

# SHOW preview

A PEEK INSIDE • UP-TO-THE-MINUTE EXHIBITOR NEWS • SEMINARS AND EVENTS HIGHLIGHTS • HOW TO MAKE THE MOST OF YOUR TIME



## Blaze your path to IMEX America

**G**et ready to blaze your path to IMEX America, the largest meetings industry trade show in the U.S. and the country's foremost business, education and networking opportunity.

Find every type of supplier in one place and seal your deals with decision-makers, spark your imagination at our education sessions and circulate and connect with thousands of your peers from around the world.

On Smart Monday, powered by MPI, Jonathan Bradshaw sets your show productivity to soar as he explores the science behind interpersonal communication in his headline MPI Keynote. Two big themes run throughout our education program: the sharing economy and "where personal meets

professional." A reimagined two-stream Association Focus program provides on-point education for both association executives and association CEOs.

Countless co-located industry events prove IMEX America is where the meetings industry is at this October. There's no excuse for coming home without a plethora of new contacts with opportunities to click over cocktails, gather on the golf course or "sweatwork" along the Strip on the IMEXrun.

We're here to help you make the most of every minute — from Zenvoy introductions to easy-to-manage appointment scheduling. Read on to see what's waiting for you in Vegas. We can't wait to see you there! ■



## new in 2016

### Be Well Lounge

to keep you show fresh

### Networking Hub

in the Hosted Buyer Lounge

### New two-stream

Association Focus program

### Clean up in Las Vegas

With Garbage Grabbers

**imex**  
america

OCTOBER 18-20, 2016

LAS VEGAS

THE *pulse* OF THE MEETINGS INDUSTRY.

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## Successful record for Atlanta-Stuttgart route

For three decades, Delta Airlines has provided daily, nonstop service from Atlanta to Stuttgart, capital of the state of Baden-Württemberg, Germany.

Each year, 100,000 passengers travel the route, which is the only nonstop transatlantic flight to and from Stuttgart. It enhances the Stuttgart region's appeal as a varied travel destination and economically powerful metropolis. The U.S. is Stuttgart's leading foreign market, registering no fewer than 154,474 overnight stays in 2015.

The Stuttgart Convention Bureau (SCB)

is a department of the Stuttgart-Marketing GmbH and Region Stuttgart Marketing, providing event planners with expertise, professional advice and support. SCB's strategic partners include ICS International Congress Center Stuttgart/Messe Stuttgart (Trade Fair Centre), the Liederhalle Culture and Congress Centre, Stuttgart Airport, WRS (Stuttgart Region Economic Development Corporation), congress centers in the Stuttgart Region and the local hospitality sector.

**>>[congress.stuttgart-tourist.de](http://congress.stuttgart-tourist.de)**



## ACCESS Destination Services named TOP 25 DMC for 12th consecutive year

Special Events magazine has once again named ACCESS Destination Services among the world's Top 25 Destination Management Companies. Selected based on annual revenue, quality of service and number of events produced annually, ACCESS has been on the Top 25 Destination Management Companies list for 12 consecutive years and is one of the only DMCs to earn an annual spot since its inception.

## Columbus, Ohio, touts accommodating updates

Columbus, Ohio, offers a dynamic convention package that can fit any group's needs. With the city located within 550 miles from half of the United States population, Columbus is extremely accessible.

Travelers arriving at the newly renamed John Glenn Columbus International Airport will note a terminal transformed by a recent \$80 million renovation.

The 10-minute ride from the airport to downtown is easy on the Central Ohio Transit Authority's new AirConnect direct bus service with airport pickups every 30 minutes and stops at the Greater Columbus Convention Center and downtown hotels.

The convention center also is in the midst of a \$125 million modernization and expansion to be completed July 2017. This includes 373,000 square feet of contiguous exhibit space and a new 800-space parking garage.

Downtown Columbus offers plenty of arts, entertainment, fashion and culinary selections, as well as the new riverfront with a 33-acre sprawling ribbon of parkland on the Scioto Mile.

**>>[experiencecolumbus.com](http://experiencecolumbus.com)**



Founded in 1969, ACCESS Destination Services provides award-winning destination management services for corporate, incentive and association groups throughout North America and the world. Through global alliances with Pacific World and Amstar, ACCESS serves more than 100 destinations in 30 countries.

