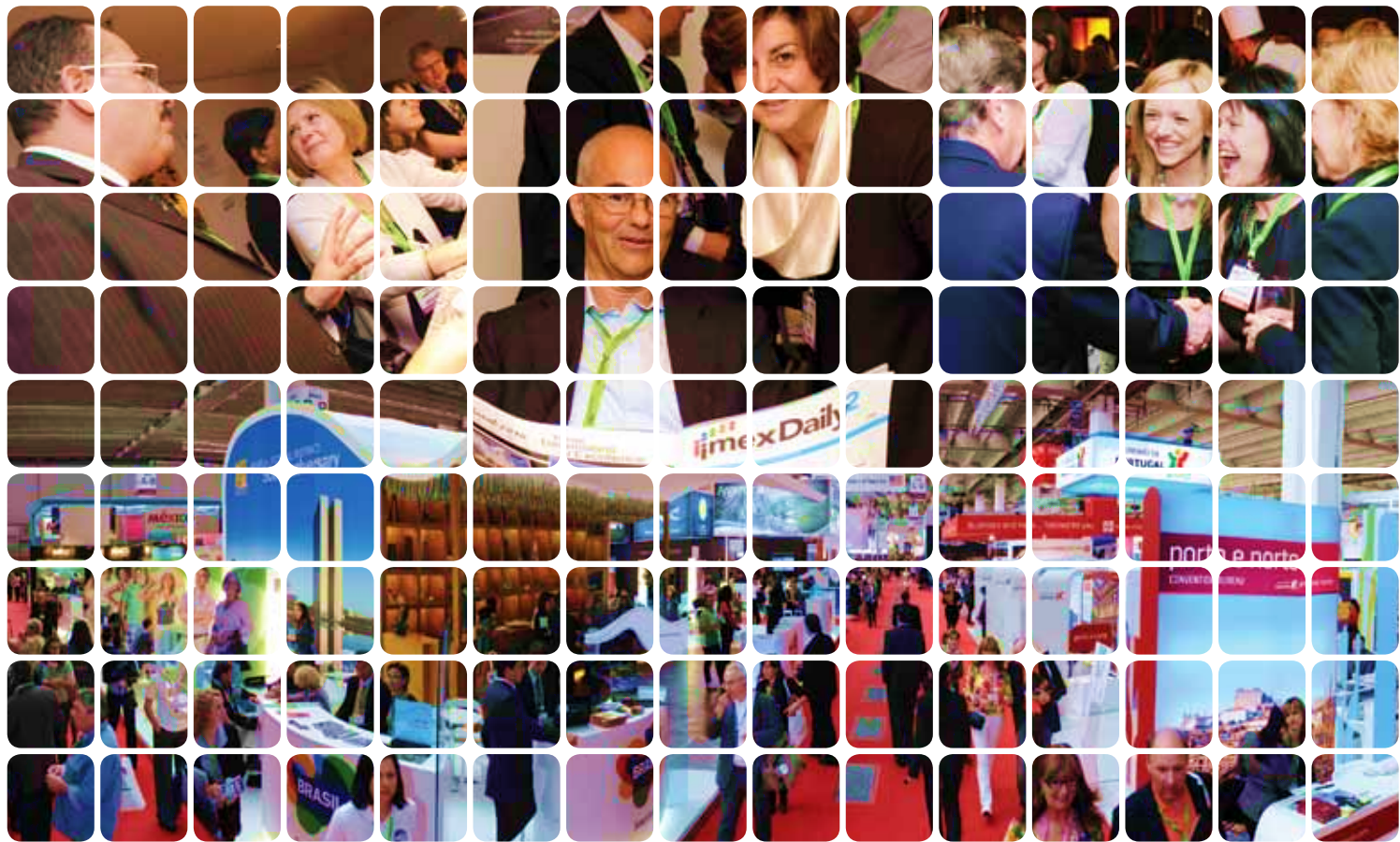


**BE IN THE HEART OF THE ACTION—YOUR INVITE
TO ASSOCIATION DAY AND EVENING, AND IMEX AMERICA**



IMEX AMERICA | 2011
the pulse of the meetings industry.

