

**YOU ARE INVITED TO BE IN THE HEART OF THE ACTION—
AS A HOSTED BUYER FOR IMEX AMERICA**



IMEX AMERICA | 2011
the pulse of the meetings industry.

WWW.IMEXAMERICA.COM



October 11-13, 2011
* Las Vegas

A groundbreaking show is coming to America, and 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 top-level buyers/planners to IMEX America, Hosted Buyers travel and stay free as our guests.

WHO ARE HOSTED BUYERS?

They are senior MICE (meetings, incentive, conferences and events) planners from the US and around the world who book significant business in the US and internationally. Hosted Buyers agree in advance to conduct a set number of appointments with the exhibitors of their choice during the trade show. In return, IMEX America will cover the costs of attendance. We’d like you to apply to come to IMEX America as a hosted buyer.

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
BECOME A SPECIALLY
SELECTED HOSTED BUYER.
APPLY ONLINE USING THE LINK IN YOUR INVITATION.**



HOW DO I QUALIFY TO BECOME A HOSTED BUYER?

To qualify for the Hosted Buyer program, you must be responsible for planning, organizing, recommending or making budgetary decisions for international and domestic meetings, events, conventions or incentive travel programs. You will be part of the agency, corporate or association market sectors.

WHAT IS MY COMMITMENT AS A HOSTED BUYER?

As a Hosted Buyer, 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.](#) ▶

A BETTER WAY TO DO BUSINESS—AND MORE.

IMEX America brings together the greatest range of suppliers to the meeting and incentive travel industry ever seen in the US—the key players and decision makers at the top level.

Connect with over 1500 exhibitors from across the world, including:

- 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

With business at the heart of the success of the IMEX America model—and with your IMEX America Online Diary appointment system to plan and prepare in advance—you'll come and get serious business done. Do a year's worth of business in three dedicated days of the trade show.

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

1 BUSINESS.

IMEX IS WHERE THE DEALS GET DONE.

This show is business focused and forward thinking, bringing together key decision makers from 1500 companies in all sectors of the industry. With face-to-face meetings and prearranged appointments, you don't miss a beat in doing business.



WHAT ARE THE EDUCATION OPPORTUNITIES?

You'll unlock your career potential at a show where learning is key. With partnerships and support from the industry associations on a scale never seen before in the US, IMEX America offers an amazing range of supporting education programs, co-located events and open forums—before, around and after the show.

- Power keynotes delivered by premier educational provider, MPI
- Seminars from DMAI, ICCA, AIPC, IAEE, IAPCO, CIC and Site
- USTA Educational forum
- Women in Leadership forum
- ICCA Association Expert Seminar
- IAEE CEM programs*
- Hourly campfires and workshops on the LearningCurve Zone
- Sustainability Center
- IMEX-MPI Future Leaders Forum
- Site International Conference 2011*
- PCMA International Summit*
- TechnoHow Zone and Gadget Bar
- And more


Smart
MONDAY
October 10, 2011

A full day of cutting-edge professional education and networking for all IMEX America attendees and suppliers at the start of a power-packed week, including:

- MPI's MeetDifferent Day of Education & Innovation
- IMEX America Association Day & Evening, delivered by ASAE and ICCA
- ACTE Power Talk*
- Customer events for Maritz and Carlson Marketing
- Site Nite North America*
- And more association programs and events, including the second IAEE CEM Program*

**Fee applicable to attend*

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

2

EDUCATION. IMEX CAN ADVANCE YOUR KNOWLEDGE AND CAREER.

Take advantage of opportunities that total 12 full days dedicated to learning. Choose from programs across the show, geared to you and your career.



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 exhibitors from national and regional tourist offices, convention and visitor bureaus, hotels, conference centers, cruise lines, technology providers, car rental companies, golf and spa destinations, airlines, luxury trains, exhibition centers, 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, including MPI Foundation Rendezvous.*

**Fee applicable to attend*



STRATEGIC PARTNER AND PREMIER EDUCATION PROVIDER

OTHER SUPPORTING PARTNERS INCLUDE



[Click for complete list of Partnerships](#) ▶

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

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?

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 as a Hosted Buyer to IMEX America.

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 as a Hosted Buyer to IMEX America.

5

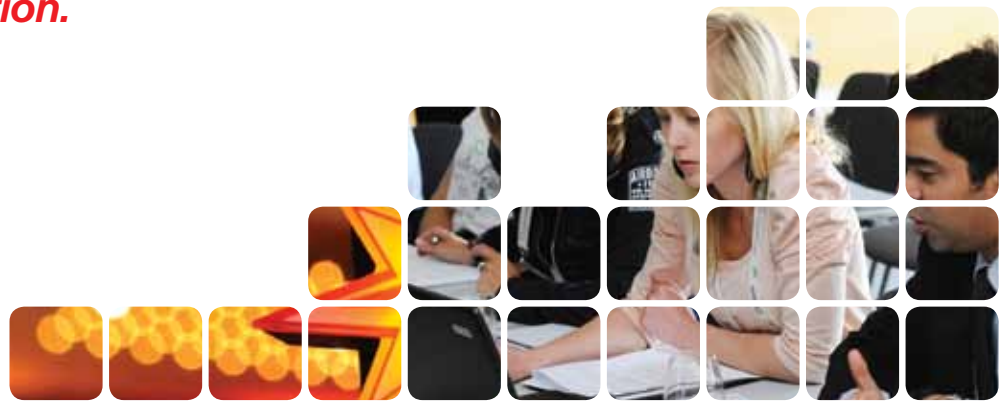
LAS VEGAS. IMEX—AN EXCITING EVENT AND VENUE.

You'll be thrilled with the trade show site and 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!

Apply online today, using the link in your invitation.



**WE LOOK FORWARD TO WELCOMING YOU
AT IMEX AMERICA**



This unprecedented event offers you 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. Don't miss out on this amazing opportunity: apply now to be part of IMEX America.

For more information, please get in touch with our hosted buyer team:

Nikki Williams | Director, Hosted Buyer Program
nikki.williams@imexexhibitions.com

Suzanne Medcalf | Account Manager, Hosted Buyer Program
suzanne.medcalf@imexexhibitions.com

Annie Speyer | Account Manager, Hosted Buyer Program
annie.speyer@imexexhibitions.com

Donna Fung | Account Manager, Hosted Buyer program
donna.fung@imexexhibitions.com



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WWW.IMEXAMERICA.COM
hostedamerica@imexexhibitions.com
646.673.8687
+44(0)1273 227311