**>>[accessdmc.com](http://accessdmc.com)**



## Nobu Miami Beach makes its debut

**F**ollowing renovation and restoration, spearheaded by renowned architect David Rockwell, Nobu Hotel Miami Beach debuts this October, housing the famed Nobu restaurant and bar. Chef Nobu Matsuhisa, Academy Award winner Robert De Niro and Hollywood producer Meir Teper are the masterminds behind the hotel.

It features 206 guest rooms; three penthouse suites and four penthouse event spaces; the world's largest Nobu restaurant and lobby bar; 24-hour, in-room dining by Nobu; more than 70,000 square feet of stylish meeting and event space; and an acclaimed farm-to-fork restaurant concept, Malibu Farm, which will be unveiled this fall.

Nobu Miami Beach is the latest property joining Nobu Hotel Caesars Palace and Nobu Hotel City of Dreams Manila. Nobu Hotels represents the same key principles as Nobu restaurants — a perfect balance of luxury, fun, craft and theater. ■

**>>** [nobuedenroc.com](http://nobuedenroc.com)



## London keeps reinventing itself

**T**his year, London welcomes a number of new openings, reinforcing its reputation as one of the world's best destinations for meetings and events.

The capital will see two major additions to its cultural scene. Recently, the Tate Modern opened Switch House, its highly anticipated extension, adding 60 percent more space to the museum and providing great new event spaces. In November, the Design Museum will open the doors of its new Kensington home in the former Commonwealth Institute.

The new U.S. embassy is due for completion in late 2016 in the South London

area of Nine Elms. With an underground rail extension underway and the transformation of the iconic Battersea Power Station, the area is tipped to become one of the city's most desirable.

Finally, getting around London is even easier, thanks to the Night Tube, which launched this summer and sees the underground run all night on the weekend. The Crossrail project, launching in 2019, will also drastically cut down travel time from Heathrow to Central and East London. ■

**>>** [conventionbureau.london](http://conventionbureau.london)



## Dubai is ready to entertain your next business event

**D**ubai expects to hit 100,000 rooms this summer, thanks to expanded inventory, leisure, events and attractions. New openings include Dubai Parks & Resorts, IMG Worlds of Adventure, Dubai Safari, the theatrical residency of La Perle by Dragone at Al Habtoor City and the Dubai Opera. ■

**>>** [visitdubai.com](http://visitdubai.com)



## Alaska's wildlife adds to the convention experience

There's a porcupine in the expo hall, an eagle in the ballroom and a huge moose in the lobby. This is what a typical day in Anchorage's convention centers can look like.

Alaska's iconic wildlife is the highlight of any visit to Anchorage — the city has 1,500 resident moose — and there are surprising ways to open the doors of a meeting to the city's wildlife. Animal organizations Bird TLC and the Alaska Wildlife Conservation Center make educational visits with Hal the eagle and Snickers the porcupine, respectively. Iditarod mushers, tapped as keynote speakers, bring along their sled dogs. And there's Hank, a stuffed bull

moose available for groups. It's a great photo opportunity, and the only sensible way to ride a moose. Whale-watching day cruises from nearby port towns are a popular addition, as are stops at the Alaska Zoo and Alaska Wildlife Conservation Center for magazine-worthy wildlife photos.

The International Conference on Bear Research & Management roared into Anchorage this year. However, any meeting can add wildlife to the program; it doesn't matter if the delegates are engineers, economists or educators. ■

[>> anchorage.net](http://www.anchorage.net)

## Two Japanese icons collide: robotics and sumo

Tokyo offers anything and everything — anything you can imagine and everything you expect. At The J Team Co. Ltd, Japan's specialist DMC, a favorite newcomer is robot sumo, deep in the heart of Akihabara, the world's original "electric town."

A rip-roaring combination of technology, energy, concentration and teamwork, it puts the most different of people on the same side and, ultimately, the same page.

Wannabe techies first have to put the finishing touches on their robots. Then, competitors take to the "dohyo" until there is only one champion standing.

After robot building, it's time to tour some of Tokyo's best, unexplored food spots in the "techie kaiseki" dine around. Kaiseki refers to first-class Japanese cuisine served in eight or more courses. Techie kaiseki hosts each course in a different restaurant or watering hole. For those wanting even more tech, there's Shinjuku's Robot Show. ■

[>> thejteam.jp](http://www.thejteam.jp)



## Newly transformed Ritz Suite unveiled at Singapore Ritz-Carlton

Indulge in residential hotel living in an upscale 2,347 square-foot penthouse at the newly transformed Ritz Suite located at the top floor of The Ritz-Carlton, Millenia Singapore.