WWW.IMEXAMERICA.COM



October 11-13, 2011

*** Las Vegas**

START YOUR IMEX AMERICA EXPERIENCE WITH ASSOCIATION DAY AND EVENING, OCTOBER 10, 2011

As this groundbreaking show comes to America, you could be part of its innovative Hosted Buyer program—the largest ever delivered in North America. Meet industry leaders from across the US and around the world and do a year's worth of business in three days. And, reflecting the importance of association buyers to the IMEX America experience, you are invited to attend a great day of education and networking on the day before the show starts—Smart Monday—traveling and staying free as our guest.

WHAT IS ASSOCIATION DAY AND EVENING?

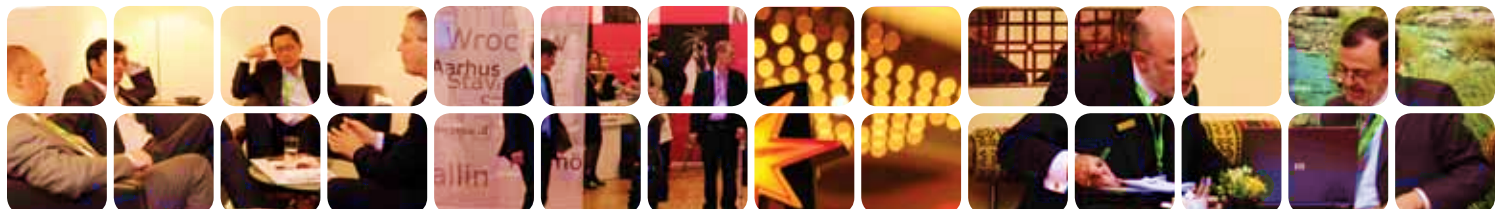
The day before IMEX America starts is a vital one for the world's top association meeting planners. Association Day and Evening are part of Smart Monday, a forum of education and seminars that explores key topics and exciting developments in association management. Based on the very successful event at our sister show in Frankfurt, Germany, the day is for association professionals who want to be a day ahead of the rest. Don't miss this unique master class with education and ideas from a global line-up of leading association figures.

WHAT IS THE HOSTED BUYER PROGRAM?

Pioneered by the founders of IMEX and designed for senior MICE planners from the US and around the world, this program ensures an unrivalled environment for productivity and success:

- Covers your travel, accommodation and ground transfers (see page 6 for what's included in the Hosted Buyer Program package)
- Provides you with the tools to prepare for and conduct face-to-face meetings effectively and efficiently
- Connects you with the industry's thought leaders and innovators

YOU'RE INVITED TO COME AS A SPECIALLY SELECTED HOSTED BUYER AND START YOUR IMEX AMERICA EXPERIENCE WITH ASSOCIATION DAY AND EVENING. APPLY ONLINE USING THE LINK IN YOUR INVITATION.



YOUR PERSONAL INVITATION

We'd like you to apply to attend the inaugural Association Day and Evening and the IMEX America trade show.

To qualify, you must be an association executive responsible for planning, organizing, recommending or making financial decisions for any of these events internationally and domestically:

Association meetings

Conferences


Conventions

Seminars

Exhibitions

WHAT IS MY COMMITMENT AS AN ASSOCIATION HOSTED BUYER?

As an Association Hosted Buyer, you should attend Association Day and Evening.* In addition, during the trade show, you will need to make and attend at least four individual appointments per day with exhibitors of your choice, as well as attend the Group Appointments that are organized on your behalf. You must also agree with the program's terms and conditions.

[Click here for complete terms and conditions.](#) 

**If you are unable to make Association Day and Evening, we would still welcome you to apply as Hosted Buyer to IMEX America, using the link in your invitation.*

Five great reasons for you to come to IMEX America as an Association Hosted Buyer.

1 BUSINESS.

IMEX IS WHERE THE DEALS GET DONE.

Business focused and forward thinking, this show makes your return on investment immediate and proven. Face-to-face meetings and prearranged appointments mean you don't miss a beat in doing business.



12:30–1:30PM

Lunch

1:45–3:00PM

Concurrent Themed Sessions

(These sessions are repeated in the 3:15pm block. Delegates can choose to attend one of these sessions at 1:45pm and another at 3:15pm; or attend the Deep Dive session from 1:45-4:30pm—see right.)

- **Reshaping an Association's Value Proposition in a Transnational World**

Speaker: Glenn Tecker, Chairman & Co-CEO, Tecker International LLC

- **Turn Your Meeting's Intellectual Content into Cash?**

Speakers: Coming Soon!

