

**Incentive
Travel Exchange**
in partnership with Site
a one-to-one event

June 14-16, 2010

THEhotel at Mandalay Bay
Las Vegas

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

www.IncentiveTravelExchange.com



A High-End Event Reflective of the Market

Maximize Your Visibility to the Incentive Industry with Our Site Partnership

The partnership between the Incentive Travel Exchange and 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 will benefit both buyers and suppliers in expanding their networking contacts for future business.

Site

Site has grown since its inception 35 years ago to more than 2,200 members in 87 countries with 34 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.

The Incentive Travel Exchange is an invitation-only, appointment-based event catering to the needs of the incentive travel industry.

- Two days of pre-set meetings with buyers from key incentive purchasing sectors: corporate incentive buyers, incentive companies (full service and travel) and travel agencies
- All meetings conducted in an elegant suite at THEhotel at Mandalay Bay
- Networking events, meal functions, reception and ample time for you to conduct business
- A comprehensive on-site directory with buyer and supplier profiles
- A turnkey event that allows you to focus on your customer – just show up ready to do business and leave the details to us!

High Volume, Pre-Qualified Fully Hosted Buyers

The commitment is to deliver an elite group of incentive buyers for each supplier participant. This results in strengthening current relationships while creating new ones with potential clients. Each potential buyer undergoes a comprehensive screening process including interviews, reference checks, a review of past travel incentive purchases and anticipated future purchasing performance.

This six-month process delivers only the most qualified attendees who will then be invited as our guest to attend the Incentive Travel Exchange.

Hand-Selected Qualified Suppliers

Companies are invited to participate in the Incentive Travel Exchange based on the quality of the product they offer, the quality of service they deliver and the business category they represent. This ensures only the top suppliers are represented at the Incentive Travel Exchange.



Your Suite at THEhotel at Mandalay Bay

Every room in THEhotel is a suite. Designed with both separate sleeping and sitting rooms, it is suitable for meetings, strategy sessions and hospitality. At 750 square feet, these suites offer elegant appointments, 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.

Productive, Private Meetings Resulting in Solid Leads



Convenient, Cost-effective and Turnkey Event Participation

The Incentive Travel Exchange, in partnership with SITE, is committed to allowing 100% of your focus to be on your 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 with a vested interest in meeting with you
- Three (3) nights hotel accommodations at THEhotel at Mandalay Bay
- All meal functions and receptions
- A comprehensive event directory inclusive of all participants
- A listing in the event directory and a listing on the event website
- State of the art pre-event appointment system and networking technology
- Signage with company logo to identify your suite

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

Opportunity to Participate for Additional Representative

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.

LESLIE BLAIR
ACCOUNT EXECUTIVE • VIKTOR INCENTIVES & MEETINGS

"Incentive Travel Exchange provides a terrific opportunity for me to learn about new destinations and properties I haven't considered before. The appointment schedule allows me to maximize the number of suppliers I could see, yet still provide ample time to get the information I need."

Maximize Your Exposure

Set your company apart from our roster of suppliers by participating in a sponsorship at the Incentive Travel Exchange. Customizable to any budget and objective, marketing and promotional opportunities are purposely designed to show your commitment to the growing incentive travel industry.

Available Sponsorships Include:

- Room Drop
- Official Event Bag
- Closing Get-Together
- Event Directory Advertisement
- Meal Functions
- Hospitality Suite
- Padfolio
- Shipping Center and more!

A Complete Experience

The Incentive Travel Exchange is a turnkey event with planned events for all participants from the time you step foot on property till the day you leave. Take advantage of the entire schedule of events we have planned to make the most of your time away from the office and maximize your return on investment.

Networking Events

The Incentive Travel Exchange includes interactive and lively events. Past events include our Bowling and Racing events, the ideal opportunity for our buyers and suppliers to mix and mingle!

Breakfast Sponsorship - Exclusive

We create a fantastic opportunity for attendees to jump start their day of productive meetings. An exclusive opportunity for one supplier, the breakfast sponsorship includes participation in a welcome addresses, logo identification, a full page advertisement in the show directory and an opportunity to provide literature for each attendee at the breakfast. **Two opportunities available.**

Contributing Lunch and Hospitality Suite Sponsorship - Limited Availability

Buyers and suppliers enjoy two delicious sit-down lunches during the Incentive Travel Exchange. A great way to continue networking, lunch is the perfect opportunity to network in an interactive setting. Plus, double your exposure with a Hospitality Suite and drive buyers directly to you! Sponsorship includes logo identification, an opportunity to provide literature for each attendee during lunch, recognition as lunch sponsor on the website and in pre-event communication. Hospitality Suite is open Tuesday and Wednesday. Amenities in the suite include: laptop and internet connectivity, coffee, tea, soda and water.