The suite features museum quality art,

including pieces by Andy Warhol. Bespoke furnishings, custom textiles and uplifted lighting add to its elegance.

The residential living room is fitted with a 65-inch LCD television, Sonos sound system and a wall-flushed bar stocked with



## South Africa's expanding tourism

**S**outh Africa offers endless options both inside and outside the conference room. Ever-expanding its tourism infrastructure, South Africa is continuously on the rise.

Cape Town is poised to become home to what CNN is calling “one of the most influential art institutions in the world.” The Zeitz Museum of Contemporary Art Africa will be the biggest museum to open on the continent in more than 100 years. In Johannesburg, immerse yourself in the Maboneng Precinct. Maboneng, meaning “place of light,” is a fitting name for the epicenter of Johannesburg’s inner city renaissance. Housed in previously derelict offices and warehouses dating back to the 1900s is a vibrant food, music and arts scene.

The country’s largest hotel brand, Protea (now part of the Marriott International global portfolio) has merged with Marriott’s acclaimed rewards program. One of the world’s most luxurious train journeys, The Blue Train, has announced new dates for its popular Pretoria to Hoedspruit route. The overnight trip lavishes guests with butler service, large, gold-leafed picture windows and in-suite quarters.

For history buffs, the newly released Madiba’s Journey app makes it easier than ever to explore the country through the lens of late former president and global icon, Nelson Mandela. ■

**>> [southafrica.net](http://southafrica.net)**

liquor, spirits and bar glasses. The dining room features a custom-built dining table and chairs for a party of 10, high-speed wireless internet and a built-in projector screen.

A pantry fitted with Miele kitchen appliances includes a refrigerator, Nespresso coffee machine, oven, microwave, a wine refrigerator stocked with preferred wines, and 24-hour personalized butler service.

The suite features a plush feather bed, custom bed linens, a walk-in closet, 55-inch LCD television and a work desk with built-in power points and multiple power adaptor sockets. Its master bathroom features marble walls, double sinks, leather ottoman, automated bidet, and a separate shower stall/steam room. ■

**>> [ritzcarlton.com/en/hotels/singapore](http://ritzcarlton.com/en/hotels/singapore)**



## Mondrian Doha opens in the Middle East

**M**organs Hotel Group, widely credited as the creator of the first “boutique” hotel and a continuing leader of the hotel industry’s boutique sector, has announced its entry into the Middle East with the launch of the striking Mondrian Doha this fall. Located in a prime position on the West Bay Lagoon neighborhood of Doha, this international hotel is uniquely rooted in Arabic culture, with design features influenced by the beauty of local patterns, ornate Arabic writing and historic souks. The 270-room property boasts seven bars and restaurants, including a spectacular rooftop pool bar, an exclusive nightclub, a lavish 21,500 square-foot ballroom, as well as an expansive spa area offering both a male and female spa along with hammam. ■

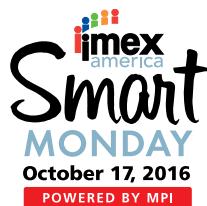
**>> [morganshotelgroup.com](http://morganshotelgroup.com)**

## SEMINARS AND EVENTS

**Monday, October 17**

7 a.m.	
8 a.m.	
9 a.m.	
10 a.m.	
11 a.m.	<b>CEIR Golf Classic</b> Show off your golfing skills at the Bali Hai Golf Club in support of CEIR's valuable exhibition industry research. <b>Registration and payment required.</b>
12 p.m.	
1 p.m.	<b>Association Focus</b> A reimagined two-stream program providing on-point education for association CEOs and executives provided by ASAE: The Center for Association Leadership and ICCA. <b>Registration required.</b>
2 p.m.	
3 p.m.	
4 p.m.	<b>Garbage Grabbers</b> Join us for outdoor fun in the sun and help us clean up in Las Vegas by becoming a Garbage Grabber in Sunset Park, organized by Outside Las Vegas. <b>SPONSORED BY COSTA RICA TOURISM BOARD AND SUPPORTED BY ALLIEDPRA, EXCLUSIVE DESTINATIONS &amp; 3D CRUISE PARTNERS AND GES.</b> <b>Registration required.</b>
5 p.m.	
6 p.m.	
7 p.m.	<b>SITE Nite North America</b> Shine bright with SITE members and other industry professionals for an evening of conversation and connections and help raise funds for the SITE Foundation at Omnia Nightclub at Caesars Palace. <b>Registration and payment required.</b>
8 p.m.	
9 p.m.	
10 p.m.	

