



# Incentive Travel Exchange

in partnership with Site

a One-to-One Event

**JUNE 17-19 • 2012**

THEhotel at Mandalay Bay

**LAS VEGAS**

[IncentiveTravelExchange.com](http://IncentiveTravelExchange.com)



The most exclusive

appointment-based incentive travel event in the U.S.





## Maximize your visibility to the incentive industry with our Site partnership

The partnership with Site has elevated **Incentive Travel Exchange** to be the must-attend incentive event in the U.S. The international influence and highly regarded status of the association within the incentive travel market benefits both buyers and suppliers in expanding their networking contacts for future business.

**Site** has grown since its inception more than 35 years ago to more than 2,000 members in 92 countries with 30 local and regional chapters. It is the only global authority connecting motivational experiences with business results. The community of Site professionals brings best-in-class solutions, insights and global connections to maximize the business impact of motivational experiences regardless of industry, region or culture. Site serves as the source of expertise, knowledge and personal connections that will catapult and sustain professional growth, and help build the value of extraordinary, motivational experiences worldwide. If you see yourself as globally minded with an eye on excellence, then you should be a Site member.

Visit [SiteGlobal.com](http://SiteGlobal.com).



● **Supplier suites have sold out for the past four years!**

## A successful brand with a unique format

**Created to deliver a meeting place for private, efficient and productive networking for the MICE industry**

Now in its seventh year, buyers and suppliers count on Incentive Travel Exchange for the solid relationships and leads that result from the event. Simply put, Incentive Travel Exchange is the event for suppliers looking to expand their MICE business in today's competitive economy.

### **STRUCTURE**

Unique format of one-to-one appointments coupled with premier networking functions.

### **CONCEPT**

Provide attendees the opportunity to maximize their time and investment without the struggles that accompany mainstream, larger scale events.

### **METHOD**

A solid vetting process for buyer acquisition is in place and positions are by invitation only.

### **SUPPLIERS**

Turnkey participation and includes all appointments, hotel accommodations and non-stop networking.

### **APPOINTMENTS**

Buyers select meetings with suppliers they have a vested interest in, with suppliers having the same opportunity.

### **OUTCOME**

A highly-productive experience for all in attendance.

● **[IncentiveTravelExchange.com](http://IncentiveTravelExchange.com)**



## An incentive-caliber event delivering solid ROI

**Incentive Travel Exchange**, in partnership with Site, is an invitation-only, appointment-based event catering to the incentive travel industry.

- Two days of pre-scheduled meetings with top-producing RFPs and qualified leads
- Private meetings conducted in elegant suites at THEhotel at Mandalay Bay
- Upscale networking events and meal functions provide ample time to conduct business
- A comprehensive event directory with buyer and supplier profiles allowing for proper note-taking and follow up
- A turnkey event that allows the focus on your customer – just show up ready to do business and leave the details to us!

### High volume, pre-qualified fully hosted buyers representing global incentive travel purchases

The commitment is to deliver an elite group of qualified incentive buyers for each supplier participant. This results in strengthening current relationships while creating new ones with prospective clients.

Each potential buyer undergoes a comprehensive screening process and must have a solid book of business for suppliers in attendance. This six-month process delivers only the most qualified attendees who are invited as our guest to attend Incentive Travel Exchange and includes:

- Thorough application
- Interviews
- Reference checks
- An evaluation of past travel incentive bookings
- A review of anticipated future purchasing performance

### Hand-selected global suppliers

Companies are invited to participate in **Incentive Travel Exchange** based on the quality of the product they offer, the quality of service they deliver and the business category they represent. Categories and regions do sell out each year to avoid overrepresentation and ensure a productive experience for both buyers and suppliers. Because of the standards in place only the top suppliers are represented at **Incentive Travel Exchange**.

### Your suite at THEhotel at Mandalay Bay

Every room in THEhotel is a suite, designed with separate sleeping and sitting rooms. The hotel's format is suitable for private meetings, strategy sessions and hospitality. At 750 square feet, these suites offer elegant amenities, a 42" plasma TV and high speed internet connections. THEhotel offers a full spa, fitness center, and restaurants in addition to the entertainment, casino, restaurants and shopping offered by Mandalay Bay.

Pre-scheduled appointments result in pre-planned, focused meetings

### Convenient, cost-effective and turnkey participation

**Incentive Travel Exchange's** unrivalled format allows 100% of your focus to be on appointments and business. We take care of all details – no hassles with booth setup, union issues or hidden fees. Simply bring your sales kits and you're in business!

### Event participation includes:

- One (1) bedroom suite with a parlor to conduct all meetings
- Up to 25 pre-arranged meetings with buyers
- Three (3) nights hotel accommodations at THEhotel at Mandalay Bay
- Two general session breakfast keynotes, two lunches, two evening meal functions and a closing reception
- A comprehensive event directory complete with buyer demographic profiles
- Company listing and representative information in the event directory and appointment-system
- State of the art pre-event appointment system and networking technology
- Signage with company logo to identify suite

Suppliers are welcome to send literature, signage and décor to enhance the buyer experience at **Incentive Travel Exchange**. A complete food and beverage menu is available through THEhotel to provide hospitality during busy appointments.

