



**22-24 May 2012  
Hall 8  
Messe Frankfurt**

## **WILD CARD PROGRAMME – AN IMPORTANT LAUNCH PROSPECT FOR NEW DESTINATIONS AND CONVENTION CENTRES**

The IMEX Wild Card programme offers new or emerging destinations around the world the opportunity to apply for a free exhibition place at IMEX (worth over €6,500) plus complimentary accommodation, access to discounted air fares and year-round marketing and PR support.

This is an extremely valuable chance for ambitious yet unknown destinations or new convention and conference centres in such destinations to showcase their offering to an audience of global buyers. At the same time, winners benefit from the reflected authority that sharing the stage with some of the world's biggest meetings industry suppliers provides.

Winning a place on the Wild Card programme brings worldwide attention which, in turn, can help reinforce prominence, funding and goodwill at a local level.

### **No risk, high profile opportunity**

The IMEX Wild Card programme offers a no risk, high profile opportunity to learn about the global meetings market and to hone a destination's offering. At the same time it is a chance to build important contacts and potential partnerships for the future.

Such is the success of the Wild Card programme that many destinations now return to IMEX to exhibit independently.

In 2011 IMEX welcomed over 3,500 exhibiting companies from 150 countries, representing national and regional tourist offices, major hotel groups, airlines, destination management companies, service providers, trade associations and more.

Over 3,887 hosted buyers (who travel and stay free as guests of the organisers) from 68 world markets visited IMEX, contributing to a total of 8,944 visitors for the show's busiest three days to date.

### **What is on offer?**

There are two Wild Card places to be awarded. The successful applicants will participate in a collective 'Look to the Future' Pavilion. Both Wild Card destinations will receive access to discounted air fares using IMEX's official carrier Lufthansa, one complimentary hotel room for three nights' stay in Frankfurt, plus free attendance for one person to the IMEX Gala Dinner.

Prior to their IMEX participation, the Wild Card winners will receive free marketing advice from industry professionals, plus sales training on how best to present and promote their destinations.

## Applications

- > Entries for Wild Card status must be submitted by **9 January 2012**.
- > They will be scrutinised by a panel of judges representing leading industry associations.
- > Any destination (country, region, city or town) **providing it has never previously exhibited at a major meetings/incentive travel event**.
- > Any new convention/conference centre (which has been open for three years or less or is due to open in the 12 months following IMEX 2011) in such a new destination (as described above), which has **never previously exhibited at a major meetings/incentive travel event**.
- > Applicants should have the support in writing of their respective government tourist/convention authority and display realistic potential in the business tourism, meetings or incentive travel sector.
- > Decisions will be announced by the end of January 2012.



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### Wild Card Application Form – Look to the Future

Kindly complete the attached form before 9 January 2012.  
If you require additional writing space please attach an extra page, stating the relevant heading.

Name

Job Title

Company

Destination

Country

Telephone  Fax

E-mail

Signature  Date

**NOTE:** This application should be accompanied by examples of relevant brochures and documentation (including the support of your government tourist/convention authority) supporting your case. Please note that we would like the involvement of the Tourist Office in the completion of this form and also for their commitment to have a representative on the stand at IMEX, wherever possible.

**YOUR DESTINATION:** (country/region/city/town)

**YOUR CONVENTION/CONFERENCE CENTRE**

(Only complete this section if applicable)

**WHEN DID YOUR CENTRE OPEN/WHEN IS IT DUE TO OPEN?**

(Only complete this section if applicable)

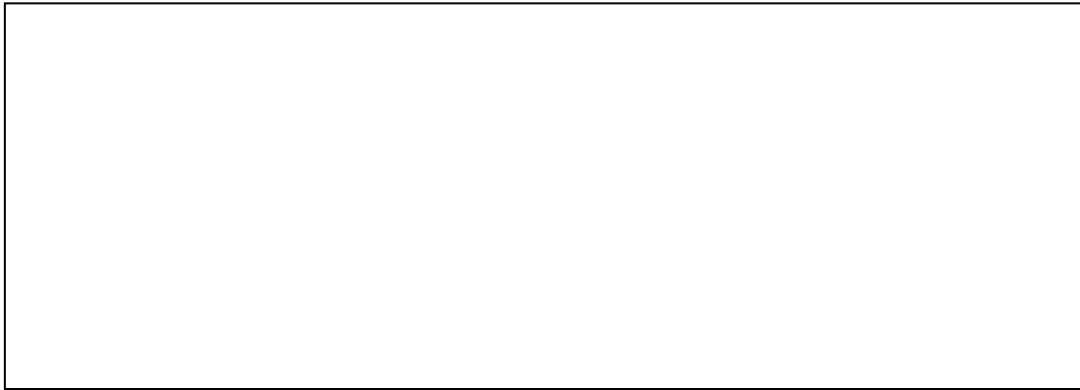
**YOUR NATIONAL TOURIST/CONVENTION AUTHORITY:**

**WHAT IS YOUR MEETINGS/INCENTIVE TRAVEL PRODUCT?**

(Include reference to major hotels, meetings venues, exciting attractions, unique facilities etc.) Please enclose any appropriate promotional literature that you may have e.g. literature, CD ROM, PowerPoint presentations etc...

**WHAT INFRASTRUCTURE/SUPERSTRUCTURE DOES YOUR DESTINATION HAVE TO HOLD MEETINGS AND CONFERENCES?**

**WHY DO YOU THINK YOUR DESTINATION CAN APPEAL TO MEETINGS AND INCENTIVE TRAVEL BUYERS?**

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to the question above.

**WHY HAVE YOU NOT PREVIOUSLY EXHIBITED AT A MAJOR BUSINESS TOURISM EXHIBITION?**

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to the question above.

**WHAT MARKETING DO YOU PRESENTLY UNDERTAKE TO PROMOTE YOURSELVES?**

A large, empty rectangular box with a thin black border, intended for the respondent to provide their answer to the question above.

**WHAT MARKETING WOULD YOU UNDERTAKE AFTER ATTENDING IMEX?**

**HAVE YOU EXHIBITED AT ANY GENERAL TOURISM & TRAVEL FAIRS – IF SO WHERE?**

**Please return entry to:**

**Dale Hudson  
Events and Projects Director  
IMEX Group  
The Agora, 1<sup>st</sup> Floor  
Ellen Street,  
Hove, East Sussex,  
BN3 3LN  
United Kingdom**

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www.imex-frankfurt.com**