PICK UP A  
**POCKET GUIDE**  
AT SHOW  
REGISTRATION FOR  
FULL PROGRAM  
DETAILS!



### Smart Monday, powered by MPI



Jonathan Bradshaw headlines Smart Monday's full day of education and networking with a fascinating keynote on the science behind interpersonal communication. You'll come away with the tools to revolutionize your ability to connect with others, setting you up for a very productive week at IMEX America. **SPONSORED BY NEW ORLEANS CONVENTION CENTER AND NEW ORLEANS CONVENTION & VISITORS BUREAU.**

Powered by MPI, IMEX America's strategic partner and premier education provider, the program also includes education from SITE, IAPCO, DMAI, HSMAI, ISES, GMIC, ECM and PCMA, with formats ranging from the Play Room brought to you by Play with a Purpose, to PCMA's Business School.

### Association Evening

Association executives and exhibiting members of ICCA, AIPC, IAEE, IACC, DMAI, PCMA, IAPCO, ASAE: The Center for Association Leadership, are invited to join us at fabulous Foxtail SLS Las Vegas. **Registration required.**



**Tuesday, October 18**



### MPI Keynote – Jay Samit

In "Disrupt you!" Jay shows you how the strategies that help the world's fastest growing companies flourish can be applied at an individual level. By challenging assumptions and pinpointing your unique value, anyone can achieve success and prosperity. **SPONSORED BY VISIT MILWAUKEE, VISIT PITTSBURGH AND TRAVEL PORTLAND.**

### Inspiration Hub Highlights Today

Offering you a wide range of education in a variety of formats, from intimate campfires to peer-to-peer learning at Hot Topic Tables. Today Twist Consulting's Jenn Houlby-Ferguson shows you how to manage risk and develop an effective emergency response plan. Alon Alroy from Bizzabo takes you through the 12 tools you need to be using to succeed in the sharing economy. Plus, the Play Room moves to the Hub for the rest of the show — offering fresh new ideas from Play with a Purpose to infuse your meetings with interaction. **SPONSORED BY MARITZ GLOBAL EVENTS.**



### #IMEXpitch

Head back to the Inspiration Hub to hear five event tech startups go head to head in a battle to win a coveted exhibit booth at next year's IMEX America. This is the place to hear about the very latest in event tech.



### EventTech Tour

Expert-led tour to meet leading tech exhibitors

**Sustainability Tour**  
GMIC expert-led tour to meet sustainable exhibitors

### EventTech Tour

### EventTech Tour

### CIC Hall of Leaders and Pacesetter Awards Celebration

In the Jewel Nightclub at Aria Resort and Casino, a celebration of both industry pioneers with a lifetime of achievement behind them, and emerging leaders who are setting the pace for the meetings industry today. **Registration and payment required.**

### ALL DAY TUESDAY, WEDNESDAY AND THURSDAY: Be Well Lounge

Retreat to the Lounge for guided meditation and relaxation led by the inspirational Lee Papa — or just for a few minutes to yourself before heading back out onto the show floor. **SPONSORED BY HILTON WORLDWIDE.**

### DMC Network and Ovation Talent Search

A show-stopping meetings industry talent-laden night is promised at 1 Oak Nightclub at the Mirage. **Registration required.**

## Wednesday, October 19

**IMEXrun**

Join your fellow IMEX America participants as dawn breaks over the Las Vegas Strip on the 5K IMEXrun, inspired by Rio and developed by sports by tlc.

**MPI Keynote – Pablos Holman**

Everyone knows the phrase "innovate or die," but what does that really mean? Let Pablos, a futurist, inventor and hacker, explain. SPONSORED BY VISIT PHILADELPHIA CONVENTION & VISITORS BUREAU.

**Inspiration Hub  
Highlights Today**

Everything and anything is negotiable — but don't get greedy! Understand the top 10 clauses to include in your hotel partner contracts from HelmsBriscoe's Jasmine Eldeen. Nick Borelli explains why FOMO (fear of missing out) is your most important event design tool. SPONSORED BY MARITZ GLOBAL EVENTS.

**EventTech Tour****Sustainability Tour****EventTech Tour****Sustainability Tour**

## Thursday, October 20

**MPI Keynote – Tami Evans**

If you or your team are rusty on relationship skills, crunchy on communication concepts or pooped out on positivity, then let Tami show you the soft skills you need to increase engagement, create communication cohesion and elevate self-confidence. SPONSORED BY VISIT FLORIDA.

