

New IMEX America Coming To Las Vegas In 2011

LAS VEGAS, NV — Ray Bloom, chairman of the IMEX Group, recently announced the launch of



Bloom

IMEX America — a brand new trade show for the U.S. meetings industry, which will be held for the first time next year in Las Vegas. At the press conference, Bloom was joined by Bruce MacMillan, CEO of Meeting Professionals International

(MPI), IMEX America's strategic partner and Chris Meyer, vice president of sales for the Las Vegas Convention and Visitors Authority.

The new show, which is slated for October 11-13, 2011, at the Sands Expo Convention Center adjacent to the Venetian Resort Hotel Casino and The Palazzo, is expected to benefit from its strategic partnership with MPI and extensive industry support. Site, the worldwide association for incentive travel and motivational events, will hold its 2011 Annual Conference following the first IMEX America; and the International Congress & Convention Association (ICCA), Destination Marketing Association International (DMAI), International Association of Congress Centres (AIPC) and European Cities Marketing (ECM) will all add their support through a number of marketing and educational initiatives. In addition, the American Society of Association Executives (ASAE) will organize dedicated association-led education on the day before the show.

Bloom said, "IMEX America will deliver the largest-scale hosted buyer program in North America, where top meetings and incentive buyers from across the U.S. and the world will travel and stay free as our guests. For the inaugural show in 2011, we are forecasting 1,500 hosted buyers, of whom 80 percent will originate from within North America — the balance arriving from across the world. We will also conduct large-scale visitor marketing campaigns to attract several thousand more key decision-makers from across the country." imex-frankfurt.com/imexamerica.html

Disney Resort To Open In Hawaii In 2011



An artist's rendering of Disney's Hawaii resort entrance.

OAHU, HI — Construction is underway on a new Disney resort that will open on the Hawaiian island of Oahu in 2011. The oceanfront resort, located at the Ko Olina Resort & Marina development on the island's western side, will feature 1,066 guest rooms and 63,000 square feet of ballroom/meeting space and event lawns, including a 14,000-square-foot, state-of-the-art conference center. Disney's Hawaii resort will offer groups Hawaiian cultural learning programs onsite that are suitable for attendees and spouses alike. Planners will have access to the Florida-based Disney Event Group and The Disney Institute for content including teambuilding programs, keynote presentations, workshops and more. For information, contact the resort sales team at 321-939-7129.

In other news, Disney announced new cruise line itineraries, including a series of seven-night sailings from the Port of Los Angeles to the frontiers of Alaska; Disneyland's Grand Californian Hotel has opened a new wing that includes 200 additional guest rooms and 50 two-bedroom villas; and in Orlando, a new 15-story tower opened at Disney's Contemporary Resort, and Disney's Coronado Springs Resort "reimagined" its 1,921 guest rooms.

ACOM Previews 2010 Annual Conference

PRINCETON JUNCTION, NJ — The Association for Convention Operations Management (ACOM) will hold its 22nd Annual Conference January 8-10, 2010 at the Westin City Center in Dallas, TX. The event will host convention services professionals from across the nation who will gather to discuss tools and techniques to help them effectively serve their meeting planner clients. The general session "Signs of the Times Part I: Sharing Strategies," will enable attendees to learn how they can maintain good service despite industry changes, including incorporating new trends such as the use of social media. For more information about the Annual Conference, contact Lynn McCullough at 609-799-3712. acomonline.org

SEE US ON THE WEB
www.TheMeetingMagazines.com

