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## Puerto Rico Convention Bureau Becomes New Strategic Partner of ASAE & The Center

**San Juan, December 10, 2008** —The Puerto Rico Convention Bureau has recently become ASAE & The Center for Association Leadership’s new Strategic Partner.

As a Strategic Partner, the Puerto Rico Convention Bureau will be aligned with ASAE & The Center and awarded with extensive overall promotional rights and benefits, unique exposure at signature events and exclusive access to ASAE & The Center members.

“We are happy to have Puerto Rico join ASAE & The Center as a Strategic Partner and welcome their involvement in the association community,” said ASAE & The Center President and CEO John H. Graham IV, CAE. “Our partnership will insure that our organizations continue providing the best services for the association profession and will increase the Bureau’s exposure among our members.”

“We are thrilled to embark in such a significant partnership with ASAE & The Center for Association Leadership. This alliance will helps us to raise much greater awareness of the potential Puerto Rico has as a meetings and conventions destination. This unprecedented investment demonstrates our serious commitment to the association community and clearly states Puerto Rico is open for association business”, stated Ana María Viscasillas, president and CEO, Puerto Rico Convention Bureau.

Part of ASAE & The Center’s Alliance Partnership Program, Strategic Partnership provides maximum exposure for a company seeking to align itself with ASAE & The Center and is the most comprehensive of the three partnership opportunities available to industry partners.

The Alliance Partnership Program was developed to provide the industry partner community with opportunities to align itself with ASAE & The Center for Association Leadership through customized marketing platforms. These bundled packages are unique opportunities for industry partners to help build and maintain year-round relationships with ASAE & The Center’s members and the association community across the nation.

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Sales and Marketing Agent for the Puerto Rico Convention Center





ASAE STRATEGIC PARTNER/2

**Editor's Note:**

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$118 million to the local economy. The Bureau can be reached electronically through the Internet at [info@meetpuertorico.com](mailto:info@meetpuertorico.com) or its website [www.meetpuertorico.com](http://www.meetpuertorico.com). The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit [www.prconvention.com](http://www.prconvention.com). The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit [www.bestcities.net](http://www.bestcities.net). The Puerto Rico Convention Bureau has also been awarded accreditation from the Destination Marketing Association International as an elite destination marketing organization. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.

**About ASAE & The Center for Association Leadership:**

ASAE & The Center for Association Leadership are two organizations linked together by a common belief and passion. The American Society of Association Executives is a membership organization of more than 24,000 association executives and industry partners representing more than 11,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in 50 countries around the world. The Center for Association Leadership is the premier provider of learning, knowledge and future-oriented research for the association profession. Together, ASAE & The Center for Association Leadership provide resources, education, ideas and advocacy to enhance the power and performance of the association community. For more information about ASAE & The Center, please visit [www.asaecenter.org](http://www.asaecenter.org).

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