**Inspiration Hub  
Highlights Today**

From boardroom to bake sales, let IMN Solutions' Barbara Myers show you how you can have it all, and let fellow road warrior Kim Bercovitz show you how you can maintain your healthy lifestyle on the road. SPONSORED BY MARITZ GLOBAL EVENTS.

**EventTech Tour****EventTech Tour****EventTech Tour****MPI Foundation Rendezvous,  
the IMEX America Party**

Mix with the best and brightest at Drai's at The Cromwell Las Vegas — raising funds for the MPI Foundation's educational grants, scholarships and research.



SEARCH FOR  
SPECIFIC TRACKS AT  
[IMEXAMERICA.COM](http://IMEXAMERICA.COM).

**Monday, October 17**

7 a.m.

Morning yoga. BE WELL LOUNGE  
SPONSORED BY HILTON WORLDWIDE.

8 a.m.

MPI Keynote-Jonathan Bradshaw

9 a.m.



10 a.m.

How to implement event technology at your meeting.

MeetingCentric tour.

11 a.m.

Connections matter: How to maximize industry networking opportunities.

12 p.m.



1 p.m.

What's your competitive edge?  
The three steps to a personal brand that creates career stability.

Brands taking action.  
What's next for progressive destinations and suppliers?

2 p.m.

Why the meetings industry should care about the sharing economy.

Garbage Grabbers Clean Up in Las Vegas. SPONSORED BY COSTA RICA TOURISM BOARD AND SUPPORTED BY ALLIEDPRA, EXCLUSIVE DESTINATIONS & 3D CRUISE PARTNERS AND GES.

3 p.m.

3 p.m.

How to bridge the physical and digital experience at live events.

Change your brain.  
Change your everything!

Top 20 apps for staying on top of tasks and in touch with teams.

Wasting away.

4 p.m.

The Meetology® guide to connection with others in an instant.

Start your journey to becoming a Certified Meeting Professional (CMP).

5 p.m.

12 tools event planners need to be using to succeed in the sharing economy.

Crystal singing bowl relaxation meditation.

#IMEXpitch.



6 p.m.

**TRACK KEY**

**TECHNOLOGY**

**SUSTAINABILITY**

**HEALTH & WELL-BEING**

**PERSONAL DEVELOPMENT**



All day.  
Stop by the Clean the World station and make a kit. SPONSORED BY COSTA RICA TOURISM BOARD AND SUPPORTED BY ALLIEDPRA, EXCLUSIVE DESTINATIONS & 3D CRUISE PARTNERS AND GES.

PICK UP A  
**POCKET GUIDE**  
AT SHOW  
REGISTRATION FOR  
FULL PROGRAM  
DETAILS.

**Wednesday, October 19**

IMEXrun inspired by Rio.



MPI Keynote-Pablos Holman.

Chakra clearing by the river guided meditation.

10 ways to become a more innovative meeting planner.

Your brand, your event, your story-on Snapchat.

Easy ways to get started in sustainable events.

Practical solutions for decreasing stress and increasing resilience.

EventTech Tour.

Escape from Someday-Isle™ – Make more money, get more done and have more fun.

Leadership development: Enhancing and positioning your personal brand.

Sustainability tour

All day.  
#WaterWiseWednesday

Buyer? Start your day off with breakfast in bed a la Montreal. \$10 for each registration will be donated to The Shade Tree.

Start your day mindfully aware.

MPI Keynote-Tami Evans

Meetings on demand.

The road warrior: staying healthy on the road

Say what you mean! Single communication skills for personal and professional power.

Everybody hates AV. There, we said it. Now, let's fix it.

Sustainable, inclusive, brain-friendly, allergy-responsible and affordable menu design.

All day.  
Recycle your badge when you leave to support our local legacy projects. SPONSORED BY COSTA RICA TOURISM BOARD AND SUPPORTED BY ALLIEDPRA, EXCLUSIVE DESTINATIONS & 3D CRUISE PARTNERS AND GES.SEARCH FOR  
SPECIFIC TRACKS AT  
[IMEXAMERICA.COM](http://IMEXAMERICA.COM).

## euromic showcases new brand at IMEX America

**E**uromic is showcasing a new look. Debuting at IMEX in Frankfurt this year, euromic's new style features a re-designed logo that reflects its forward-looking reputation and leadership in the market.

"The new branding evocatively captures the essence of euromic and our evolving business," said euromic President Hasan Dinc.

