

IMEX America 2018

16 – 18 October
Las Vegas, USA

Deadline for registration
Friday 6 July 2018

BUSINESS EVENTS AUSTRALIA
AUSTRALIA.COM/BUSINESSEVENTS



IMEX America 2018

16 – 18 October 2018, Las Vegas, USA

America's largest meetings industry trade show – a global exhibition for incentive travel, meetings and events.

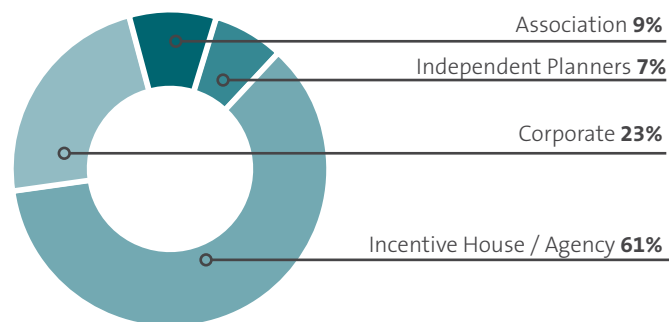
IMEX America is a worldwide exhibition for incentive travel, meetings and events attracting international planners and suppliers from the conference, convention and corporate event industries.

IMEX America 2017 set new records, as the largest meetings industry trade show in the USA. The event continues to grow in size and scope with record numbers of hosted buyers, attendees, exhibitors and floor space. IMEX America 2017 attracted more than 3,200 hosted buyers from both North America (75%) and from over 58 other countries (25%), with a total of 12,389 participants (including exhibitors) across three days. Over 60 percent of hosted buyers have budgets in excess of USD1 million.

TOP TEN HOSTED BUYERS BY COUNTRY

USA	70%
Other	6%
Canada	5%
Brazil	4%
UK	4%
China	3%
Mexico	3%
Argentina	2%
Australia	1%
Germany	1%
India	1%

2017 HOSTED BUYERS BREAKDOWN



Full visitor statistics from IMEX America 2017 can be found on the IMEX website: <https://www.imexamerica.com/show-statistics>

Tourism Australia exhibited at the 2017 show with 23 Australian industry partners, with over 470 appointments generating 70+ business leads. Tourism Australia's 2017 IMEX America survey indicates 100% of partners were very satisfied or extremely satisfied with IMEX America, with the quality of the hosted buyers, and with their potential to bring business to Australia.

In 2018, IMEX America will host more than 3,000 qualified buyers, who place business both in America and internationally. The event will continue to provide education sessions for buyers and exhibitors, targeted forums and the Association Focus and Association Evening events.

BUSINESS EVENTS AUSTRALIA INVITES YOU TO JOIN THE AUSTRALIA STAND AT IMEX AMERICA 2018

Event dates: Tuesday 16 to Thursday 18 October 2018

Venue: Sands Expo and Convention Center at The Venetian | The Palazzo Las Vegas
Las Vegas, USA

Website: www.imexamerica.com

EVENT FORMAT AND APPOINTMENTS

As a stand partner, you will receive an individual (or shared) booth and a pre-arranged appointment schedule.

Appointments are buyer driven – only buyers can request appointments. Each registered Australia stand partner will have one appointment diary on the IMEX website. All stand partners are responsible for managing their own individual buyer appointments and are encouraged to secure additional appointments outside the hosted buyer program with existing contacts and potential clients.

Tourism Australia will promote Australia through marketing and communications activities across the show. You will be recognised on relevant marketing collateral related to IMEX America 2018 and included in all Australia stand activity and hospitality. You will also receive follow-up data on buyers who visit the Australia stand, subject to their data being captured by scanner.

SHOW OPENING HOURS

10.00am – 5.30pm Tuesday, 16 October 2018

10.00am – 5.30pm Wednesday, 17 October 2018

10.00am – 4.30pm Thursday, 18 October 2018

PRELIMINARY PROGRAM*

Date	Time	Activity
Monday, 15 October 2018	2.00pm – 4.00pm	Booth set-up on the Australia stand
Tuesday, 16 October 2018	9.15am	Stand partner briefing
	10.00am	Show opens
	4.30pm – 5.30pm	Networking reception on the Australia stand**
	5.30pm	Show closes
	7.30pm	Tourism Australia hosted dinner or similar event
Wednesday, 17 October 2018	10.00am	Show opens
	4.30pm – 5.30pm	Networking reception on the Australia stand**
	5.30pm	Show closes
Thursday, 18 October 2018	10.00am	Show opens
	4.30pm	IMEX America 2018 concludes

* Subject to change

** Tourism Australia will host 'Happy Hour' networking receptions at IMEX America to provide an opportunity to engage with buyers.

