



ibtm[®] america

nashville, usa
june 15 – 17 2016

The Gaylord Opryland Resort & Convention Center

exhibitor brochure

incentives, business travel & meetings expo

connections mean everything
connect with us at www.ibtmamerica.com

#ibtmamerica



ibtm[®] events
connections mean everything

Organized by:  Reed Travel Exhibitions[®]

connections mean everything



ibtm® america, part of ibtm events, is where meetings, events and incentives industry decision makers meet for global business adventures. When businesses connect at **ibtm america**, great things happen. **Connections mean everything.**

Taking place in 2016 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee, our main focus at **ibtm america** is to bring you the industry's top quality buyers, specifically corporate, association and incentive meeting planners. With our exhibition design, it's easier to meet your goals and to make business connections.

From the buzzing meeting pods on the exhibition floor and 'one community experience, to the fantastic networking events and inspirational knowledge program enjoyed by all, the business of meetings has never been so rewarding.

We invite you to join us. One community... simplified exhibiting... exclusive networking... more touch points.

95% of exhibitors were satisfied with their overall ibtm america experience. Here's why...

Generate valuable sales leads through mutually matched pre-scheduled appointments with top level buyers, guaranteed by our Hosted Buyer Program.



64% of all appointments were the result of a **MUTUAL MATCH** between Exhibitors and Hosted Buyers

Unique community experience



You'll have plenty of time to make meaningful connections face-to-face and develop long lasting relationships that will help you grow your business.

5,200+ Pre-scheduled appointments between exhibitors and Hosted Buyers

Exclusive **1-to-1** ratio between exhibitors and buyers

Everything is included in one price with our all-inclusive package, no additional exhibiting costs, freight or build costs so that you can focus on what's most important- business.



Exclusive networking opportunities over **3** days



From morning to night at **ibtm america**, you can engage with existing clients and new prospects through a myriad of functions and activities. Breaks, meals and receptions are programmed at the same time for all exhibitors and buyers. **ibtm america** is designed to make interactions meaningful and connect you with strategically chosen Hosted Buyers for more opportunities to make business connections!

The **ibtm america** Knowledge Forum presents the best speakers and thought provoking topics to ensure that you get even more out of your **ibtm america** experience. Enhance your education and stay up-to-date with the latest trends and hot industry topics all delivered by leading experts.



Up to **30** mutually matched appointments

connect with meetings, events and incentives planners

Meet with elite Hosted Buyers, all with proven business to place at **ibtm america**. With access to over 20,000 industry buyers, we will rigorously pre-qualify and personally invite the finest planners to ensure you achieve maximum return on investment. Our main focus is bringing key buyers and new business opportunities to you. Our team of experts and robust growing database ensures the relevant industry professionals attend the show with networking and business in mind.

- Connect with Hosted Buyers who want to meet with you, buy from you and build relationships with you
- Develop essential, strong and long lasting relationships that will help you grow your business
- Receive your personal appointment diary of up to 30 targeted one-to-one pre-scheduled business meetings

Make Meaningful business connections with the industry's finest meeting, incentive, conference and event buyers.

Are you ready to join our **elite community**? Learn a little more about our Hosted Buyers

ibtm america Hosted Buyers Represent:

- ◆ Corporate Organizations
- ◆ Associations & Societies
- ◆ Non-Profit and Government Organizations
- ◆ Professional Conference Organizers
- ◆ Incentive Agencies
- ◆ Business Travel Management Companies
- ◆ Destination Management Companies
- ◆ Event Management Companies
- ◆ Independent Meeting Planners
- ◆ Live Events & Experiential Agencies
- ◆ Venue Finding Agencies



95% of Exhibitors are satisfied with **ibtm america!**

\$23,914,500




of business conducted as a result of **ibtm america 2015**

80% of American Hosted Buyers conduct business **INTERNATIONALLY**. **100%** conduct business in the **UNITED STATES**

Hosted Buyer Top Products of Interest

- ◆ Hotels
- ◆ Conference/Meeting Venue
- ◆ Resorts & Spas
- ◆ Destinations
- ◆ DMC/Services
- ◆ Meeting/Event Venues Non-Hotel

