



**26 – 28 May 2009
Hall 8
Messe Frankfurt**

WILD CARD PROGRAMME – AN IMPORTANT LAUNCH PROSPECT FOR NEW DESTINATIONS

The IMEX Wild Card Programme offers new or emerging destinations around the world the opportunity to apply for a free exhibition place at IMEX plus a complimentary flights and accommodation package.

This is an extremely valuable chance for ambitious yet unknown 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.

For IMEX 2009 this highly successful scheme has been extended to allow not only destinations but also new convention and conference centres from new and emerging destinations to apply.

IMEX acknowledges that such centres often need a helping hand to secure additional profile and support in their home country. 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 building 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 2008 IMEX welcomed 3500 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 3,684 hosted buyers from 58 world markets visited IMEX, contributing to a total of over 8,751 visitors for the show's busiest three days to date.

What is on offer?

There are 4 Wild Card places to be awarded. The successful applicants will participate in a collective 'Look to the Future' Pavilion. Each Wild Card destination

will receive access to 50% 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 at the show's 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 14 November 2008
- > They will be scrutinised by a panel of judges representing leading industry associations.
- > Any destination (country, region, city or town) can be considered, **providing it 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 sector.
- > Decisions will be announced by the end of November 2008.



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Wild Card Application Form – Look to the Future

Kindly complete the attached form before 14 November 2008.

If you require additional writing space please attach an extra page, stating the relevant heading.

Name

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 – if possible.

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

YOUR NATIONAL TOURIST/CONVENTION AUTHORITY:

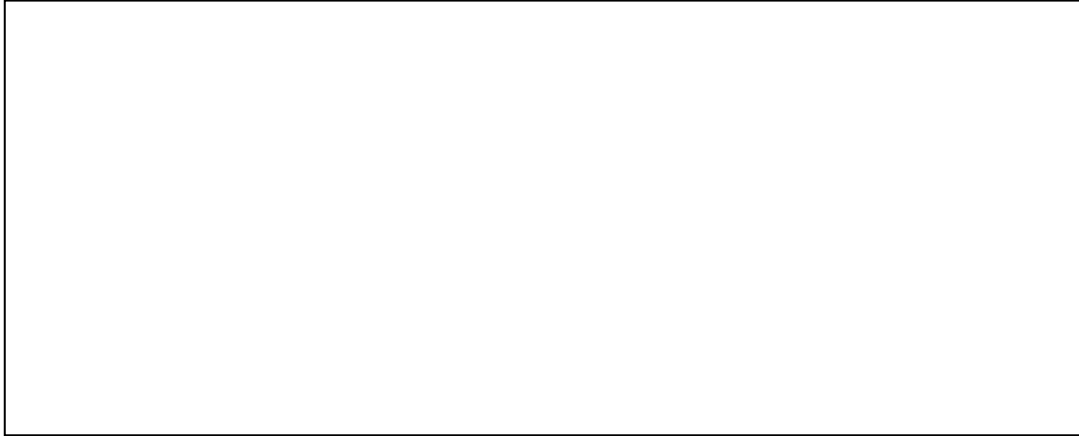
WHAT IS YOUR MEETINGS/INCENTIVE TRAVEL PRODUCT?

(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?

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



WHAT MARKETING DO YOU PRESENTLY UNDERTAKE TO PROMOTE YOURSELVES?



WHAT MARKETING WOULD YOU UNDERTAKE AFTER ATTENDING IMEX?



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

Please return entry to:

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