"In 2014, we began to look closely at our brand and our position in the market. In particular, we considered how our membership has been growing significantly worldwide."

Euromic generates sales of more than \$550 million and employs more than 1,200 group travel professionals in 45 destinations. The group recently added Travellieer in Mexico and Global Air DMC in Kazakhstan to its membership.

The company's new brand statement — the power of local knowledge — reflects its strengths, assets and role in the DMC sector.

"The seven, colored 'swooshes' in the new logo together form an 'e' that represents Earth, with each color representing a continent and one of the seven core values of the euromic brand: unity, fun, innovation, experience, trust, diversity and energy," Dinc said. ●

[>>euromic.com](http://euromic.com)



## Introducing the InterContinental Santo Domingo in the Dominican Republic

**T**he recently opened InterContinental Santo Domingo is a world-famous hotel at a world-famous destination that fits perfectly for business, meetings, incentive, conventions and exhibitions. Located in the heart of the entertainment and financial district of Santo Domingo, Dominican Republic, it is surrounded by prestigious shopping centers and nightlife, just 16 miles from Las Americas International Airport and four miles from the Colonial Zone.

The hotel features 227 rooms, including 16 junior suites and one presidential suite, all fully equipped to fulfill your needs.

Hotel amenities include a gastronomic center consisting of two bars and three unique concept restaurants — Factory Steak & Lobster, The Market and Nau Sushi Lounge — an InterContinental Club on the 20th floor; eight meeting rooms divisible with total capacity of 700 people; gym; outdoor infinity swimming pool; InterContinental Spa, beauty salon, sauna and steam.

The hotel has 9,278 sq. ft. of meeting space where your most important events will take place with the best team and the latest audiovisual technology. ●

[>>ihg.com](http://ihg.com)



## Beverly Hills reports on the future of luxury

**B**everly Hills Convention & Visitor's Bureau (BHCVB) has released its global trend report, The Future of Luxury, examining the global luxury sector, analyzing the high-net-worth market and forecasting luxury trends. BHCVB has also launched its Definition of Luxury campaign and is announcing new openings across the city, including the Waldorf Astoria Beverly Hills. ●

[>>lovebeverlyhills.com/futureofluxury](http://lovebeverlyhills.com/futureofluxury)

# Istanbul jumps to the 8th position in ICCA rankings

Istanbul jumped from No. 9 to No. 8 in "The World's Top 10 Congress Destinations," according to the International Congress and Convention Association (ICCA). Istanbul hosted 148 international congresses in 2015, a 14 percent rise from 2014.

According to Istanbul Convention & Visitors Bureau (ICVB) General Manager Ozgul Ozkan Yavuz, Istanbul has become a preferred destination for international congresses.

Its modern infrastructure, seven convention and three exhibition venues can support any event, from bespoke incentives to meetings for

up to 30,000 delegates. Both historic and high-tech modern venues offer a variety of event options. Its 53 universities and five tech-parks make Istanbul a hub of learning, inspiration and innovation.

Istanbul has more than 100,000 beds, including more than 194 five-star and four-star hotels and 103 more to open. Turkish Airlines offers daily direct flights between Istanbul and more than 290 global cities. Istanbul has one airport on the Asian side of the city, one on the European side and a third under construction.

The city is currently focused on investment to increase the capacity to accommo-

date more visitors. In 2015, its international visitor number reached more than 12.4 million. ■

**>>[icvb.org.tr](http://icvb.org.tr)**



## Peru on the rise

**W**ith new accolades, accommodations and travel options, Peru provides a modern and unforgettable experience to business events visitors.

For four consecutive years, Peru has been recognized as the world's leading culinary destination by the World Travel Awards

(WTA.) In early July, the country's acclaim further grew as the

WTA recognized Lima as the Best Destination for Meetings Tourism in South America.

The Westin Lima Hotel and Convention Center, Peru's largest convention and meetings

facility, was recognized in June as the only hotel in

Latin America to earn the LEED

Existing Buildings: Operation and Maintenance (EB:OM) certificate by the U.S. Green Building Council. Furthermore, nearly a dozen new hotel properties are anticipated to open across the country throughout the remainder of 2016.

This spring and summer brought a series of new flights to Peru. Notably, direct flights between Washington, D.C. and Lima were added to LATAM Airlines' flight schedule. With these developments and many more underway, Peru offers unprecedented capabilities as an accessible, awe-inspiring business events destination. ■



## Charlotte Convention Center is a meetings bright spot

**E**xuding a bustling, cosmopolitan vibe with a down-home feel, Charlotte, North Carolina offers small-town appeal with big-city amenities that draw an array of meetings, conventions, trade shows and sporting events annually.