Diary of up to **30** face-to-face meetings over 3 days

15 minute appointment slots



with elite Hosted Buyers

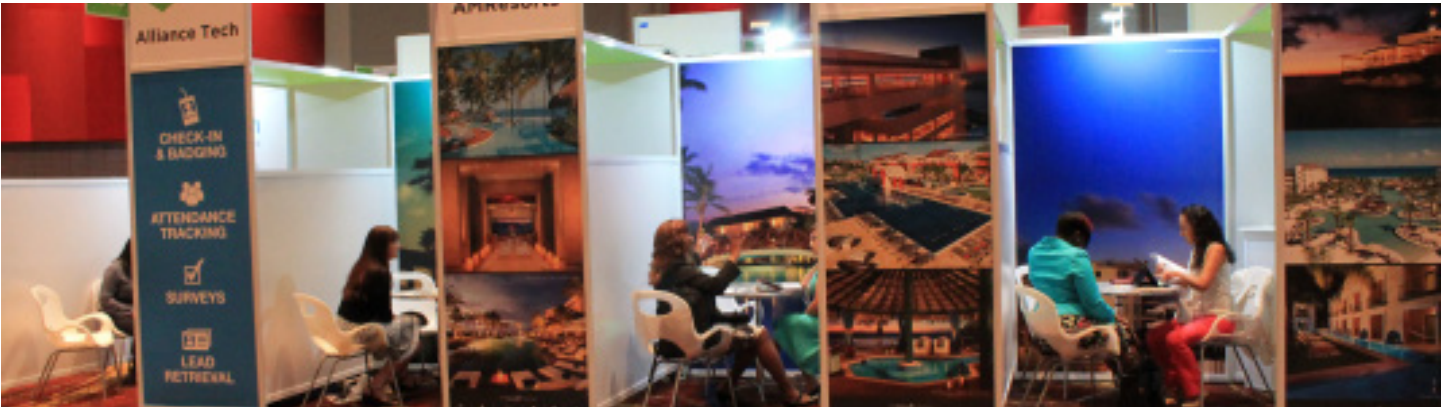
"It's been brilliant. Have sent out 6 proposals over the course of the show plus other business opportunities for incentives are in the pipeline, and all from US buyers. 95% of my appointments have been great! To sit down and start business with no build up is great too."

Anna Dunworth, Senior Business Development Manager, Conrad London St. James Hotel

"First experience of an ibtm event. I love the meeting pod concept, it takes it to another level compared to other shows. I loved the appointment system - everyone matched and I didn't need to ask. I have a dozen solid leads from ibtm america and if just one books its paid for my meeting pod! I would say 90% of Hosted Buyers who met with me had specific business for the future. I am looking forward to coming to Nashville in 2016!"

Tina Gerson, Director of National Accounts, The Diplomat Hotel Florida





connect with us...

Contact the **ibtm america** sales team!

Meeting pods are limited. Contact the **ibtm america** team today to find out how you can be part of this exclusive community:

For Inquiries:

+1 203 840 5862
ibtmamerica-sales@reedexpo.com

ibtmamerica.com



#ibtmamerica

Exhibiting at **ibtm america** has never been easier with our all-inclusive package! Save time and money with our exclusive Meeting Pods; no build costs, no freight costs, no extra exhibiting costs —Everything is included in one price:

- ◆ Custom-made meeting pod
- ◆ Fully modular designed walls and flooring
- ◆ Production of company corporate graphics and logo
- ◆ Furniture, storage, electric, carpet and WiFi*
** WiFi bandwidth for checking emails*
- ◆ Up to 30 mutually matched appointments with Hosted Buyers
- ◆ Access to the Knowledge Forum and networking events
- ◆ Your company and product profile in the Show directory, on the event website and in the mobile app
- ◆ **Transportation to and from airport and evening networking events**



“ The new pod design is wonderful. It really levels the playing field for suppliers and gives everyone an opportunity to impress clients with their product. It is easy, there is no set-up time or extra costs associated. You are simply able to have a quiet meaningful conversation with clients that you want to see. We are looking forward to another great year!

Liz Kara, Regional Sales Executive, Monterey County Convention & Visitors Bureau

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