

FOR IMMEDIATE RELEASE:

DMAI and MeetingsNet Form Alliance to Highlight CVB Offerings
CVB Magazine Supplements and “Green Meetings” Session at Destinations Showcase

Washington, D.C. (Nov. 14, 2007) – Destination Marketing Association International (DMAI), the world’s largest association of convention and visitor bureaus (CVBs), today announced an agreement with MeetingsNet, publisher of five targeted meetings industry magazines and the MeetingsNet.com portal. As a major underwriter and media sponsor of DMAI’s Destinations Showcase Conference & Expos, MeetingsNet will publish a [new advertising supplement](#) specific to CVBs, which will be inserted into each of MeetingsNet’s print publications—reaching a combined 83,000 subscribers—and also appear online at MeetingsNet.com.

In addition to the CVB supplement, MeetingsNet will sponsor a breakout session titled “Green Meetings: Cost-Effective Ways to Reduce Your Footprint” at upcoming Destinations Showcase events in Washington, D.C. and Chicago. Co-presenters Harry Lewis, attorney advisor at the U.S. Environmental Protection Agency and Rebecca A. Mebane, director of conferences and meetings for the National Recycling Coalition, will outline new green meetings initiatives at the EPA. Meetings professionals will learn how they can voluntarily adopt the Agency's 14-point environmental checklist to evaluate facilities for their own events—and reduce the negative impact that their organizations' meetings have on global warming and the environment.

Destinations Showcase Conference & Expos, produced by DMAI, take place Thursday, Feb. 7, 2008 in Washington, D.C. and Wednesday, June 25, 2008 in Chicago. Destinations Showcase is the meeting industry’s largest forum exclusive to attending corporate, government, association, and independent meeting planners, along with exhibiting CVBs from the U.S. and beyond. Highlights of this full-day event include a Certified Meeting Professional (CMP) breakfast, morning breakout sessions, a networking keynote luncheon, and an afternoon exhibition. In addition, participants can earn points towards CMP designation. Admission is complimentary to qualified meeting planners who pre-register at destinationsshowcase.com.

(more)

About Destination Marketing Association International

Destination Marketing Association International represents 1,550+ professional members from 600+ destination marketing organizations throughout more than 25 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 destinationmarketing.org.

About MeetingsNet

MeetingsNet, Penton Media, is the distinguished publisher of several market-specific meetings and incentive magazines and e-products, including Corporate Meetings & Incentives, Association Meetings, Medical Meetings, Financial & Insurance Meetings, Religious Conference Manager, and MeetingsNet Extra, a weekly e-newsletter. MeetingsNet also publishes the annually Beyond Borders supplement, of particular interest to meeting planners taking meetings overseas. For more information, visit meetingsnet.com.

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