### Opportunity for additional representative to attend

Solo participation is encouraged to maximize productivity and networking in one-to-one meetings. However, you may elect to have an additional representative attend **Incentive Travel Exchange** along with you. There is an additional fee for an additional representative and includes attendance at meal functions and receptions only. There is a maximum of two (2) representatives per company or two (2) representatives per suite. Please inquire with your salesperson for details and availability.



## Impressive purchasing power

Buyers **personally** represent \$571 million in incentive travel decision-making:

- **2,012 total trips** were booked in the 12 months prior to the event
- **2,589 total trips** will be booked over the 18 months following the event
- **\$3,170/average** per person amount/ per trip
- Average trip length is 4.83 days
- Average group size is 131 persons
- Average trip total cost \$408,235



“ This year’s Incentive Travel Exchange was one of the most informative and productive events that I have ever had the pleasure of attending! Incentive Travel Exchange provided me with an excellent opportunity to learn about some new properties as well as updated me to changes with familiar properties. Every detail was looked after and the program was a very enjoyable experience.”

**DAVID HUNN**  
SENIOR MANAGER  
CANON USA, INC.



## Supplier feedback

- **100%** would recommend Incentive Travel Exchange.
- **95%** were satisfied with the hosted buyers in attendance.
- **100%** said the event exceeded expectations.
- **75%** expect to book business in the 12 months following the event!
- **93%** received new leads as a result of attending the event.
- **95%** would return to Incentive Travel Exchange in 2012 if invited!

## Buyer feedback

- **100%** would recommend Incentive Travel Exchange.
- **100%** were satisfied with the suppliers in attendance.
- **91%** said the event exceeded expectations.
- **93%** expect to book business in the 12 months following the event!
- **100%** would return to Incentive Travel Exchange in 2012 if invited!



“ This was my first experience with Incentive Travel Exchange. Everything was so organized and planned perfectly. All I had to do was meet with the qualified buyers and go after the business. I would recommend it to people in our industry who are taking a hard look at joining Incentive Travel Exchange in 2012.”

**PATTI BRADLEY**  
REGIONAL GROUP SALES MANAGER  
ROCKRESORTS



# Incentive Travel Exchange

in partnership with Site  
a One-to-One Event

The most exclusive appointment-based  
incentive travel event in the U.S.

**JUNE 17-19 • 2012**

THEhotel at Mandalay Bay  
**LAS VEGAS**

[IncentiveTravelExchange.com](http://IncentiveTravelExchange.com)

Delivering an exclusive group of North American  
incentive buyers with a vested interest in  
booking business globally

An experienced staff of travel industry professionals  
is committed to delivering an unequalled buying and  
selling experience for the incentive travel industry.

**All inquiries may be directed to:**

**DANIELLE CIRAMI-GILLIS**  
DIRECTOR OF SALES  
212.895.8278  
[dcirami@questex.com](mailto:dcirami@questex.com)

PART OF  
  
Meeting & Incentive Travel Exchanges  
One-to-One Events  
[GlobalTravelExchanges.com](http://GlobalTravelExchanges.com)

SISTER EVENTS

  
Caribbean  
Meeting & Incentive  
Travel Exchange  
a one-to-one event

FALL • 2012  
JAMAICA

[Caribbean.IncentiveTravelExchange.com](http://Caribbean.IncentiveTravelExchange.com)

North American meeting & incentive  
buyers placing business in the Caribbean

  
EUROPE  
Meeting & Incentive Travel Exchange  
A ONE-TO-ONE EVENT

FALL • 2012  
LONDON

[EuropeTravelExchange.com](http://EuropeTravelExchange.com)

European meeting & incentive  
buyers placing business globally

  
QUESTEX  
HOSPITALITY+TRAVEL



“ Incentive Travel Exchange is absolutely  
the best educational and networking  
event I have ever attended. The format  
of one-to-one dialogue with suppliers I  
want to see is an efficient use of my time.  
It allows me to stay abreast of new venues  
and trends so I can continue to offer fresh  
and creative ideas to my clients.”

LESLIE BLAIR  
ACCOUNT EXECUTIVE  
VIKTOR INCENTIVES & MEETINGS

“ I like Incentive Travel Exchange because  
I find the buyers are qualified for my hotels.  
The event’s level of service is reflective of  
what our clients provide for their programs  
and what we can provide for them.”

BILL LOVE  
ASSOCIATE DIRECTOR OF SALES  
MANDARIN ORIENTAL HOTEL GROUP



## Nominate a buyer

Potential buyers nominated for consideration  
will be informed that their invitation was  
extended on behalf of your suggestion.  
This is the perfect opportunity to reward  
your best clients. Nominees must proceed  
through the qualification process and be  
approved by the Buyer Relations Director  
and the committee in order to attend.