PARTICIPATION OPTIONS AND FEES

Participation Cost* Fee (USD)

Option 1:

Sole booth and one primary delegate with one appointment schedule

USD\$8,755

Option 2:

Sole booth and primary delegate with one appointment schedule and one additional delegate

USD\$10,352

Option 3:

Sole booth and primary delegate with one appointment schedule and two additional delegates

USD\$11,948

Option 4:

Share booth and primary delegate with share appointment schedule for the booth (partners to share one appointment stream).

Cost is per partner with one delegate per organisation – maximum two people on the booth. Partners may nominate individual appointment streams

USD\$5,305

* Participation options to note:

- A maximum of three (3) delegates are allowed per organisation on a sole booth.
- A maximum of one (1) delegate is allowed per organisation on a share booth.
- Participation fees are subject to applicable tax(es).

Spaces for IMEX America 2018 are available on a first come, first served basis. Tourism Australia will do all possible to accept all applications to attend IMEX America but cannot guarantee your attendance. Should you like to discuss additional space on a user pays model and have not done so already, please contact Tourism Australia immediately as the stand is expected to be fully subscribed.

IF YOU WISH TO SHARE A BOOTH WITH ANOTHER COMPANY

- » No additional delegates can be purchased for share booth participation.
- » You are required to confirm your agreed share partner at the time of application.
- » Once confirmed, it is not possible to change from a share booth to a sole booth.
- » Both companies are required to submit an individual event registration form acknowledging the terms and conditions of participation.
- » Choosing the share option means you will not have your own individual table but will share with your booth partner. You will share one (1) table with four (4) chairs.
- » No additional chairs can be accommodated at each booth – four (4) is the maximum possible. You must conduct all meetings at your booth.
- » You must notify Tourism Australia upon registration whether you wish to share an appointment stream or run two (2) appointment streams between the participating partners.
- » Choosing the share option means you will have your own graphic panel on a sign shared with your booth partner.
- » Should you require a larger presence (subject to availability and cost) for IMEX America, please advise Tourism Australia no later than 30 May 2018.

ITEMS INCLUDED IN ALL PARTICIPATION OPTIONS FOR IMEX AMERICA 2018

- » Access to a Tourism Australia stand partner dinner or similar event (please note this is for registered delegates only)
- » Access to the hospitality / business area for delegates and buyers / guests (including the daily drinks reception on Tuesday and Wednesday afternoons)
- » Lunch each day provided by Tourism Australia (please note this is for registered delegates only)
- » Listing in the IMEX America 2018 official show catalogue
- » Where applicable, inclusion in press releases and activities generated by Tourism Australia to give maximum exposure to all exhibiting companies
- » Listing on the IMEX America website under the Australia stand
- » Inclusion in the Tourism Australia stand partner directory
- » Access to one (1) electric power-point for your booth
- » Wi-Fi internet access

ITEMS NOT INCLUDED IN THE PARTICIPATION FEE

- » International and domestic air tickets
- » Departure taxes
- » Transfers
- » Accommodation
- » Meals (except those stated above)
- » Items of a personal nature or incidentals
- » Travel insurance and visas
- » Freight of product and collateral



Please note: all cancellations must be made in writing. Cancellation fees apply regardless of whether the participation fee has been paid. All participants on the Australia stand must be fully registered delegates.

» TERMS AND CONDITIONS

Application and deadlines

To secure your place at IMEX America 2018, please complete the [online registration form](#) by 5pm Australian Eastern Standard Time, Friday 6 July 2018.

Space on the Australia stand is limited therefore applications are on a first come, first served basis.

Confirmation of your registration will be advised via email by **Thursday 12 July 2018**. Once confirmed, you will be provided with the requirements for producing graphics for your booth. The deadline for providing these is **Friday 24 August 2018**.

