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FOR IMMEDIATE RELEASE:

Destinations Showcase Launches Hosted Buyer Program

February's Destinations Showcase Washington co-locates with IAEE CEM Program

Washington, D.C. (Jan. 14, 2009) – Destination Marketing Association International (DMAI) is adding a new hosted buyer program to the popular and long-running Destinations Showcase Conference & Expos. The program—which targets professionals who plan international events and large-scale domestic meetings, conventions, and trade shows—will provide complimentary travel, two nights' lodging, and show admission to selected applicants.

The hosted buyer program coincides with both Destinations Showcase Washington, taking place on Thursday, Feb. 26, 2009, at the Walter E. Washington Convention Center in downtown Washington, D.C.; as well as Destinations Showcase Chicago, scheduled for Wednesday, June 24, 2009, at the Donald E. Stephens Convention Center in Rosemont, Ill. Meeting professionals who live outside of the Baltimore-Washington and Chicago regions are encouraged to apply for the limited-time hosted buyer offer at www.destinationsshowcase.com/hostedbuyer.

“This program allows meeting professionals from across the country, some who might not otherwise have the budget, to participate in our conference,” said Jim Duda, DMAI's managing director of Destinations Showcase. “It also helps us put more qualified buyers on the floor, which helps all of our destinations.”

All attendees of next month's Destinations Showcase Washington will have the opportunity to meet face-to-face with representatives of more than 200 destinations from the U.S. and beyond. In addition, participants may choose from a new Event Design Workshop targeting senior-level planners or ten morning breakout sessions; followed by a keynote luncheon featuring Susan O'Malley, former president of the Washington Wizards, courtesy of Leading Authorities Speakers Bureau. Lunch will be provided by Albuquerque Convention & Visitors Bureau.

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In addition to regular activities, hosted buyer participants will also received VIP seating at the 16th Annual DMAI Foundation Dinner and Dream Auction on Wednesday, Feb. 25; a special VIP social event the evening of Feb. 26; and a personalized itinerary—including dedicated appointments in the expo hall—with participating destinations that best meet the planners' needs. Optional post-show tours will also be available to select destinations.

Outside of the hosted buyer program, admission to either event is complimentary to any qualified meeting planner who pre-registers at www.destinationsshowcase.com.

Destinations sponsoring the hosted buyer program as of Jan. 14, 2009, include Greater Lille Convention Bureau (France), Mexico Tourism Board, Orlando Convention & Visitors Bureau, and Singapore Exhibition & Convention Bureau, with additional sponsors expected.

About Destination Marketing Association International

Destination Marketing Association International (DMAI) represents 1,400+ professional members from 650+ destination marketing organizations throughout nearly 30 countries. Called the International Association of Convention & Visitor Bureaus until August 2005, the association has worked to enhance the professionalism, effectiveness, and image of destination marketing organizations since 1914. Get updated information 24 hours a day, seven days a week at www.destinationmarketing.org.

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