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FOR IMMEDIATE RELEASE:

Destinations Showcase Expands Offerings; Announces Keynote

New Morning Promotional Products Fair to Complement Afternoon Expo Featuring 200 DMOs

Washington, D.C. (Jan. 12, 2011) – Destination Marketing Association International will expand its long-running Destinations Showcase Conference & Expo with the addition of a PMSI Promotional Products Fair at the upcoming show in Washington, D.C., on Thursday, Feb. 24, 2011. The annual event—attracting more than 1,000 association, corporate, government, and independent meeting professionals—is North America’s largest one-day event to feature an expo hall comprised exclusively of Destination Marketing Organizations (DMOs) and industry associations; as well as education sessions, a keynote luncheon, and the opportunity to earn up to 4.5 CMP credits.

The new PMSI Promotional Products Fair will take place in the registration and breakout session areas from 7:30 a.m. to noon, offering attendees an opportunity to view a wide-selection of new promotional items from Professional Marketing Services Inc. (PMSI) and several leading suppliers, including:

- **BIC Advertising & Promotional Products** – writing instruments, stationery, and more;
- **Jaffa Crystal** – engraved awards and executive gifts;
- **Leed’s** – bags, folders, and technology items;
- **Millennium Leather** – desk sets and accessories; and
- **SnugZ USA** – lanyards and badge holders.

“We are very excited about this wonderful opportunity to bring added value to the meeting professionals attending Destinations Showcase Washington,” said Marty Bear, president of PMSI, sponsor of the fair and one the country’s leading promotional items companies serving the trade show market. “Now planners can shop for speaker, board, and membership gifts at Destinations Showcase, in addition to identifying wonderful destinations for their upcoming events,” Bear added.

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DMAI also announced that leadership and employee relations expert, Eileen McDargh, CSP, CPAE, will deliver a content rich, interactive keynote presentation courtesy of Leading Authorities, with lunch provided by Mobile Bay Convention & Visitors Bureau. McDargh appears on network news and radio programs, as well as in business journals and major metropolitan newspapers. She is the author of *Work for a Living & Still Be Free to Live*, the first book on work/life balance, which positioned her as a futurist on this issue and continues to be published in revised editions. Her newest book, *Gifts from the Mountain: Simple Truths for Life's Complexities*, won the Benjamin Franklin Gold Award in 2008. A training film based on this book is the winner of the Silver Telly--the highest award for commercial productions.

Admission is complimentary to qualified meeting professionals who pre-register online. Alternately, out-of-town planners may apply for a Hosted Buyer Program that provides selected participants with complimentary admission, travel, hotel accommodations, and special face-to-face appointments with sponsoring DMOs. For more information, visit www.DestinationsShowcase.com.

About Destination Marketing Association International

Destination Marketing Association International (DMAI) is the world's largest and most reliable resource for official destination marketing organizations (DMOs). Dedicated to improving the effectiveness of professionals from nearly 625 DMOs worldwide, DMAI's membership represents more than 3,000 DMO professionals, students, educators, and industry partners in over 30 countries. Meeting professionals will benefit from DMAI's empowerMINT.com program, a new online tool for meeting and event planners. Connecting planners and their events to destinations and their experts, empowerMINT.com simplifies the researching, distribution, and selection of DMOs and partnering hotels and meeting venues. empowerMINT.com leverages and integrates the existing MINT historical database and thousands of existing customer relationships to create the DMO industry's first lead generation and sales network.

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