- **Adapting Global Strategy to Ensure Local Relevance and Operational Success**

Moderator: Nikki Walker, VP, Global Association Management & Consulting, MCI Group

Speakers: Howard A. Wallack, Director, Global Member Programs, Society for Human Resource Management

Susan Root, Director Conference Business Services, IEEE

Jim Gurowka, International Development, Institute of Management Accountants

- **Specialist Workshop: Keeping Your Head Above the Weeds: Managing Contractual Risk with Your Association Conferences**

Speakers: Gary Schirmacher, CMP, Senior Vice President, Strategic Account Services, Experient

Patricia A. Ekers, Esq., Attorney, Client Services, Experient

3:00–3:15PM

Networking Coffee Break

3:15–4:30PM

Second Choice of Themed Session or

1:45–4:30PM

Deep Dive Session

(This session is 3 hours long. Delegates can choose to join this session or take part in the concurrent themed sessions outlined to the left.)

Deep Dive: Associations at the Crossroads—The Shifting Landscape of Business Models & Membership in an Uncertain Future

Speakers: Susan Robertson, CAE, EVP, ASAE, The Center for Association Leadership

Scott Steen, CAE, Executive Director, American Forests Association

Jay Younger, Managing Partner & Chief Consultant, McKinley Marketing Inc.

4:30–5:00PM

Coffee Break

5:00–5:20PM

The Future of Association Meetings: Convention 2020

Speaker: Rohit Talwar, CEO, Fast Future

5:30–6:15PM AND 6:15–7:00PM

Roundtable Discussions

(Delegates will be able to attend 2 roundtable discussions—on a host of relevant specialist areas—one in each session.)

7:00–10:00PM

Association Evening: Networking Reception and Buffet Dinner

Five great reasons for you to come to
IMEX America as an Association Hosted Buyer.

2

EDUCATION.
IMEX CAN ADVANCE YOUR KNOWLEDGE AND CAREER.

Take advantage of a day of learning opportunities exclusive to association executives—and 12 further days' worth of programs from MPI, ICCA, Site, DMAI, AIPC, GMIC, PCMA, IAEE, ACTE and more.

Brought to you by ASAE and ICCA, Association Day offers an unprecedented program of education throughout the day.

In addition to the networking opportunities across the show, Association Evening is a highly enjoyable networking dinner event for top association planners and the key IMEX exhibitors from across the world.

ASSOCIATION EDUCATION EXTENDS THROUGHOUT THE TRADE SHOW:

TUESDAY, OCTOBER 11

8:45-9:45AM
ICCA Seminar

9:00-9:45AM
MPI Keynote: Robin Sieger

4:00-5:30PM
Association CEO Panel: The Global Trends
Driving Global Association Meetings

WEDNESDAY, OCTOBER 12

9:00-9:45AM
MPI Keynote: Dr. Brené Brown

THURSDAY, OCTOBER 13

9:00-9:45AM
MPI Keynote: Peter Sheahan

FROM 12:00 NOON
PCMA International Summit
(ends Friday, October 14)*

*\$99 fee payable to PCMA to attend this event.
Registration via PCMA.

WHO WILL I MEET AT IMEX AMERICA?

You'll meet the elite of the industry. IMEX America is where leaders, friends and peers from across the industry gather to learn, network and exchange ideas.

Connect with 1500 exhibitors from around the world representing:

- National and regional tourist offices
- Convention and visitor bureaus
- Hotels
- Conference centers
- Cruise lines
- Technology providers
- Car rental companies
- Golf and spa destinations
- Airlines
- Transportation companies
- Exhibition centers
- Destination management companies
- Trade publications
- And more

Meet everyone in one place, raise your productivity dramatically and mingle at booth events, cocktail parties, forums and major conferences, summits and events co-located around IMEX America.

Five great reasons for you to come to IMEX America as an Association Hosted Buyer.

3

NETWORKING. IMEX IS A POWERHOUSE OF OPPORTUNITIES.

Like you, we know the value of the face-to-face. This show is THE place to interact with peers, decision makers, senior buyers and exhibitors from the US and around the world.

BE PART OF THE IMEX AMERICA PROGRAM

By coming to IMEX America to get business done, you will be a very important part of this groundbreaking show—groundbreaking because overall we don't ask the kind of fees normally associated with trade shows in the US. And what's more, to ensure your part in its success, we will host you, meaning your travel, accommodation and ground transfers are covered for you.

