

IMEX America 2019

9 – 12 September
Las Vegas, USA

Deadline for registration
Friday 3 May 2019

BUSINESS EVENTS AUSTRALIA
AUSTRALIA.COM/BUSINESSEVENTS



IMEX America 2019

9 – 12 September 2019 , Las Vegas, USA

America's largest exhibition for global incentive travel, meetings and events.

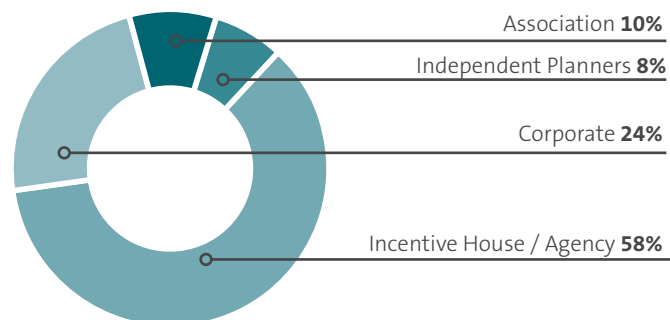
IMEX America is a worldwide exhibition for incentive travel, meetings and events attracting international planners and suppliers from the conference, convention and corporate event industries.

IMEX America 2018 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 booth space. IMEX America 2018 attracted more than 3,300 hosted buyers from over 63 global markets, including North America (75%). There was a total of 13,588 participants (including exhibitors) across the three days. To qualify to attend IMEX America, all of the hosted buyers had to have previously held an event internationally and more than 65 percent of the hosted buyers had budgets in excess of USD\$1 million.

2018 TOP 5 HOSTED BUYERS BY DESTINATION

USA	70%
Canada	4.5%
Brazil	3.5%
UK	3%
Mexico	3%

2018 HOSTED BUYERS BREAKDOWN



Full visitor statistics from IMEX America 2018 can be found on the IMEX website: www.imexamerica.com/show-stats

Tourism Australia exhibited at the 2018 show with 29 Australian industry partners with over 360 appointments generating 70+ leads. From the [Tourism Australia 2018 survey results](#), 96% 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 2019, IMEX America will target 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 2019

Event dates: Tuesday 9 to Thursday 12 September 2019

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-scheduled appointment schedule.

Pre-scheduled appointments are buyer driven – only buyers can request appointments and each sole stand partner will have their own 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 2019 and included in all Australia stand activity and hospitality. You will also receive follow-up data on the buyers who are scanned when they visit the Australia stand.

SHOW OPENING HOURS

10.00am – 5.30pm	Tuesday, 10 September 2019
10.00am – 5.30pm	Wednesday, 11 September 2019
10.00am – 4.30pm	Thursday, 12 September 2019

PRELIMINARY PROGRAM*

Date	Time	Activity
Monday 9 September 2019	TBA	Education Monday
	2.00pm – 4.00pm	Booth set-up on the Australia stand
Tuesday, 10 September 2019	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, 11 September 2019	10.00am	Show opens
	4.30pm – 5.30pm	Networking reception on the Australia stand**
	5.30pm	Show closes
Thursday, 12 September 2019	10.00am	Show opens
	4.30pm	IMEX America 2019 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\$9,500**

Option 2:

Sole booth and primary delegate with one appointment schedule and one additional delegate **USD\$10,650**

Option 3:

Sole booth and primary delegate with one appointment schedule and two additional delegates **USD\$11,800**

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\$5,750**

* 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 2019 are available on a first come, first served basis. Tourism Australia will do everything 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 advise Tourism Australia ASAP as it is expected the stand will be fully subscribed.

IF YOU WISH TO SHARE A BOOTH WITH ANOTHER COMPANY

- » No additional delegates can be purchased for share 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 will mean 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 with a shared name sign.

ITEMS INCLUDED IN ALL PARTICIPATION OPTIONS FOR IMEX AMERICA 2019

- » 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 2019 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 contact list
- » 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

By submitting a registration for IMEX America 2019 (Event) to be held in Las Vegas, Nevada, USA from 9 September to 12 September 2019 and by participating in the Event, you agree that this Terms and Conditions, the Tourism Australia's External Privacy Policy and the Tourism Australia's Event Code of Conduct form the terms of participation for this Event and govern your registration and participation in the Event.

Application and deadlines

To secure your place at IMEX America 2019, please complete the [online registration form](#) by 5pm Australian Eastern Standard Time, Friday 3 May 2019.

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 **Friday 10 May 2019**. Once confirmed, you will be provided with the requirements for producing graphics for your booth. The deadline for providing these is **Friday 14 June 2019**.

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, Nevada, USA and your own accommodation directly. It will be a busy time in Las Vegas, Nevada, USA 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 31 May 2019**

- **100%** cancellation fees apply from: **Monday 1 July 2019**

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, we have moved to online credit card payments. Payment will be required via credit card at time of offer. All credit card merchant fees will be absorbed by Tourism Australia. If 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 31 May 2019, 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 a 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

You consent to Tourism Australia collecting and storing your personal information including all of the information contained in the Registration Form, for the purposes of:

- i. Administering and managing the Event, including that Tourism Australia will share your information with all relevant event Organisers and suppliers and third parties involved in the delivery of the Event;
- ii. Distributing your information to other Event participants, sponsors and Organisers; and
- iii. Sharing with other Australian organisations with a similar purpose to Tourism Australia
- iv. who are also involved in the Event.

Tourism Australia may also use your personal information to contact you in the future for purposes relating to the Event or to promote future events.

All personal information collected will be handled in accordance with the Tourism Australia's External Privacy Policy which can be found here, which also contains information about disclosure and right of access. You acknowledge that if you do not or are unable to provide some or all of the personal information required by Tourism Australia, Tourism Australia may not be able to register you for participation in the Event.

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 AUD\$10,000,000 per occurrence 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, property insurance, and comprehensive travel insurance. This is the responsibility of the participant.



Click here to register

Code of Conduct

You warrant that:

- i. you will at all times comply with all laws and obey the reasonable directions and requirements of Tourism Australia, the STOs, Organisers and any other third party as directed by Tourism Australia;
- ii. you will not be involved in any conduct or make any statement either orally or in writing which in the reasonable opinion of Tourism Australia, is likely to cause detriment, disrepute, damage, injury or loss to Tourism Australia, including without limitation any inappropriate behaviour, harassment, violence, racial vilification, intoxication, downloading illegal or offensive material using internet services provided during the Event, or any other act or behaviour which interferes with the enjoyment, comfort or safety of other persons;
- iii. you will conduct yourself in a responsible and professional manner, and at all times in accordance with the Event Code of Conduct.

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 the participant.

Organisation representation

All references to "TA", "us" or "we" means Tourism Australia, ABN 99 657 548 712, a registered body in Australia.

All references to "you" or "your" in these Terms means the organisation that is listed as the applicant in the Application Form that is applying for participation in the Event, and all rights conferred, and obligations imposed on you in these Terms are deemed to have been accepted by and imposed on the organisation and its employees, agents and contractors. Any breach of these Terms by you, or any of your employees, contractors, licensees or invitees of your organisation constitutes a breach of these Terms by the organisation.

CONTACT US

For further information relating to IMEX America 2019, please contact:

SYDNEY

Registration enquiries

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