Please note: a copy of your organisation's public liability certificate must be included with your application in order to be considered for attendance. If information is incomplete or missing, your organisation will be automatically waitlisted until full details are provided.

If a company has an outstanding debt with Tourism Australia, the company's application will be automatically waitlisted until the debt is cleared.

Travel

Accommodation and travel are not included in the participation fee. It is the responsibility of each stand partner to book and pay for their own travel to and from Las Vegas and your own accommodation directly. It will be a busy time in Las Vegas, so it is recommended to book accommodation early.

Visas

Depending on your passport, you may require a visa for travel to the United States of America (USA). Information on applying for visas can be found at www.smarttraveller.gov.au, the Australian Government's travel website.

Cancellation

- **50%** cancellation fees apply from: **Friday 27 July 2018**
- **100%** cancellation fees apply from: **Friday 24 August 2018**

All cancellations must be confirmed in writing. Cancellation fees apply regardless of whether the participation fee has been paid.

Participation fee and invoicing

In order to be registered for the Event, each accepted applicant must pay a participation fee. As part of simplifying the registration process for all events, Tourism Australia has moved to online credit card payments. Payment will be required via credit card at the time of offer. All credit card merchant fees will be absorbed by Tourism Australia. If you are unable to pay by credit card invoices are available on request and will be issued at the discretion of Tourism Australia. If payment of the registration fee is not received in full by Tourism Australia by 11.59pm (AEST) on 27 July 2018, Tourism Australia reserves the right to not register you for the

Event, cancel your participation and offer the place to another organisation. The participation fee does not include any insurance, flights, accommodation or visa fees. All costs for your company's participation and any other overdue accounts with Tourism Australia globally, must be paid in full prior to you being able to register for IMEX America.

Security

Security services will be provided by the event organisers for the show. However, all participants are advised that all valuables should not be left unattended or unsecured at any time, as Tourism Australia accepts no responsibility for any loss or damage suffered by participants or visitors.

Indemnity

All participants must indemnify and keep indemnified Tourism Australia, its officers, employees, agents and contractors against all liability for death of or injury to persons or loss of or damage to property and all actions, claims, demands, losses, damages, costs and expenses whatsoever arising in respect of their participation in this event, unless such liability is caused by the negligence of Tourism Australia.

Privacy

Tourism Australia requires your personal information to allow attendance on the Australia stand at IMEX America 2018. If the mandatory personal information requested is not provided, you will not be able to participate. Tourism Australia is bound by the National Privacy Principles in the Privacy Act 1988 (Cth) and by registering for IMEX America 2018 you consent to our Privacy Policy, which is available at: www.tourism.australia.com or www.australia.com/privacypolicy.

Insurance and Public Liability

Any organisation applying to participate at a trade show with Tourism Australia must have public liability insurance to a minimum of \$10,000,000 which covers the destination of the event (i.e USA). Evidence of the policy must be provided on your application form to Tourism Australia.

Tourism Australia does not:

- Accept responsibility or liability for any loss suffered by participants or visitors
- Provide or arrange for any insurance for, or on behalf, of participants or visitors
- Provide any indemnity for loss or injury suffered by participants or visitors
- Arrange insurance including public and product liability, workers compensation and property insurance. This is the responsibility of the participant.

Use of Your Image

By attending Tourism Australia events, you acknowledge and agree that Tourism Australia and/or its partners may take photos or recordings of participants (Materials) and that Tourism Australia and its partners may use the Materials for future promotional and marketing purposes without further reference or compensation to you or participants.



Click here to register

CONTACT US

For further information relating to IMEX America 2018, please contact:

SYDNEY

Registration enquiries

Hayley Daniel

Events Coordinator | Tourism Australia

T: +61 2 9361 1263

E: hdaniel@tourism.australia.com

Kelly Maynard

Distribution Development Manager,

Business Events | Tourism Australia

T: +61 2 9361 1733

E: kmaynard@tourism.australia.com

NORTH AMERICA

Mary Ann McDonald

Business Events Specialist, Americas | Tourism Australia

T: +1 310 695 3223

E: mmcdonald@tourism.australia.com