WHAT IS INCLUDED IN THE HOSTED BUYER PROGRAM PACKAGE?

Association Hosted Buyers travel and stay free as our guests and receive special hospitality services:

- **Roundtrip airfare:** IMEX America will reimburse a previously agreed upon amount for buyers to purchase their own roundtrip airfares [or book a roundtrip airfare (coach class) on behalf of the buyer] [See the IMEX reimbursement table here.](#) ▶
- **Accommodation:** A five-star hotel for one or two nights for US buyers and up to four nights for overseas buyers (room only). Additional night(s) accommodation may be requested ([see Terms and Conditions](#)).
- **Transfers:** While in Las Vegas, between the airport, hotels and Sands Expo.
- **Hosted Buyer lounge:** Full access on show days, providing complimentary refreshments, dedicated badging facilities, cloakroom facilities and staff to assist you.
- **Educational sessions:** Access to more than 40 learning opportunities, including unrivalled free education from IMEX America's premier education provider, MPI, and workshops, campfires and forums through the IMEX New Vision program.

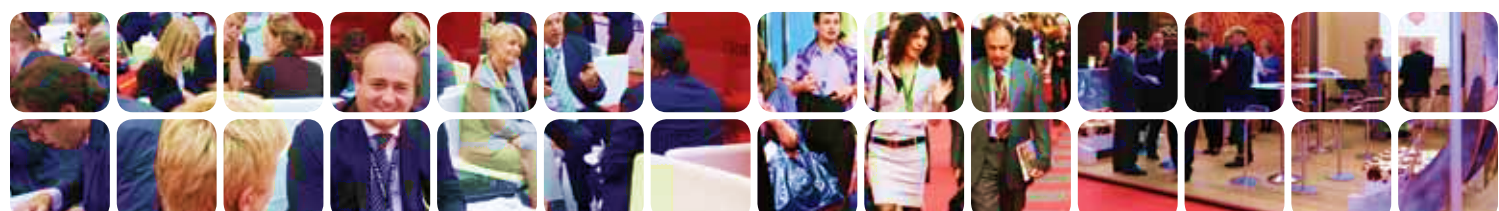
Exclusions: Hotel breakfast and personal telephone and fax (settle directly with hotel at check-out), travel insurance, hotel upgrades/late check-out, flight upgrades, taxi fares if arriving/departing outside the show dates (unless previously agreed upon), visa application fees.

Five great reasons for you to come to IMEX America as an Association Hosted Buyer.

4 FREE.

IMEX COSTS NOTHING, BUT PAYS BIG RETURNS.

How do you measure ROI? When show registration and education sessions are free, and IMEX covers your travel and accommodation costs, it's a pretty easy calculation.



WHAT IS THE IMEX AMERICA DESTINATION?



IMEX is coming to fabulous Las Vegas. You will enjoy:

- Elegant accommodation and award-winning hospitality at one of the amazing properties we have chosen for you in Las Vegas.
- One of the world's most exciting and entertaining destinations—plan to come early or stay after IMEX America for the casinos, shows, attractions, dining, nightlife, shopping, golf and spas.