The Charlotte Convention Center features 550,000 square feet of meeting and exhibit space and is connected to the NASCAR Hall of Fame by an over-the-street walkway. A wave of recent upgrades added state-of-the-art technology, stunning aesthetics and convenience for meeting planners and guests. The center partnered with Four Winds Interactive to install digital signage that enhances the customer experience through powerful wayfinding features. Guests are now able to use this signage solution

to publish timely, location-specific messaging and leverage it as a dynamic branding opportunity.

The convention center continues to add touches of modern luxury with floor-to-ceiling renovations of the public restrooms, enhancing the spaces with brightly colored ceramic tiles, LED lighting, Dyson hand dryers and granite countertops. The venue's exhibit halls have also been updated with 30-foot moveable walls that are equipped with painted steel facings for superior durability and sound isolation, plus new track systems. New higher quality, more energy efficient lighting also was added to the exhibit halls. ■

**>>[promperu.gob.pe](http://promperu.gob.pe)**

**>>[charlotteconventionctr.com](http://charlotteconventionctr.com)**



## Travel + Leisure readers recognize Penha Longa Resort

Penha Longa Resort, Lisbon, Portugal was recognized by Travel + Leisure as the No. 1 Resort & Inn in Spain and Portugal in its World's Best Awards 2016.

"This recognition is amazingly meaningful," said resort General Manager David Martinez. "We work to make each guest's stay unique and memorable."

Each year, Travel + Leisure readers vote on their favorite hotels, resorts, airlines, cruise lines, tour operators and more in the magazine's annual World's Best Awards survey. •

[>>penhalonga.com](http://penhalonga.com)

## Monaco's cosmopolitan allure

Set along the Côte d'Azur between France and Italy, the small, cosmopolitan Principality of Monaco is the essence of Europe and features history, elegance and excitement.

The Grimaldi Forum Monaco, the Principality's cultural and convention center, recently introduced Indigo, an 8,600-square-foot venue for exhibits or private events. It can host up to 560 people for cocktail receptions (1,000 people including the terrace) and 455 people for sit-down dinners with a terrace and panoramic views of the Mediterranean Sea.

Condamine Market is an open-air and covered Provençal farmers market and center of Monégasque life. It can host private gatherings for groups of up to 350 guests cocktail-style and 220 guests for sit-down dinners.

The Exotic Garden of Monaco features

1,000 different species of cacti and succulents and panoramic views of the Principality, including the Prince's palace and Port Hercule. It can host private receptions from 100 to 1,000 guests and up to 250 people for seated meals. •

[>>visitmonaco.com](http://visitmonaco.com)



## IMEX America debut for Heidelberg Marketing GmbH

Romance meets science — it is this mixture that makes Heidelberg a unique venue for international and national conventions and congresses. Located 50 miles south of Frankfurt International Airport, Heidelberg has excellent rail and motorway connections to assure easy access throughout Europe.



Kongresshaus Stadthalle Heidelberg features 13 function rooms, providing nearly 27,000 square feet of floor space for 10 to 1,250 people. Its sumptuous, late 19th-

century architecture and art nouveau brilliance is a stunning backdrop for conventions, congresses, receptions and concerts. Situated

within the Old Town, it sits on the banks of the River Neckar with hotels, restaurants and attractions, including the nearby Old Bridge and famous castle. The boats of the "Weisse Flotte" provide an extended area for large gatherings. The newest event ship, Königin Silvia, can host 400 people. Two conference hotels opened in 2015. •

[>> heidelberg-kongresse.de](http://heidelberg-kongresse.de)

## Wynn Las Vegas, Encore partner for Project 150

For the second consecutive year, Wynn Las Vegas and Encore are proud to support Project 150, a mission to provide basic needs to homeless, displaced and disadvantaged high school students.

Wynn and Encore hope to collect 5,000 pairs of teen socks at IMEX

America 2016. Come by the Wynn Resorts booth with a new pair of socks and share in the joy of making a difference.

"This relationship means a lot to us, and we are working with this organization toward a long-term goal to have an endless supply of socks for these kids, who have the biggest hearts and attend school no matter what their circumstances," said Karolyn Graves, executive director of Incentive Sales, Wynn Las Vegas and Encore. ■

[»project150.org](http://project150.org) / [wynnlasvegas.com](http://wynnlasvegas.com)



## Learn to sail with Carlisle Bay

With its world famous regattas and its position as a hub for the world's super and mega yachts, there is no better place to learn to sail than Antigua, the capital of Caribbean yachting. The conditions are ideal for learning, with good breezes and warm temperatures.