Dinner Sponsorship - Exclusive

Dinner during the Incentive Travel Exchange is a relaxing way to end a day full of meetings. Like our other meal functions, this formal sit-down dinner is an added networking opportunity for you to meet with buyers.

Sponsorship opportunities are available for all networking events and meal functions.



SUPPLIER praise...



MAUREEN FUREDI

DIRECTOR OF INCENTIVES & PROMOTIONS • TAHITI TOURISME

"Incentive Travel Exchange has proved to be an excellent and productive event with the right balance of networking and one-to-one client meetings. The buyers in general are professional and highly motivated to connect with suppliers and discuss future potential business opportunities."

SALLY COOPER

C&I GROUPS MANAGER • ATS PACIFIC FIJI

"Coming from outside of the U.S. a sales trip is normally an expensive and weary exercise; on average I would be able to get 15 sales appointments in during a five day trip. During the event, I was able to meet with 33 appointments in two days and save myself another sales trip. The buyers were well qualified and interested in listening to us and learning about our destination."

KRISTIN HANKINS

DIRECTOR OF GROUP SALES • TRUMP SOHO

"This was by far the best customer event I have attended. The one-on-one face time with the buyers is fantastic and worth over three weeks of sales calls. It was extremely well organized and I felt like I every meeting was a win for us at Trump SoHo."

ALAA ELMARSAFY

ACCOUNT EXECUTIVE • LEADING HOTELS OF THE WORLD

"Incentive Travel Exchange has the perfect format for efficient and targeted appointments that are mutually beneficial to buyers and suppliers. The one-on-one appointment system allows for great introductions that flow seamlessly from one to the next."



SUPPLIER feedback

99%

would recommend the Incentive Travel Exchange.



99%

were satisfied with the hosted buyers in attendance.



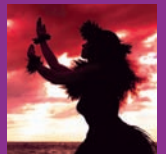
90%

received new leads as a result of attending the event.



99%

would return to the Incentive Travel Exchange in 2010 if invited!



Buyers represent

\$618 million

in incentive travel decision-making:

- 3,014 total trips were booked in the 12 months prior to the event
- 2,921 total trips will be booked over the next 18 months
- \$3,124 / average per person amount / per trip
- Average trip length is 4.95 days
- Average group size is 143 persons
- Average trip total cost \$436,916

*2009 participants



BUYER feedback



100%

would recommend the Incentive Travel Exchange.



100%

were satisfied with the suppliers in attendance.



93%

expect to book business within the next 12 months!



98%

would return to the Incentive Travel Exchange in 2010 if invited!

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RANDY HUNT

VICE PRESIDENT, SALES & SERVICE • COLUMBUS GROUPS + INCENTIVES

“Incentive Travel Exchange exceeds my expectations relative to quality networking and supplier contacts. I developed valuable long-term relationships with key suppliers that I normally would not have.”



BUYER praise...

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TERI KNEBEL

DIRECTOR SALES & MARKETING • INCENTIVE MANAGEMENT INC.

“Incentive Travel Exchange was a strong event for IMI. We requested several RFPs for a new client. The ability to have direct contact with representatives from a destination, properties at the destination and DMCs for that destination is invaluable.”

RICH WISE

PRESIDENT • WISE INCENTIVES

“Attending Incentive Travel Exchange is a very efficient way to maximize your time learning about new hotels, destinations and incentive travel-related products. It provides one-stop shopping and a great networking opportunity!”

JOHN B. MAGUIRE

PRESIDENT • CIMAX

“With the declining quality at so many shows this event was both well run and well attended by quality suppliers and professional attendees. I found the format to be the most productive I’ve ever experienced. It has already proven valuable to me as a planner and I am working on new business opportunities as a result.”

SARAH BRADY

SENIOR TRAVEL BUYER • CREATIVE GROUP, INC.

“I was able to meet with over 30 suppliers and learn about destinations/products that I had never had experience with. For anyone who is able to carve three days out of their schedule and has a need for incentives around the globe, I highly recommend attending Incentive Travel Exchange.”



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A One-to-One, Incentive-Caliber Event

Delivering an exclusive group of North American incentive buyers with interest in placing business globally.

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

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.

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