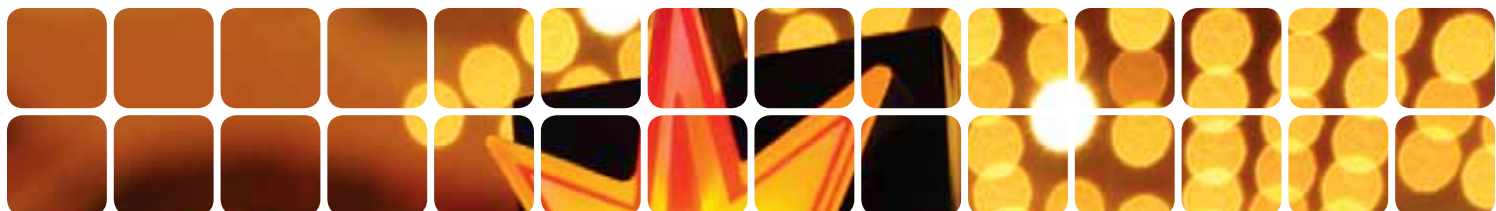
**READY TO APPLY NOW?
SIMPLY APPLY ONLINE USING THE LINK IN YOUR INVITATION.**



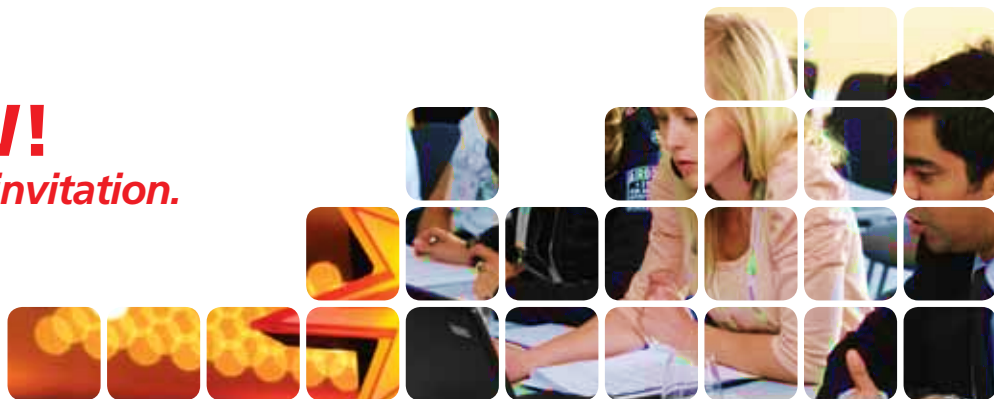
Five great reasons for you to come to IMEX America as an Association Hosted Buyer.

LAS VEGAS. IMEX—AN EXCITING EVENT AND VENUE.

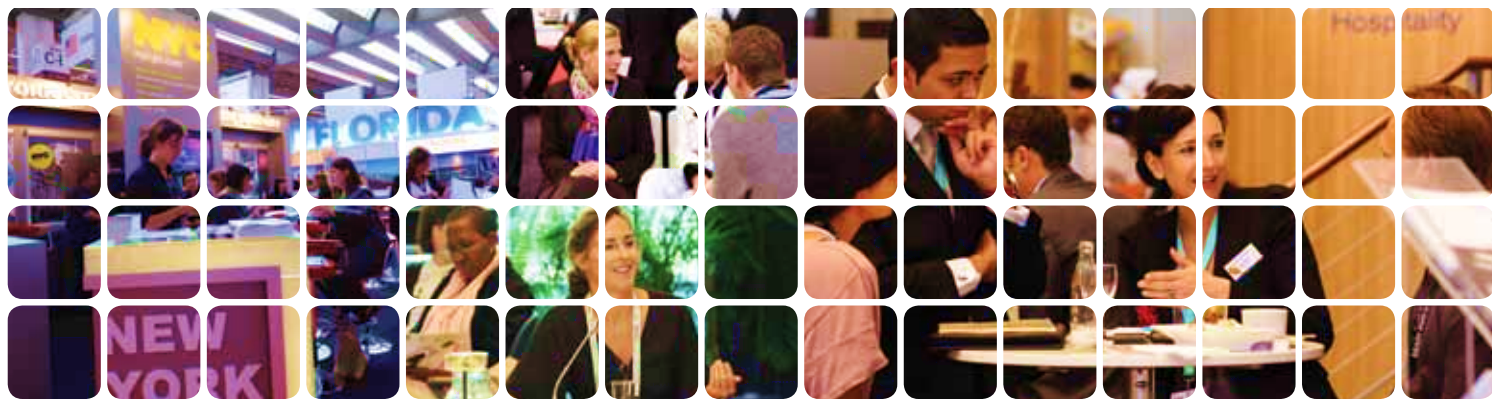
You'll be thrilled with the trade show site and headquarters hotels on the world-famous Strip. It's easy to get to this glittering city—and there's so much to do, at the show and after hours.



APPLY NOW!
using the link in your invitation.



**WE LOOK FORWARD TO WELCOMING YOU TO
ASSOCIATION DAY AND EVENING—AND TO IMEX AMERICA**



STRATEGIC PARTNER AND PREMIER EDUCATION PROVIDER

ASSOCIATION DAY AND EVENING PARTNERS



CORPORATE PARTNER



MEETING
QUALITY

[Click for complete list of Partnerships](#)

This unprecedented, inaugural event offers you a head start on three full days dedicated to business to meet a world of suppliers, all in one place. Do a year's worth of business AND take advantage of the dazzling array of learning opportunities: all as our guest.

For further details, contact our Association Buyer team:

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