This Carlisle Bay sailing course is aimed at complete novices and is an excellent introduction to sailing a bigger keelboat

(40 feet). It covers the basics of safety, rope work, sail trim, winches, mooring and anchoring, with plenty of time on the helm. At the end of the course, participants come away with a new level of confidence to step on a yacht, a grounding to pursue more advanced courses or even take part in one of the main regattas. ■

[»carlisle-bay.com](http://carlisle-bay.com)

## Bali hosts 150 people from Brazil

Essence of Bali is proud to be the handling agent of an exceptional incentive group from Brazil consisting of 150 guests to Bali. For the Brazilian incentive agency, selecting Essence of Bali DMC (member of Essence of The World DMCs Group) meant being able to feature impeccable services, together with distinctive creativity. Choosing Bali meant opting for a destination known for its beautiful landscapes, its strong local identity, legendary hospitality and

high-quality hotels.

The incentive group hosted some unique activities, such as planting rice, a cooking workshop, a cycling rally, an off-road driving experience in Land Rovers, a private catamaran day sail and an exclusive and private temple dinner. The trip offered group participants the chance to discover the natural wonders of the island, while visiting the ancient temples and high Balinese culture. ■

[»essenceofbali.com](http://essenceofbali.com)



# before you go

## Plan your trip

- If you're coming as a hosted buyer and have opted for IMEX to book your travel, view your travel itinerary at [imexamerica.com](http://imexamerica.com) or opt to receive your itinerary by sms/text. Log on to [imexamerica.com](http://imexamerica.com) to sign up.
- Book your travel through an IMEX partner — Official Carrier Delta, Emirates, SkyTeam, Star Alliance and Virgin Atlantic are all offering discounts on flights to Las Vegas. Log on to [imexamerica.com](http://imexamerica.com) to book.
- Go green by carbon offsetting your flight.

## Maximize your performance

- Use the Exhibitor Directory to find the exhibitors you want to meet at the show.
- Make appointments in advance via the Online Schedule. Send exhibitors your RFPs and meeting requirements through the Schedule Messaging Service and use the Appointment Profile tool to give details of your planned events.
- If you're attending as a hosted buyer, keep an eye on your Hosted Buyer Inbox on [imexamerica.com](http://imexamerica.com) — where all invitations from IMEX exhibitors will land.
- Add education and networking to your Schedule. See pages 6 and 7 for highlights.
- Download the IMEX App to have your Online Schedule, events listings and the floor plan at your fingertips.

- Sign up to Zenvoy for introductions to fellow IMEX America attendees — and start making valuable industry connections today.

- Log on to [imexamerica.com](http://imexamerica.com) to do all this and more.



# at the show

## Keep in touch

- Wi-Fi is available for hosted buyers and buyer attendees at designated hotspots on the show floor and in the Hosted Buyer Lounge.
- Plus, if you're a hosted buyer, head to the Networking Hub in the Hosted Buyer Lounge to meet with your peers.

## Go green

- Drop off your badge when leaving the show to support one of our Las Vegas legacy projects as part of our Badge-Back program.
- Share your spares and drop off your spare pre-cleaned USB sticks for recycling through our schools distribution partner in India.
- Join the Clean the World initiative to recycle hotel soaps and shampoos into hygiene kits for those in need around the world.

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# dates & times

## Monday, October 17

Smart Monday Education & Networking, including Association Focus and Evening 8:30 a.m. – 9 p.m.  
(MPI Keynote 8:30 a.m.)

## Tuesday, October 18

Education 8:30 a.m. – 6 p.m.  
(MPI Keynote 8:30 a.m.)  
Trade Show 10 a.m. – 5:30 p.m.  
(doors open 9:45 a.m.)

## Wednesday, October 19

Education 8:30 a.m. – 4:30 p.m.  
(MPI Keynote 8:30 a.m.)  
Trade Show 10 a.m. – 5:30 p.m.  
(doors open 9:45 a.m.)

## Thursday, October 20

Education 8:30 a.m. – 3:30 p.m.  
(MPI Keynote 8:30 a.m.)  
Trade Show 10 a.m. – 4:30 p.m.  
(doors open 9:45 a.m.)

## Join the conversation at #IMEX16

Connect with us on social media.



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