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PUERTO RICO AND PARTNERS SET TO PARTICIPATE IN LARGEST MEETING PLANNER TRADESHOW IN THE UNITED STATES – IMEX AMERICA

-Puerto Rico Convention Bureau to Reach Out to More Than 2,000 Potential Customers –

SAN JUAN, October 5, 2011 -- From October 11-13, 2011, the **Puerto Rico Convention Bureau** and its partners will participate in the inaugural **IMEX America 2011** event, the largest hosted buyer trade show and educational program in North America. Held in Las Vegas at the Sands Expo and Convention Center at The Venetian and The Palazzo, the event will address the business, networking and educational needs of the U.S. meetings, incentive travel and events industry.

Benefiting from a strategic partnership with Meeting Professionals International, the leading organization of professionals who plan and select convention locations, IMEX America features a trade show component expected to draw more than 2,000 U.S.-based and international qualified buyers alongside thousands of U.S. trade attendees representing the association, corporate and agency markets.

The Puerto Rico Convention Bureau will have a significant presence during IMEX America. The organization is participating with several member-partners to demonstrate the breadth of accommodations and services available to those thinking about Puerto Rico for their group program. Partners include Castillo Sightseeing Tours & Travel DMC, Travel Services, Inc. – Destination Puerto Rico, Gran Melía Golf Resort Puerto Rico, Group Services, Inc. (GSI), RST Puerto Rico – A Destination Management Company and the San Juan Marriott Resort & Stellaris Casino. The Puerto Rico Convention Bureau booth is 2037.

During the tradeshow, Puerto Rico will host presentations to professionals who select locations for their conventions and for the first time, will utilize an interactive kiosk to obtain information on business leads and gain information on the planners visiting the Puerto Rico booth. Puerto Rico will also conduct surveys of attending meeting planners to obtain information for continued outreach to individuals through email, phone and social media platforms.

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Puerto Rico Attends IMEX America.../2

Other activities during the event include an iPad2 giveaway package to encourage planners to visit with Puerto Rico representatives, as well as offering attendees a fine coffee break from Puerto Rico each morning of the tradeshow from 10 to 12 a.m. to maximize traffic to the booth.

A key element of this tradeshow, IMEX America provides planners with the opportunity to book appointments with destinations and services in advance of the show. This guarantees that the Puerto Rico Convention Bureau and its partners are meeting with buyers with a specific interest in the destination’s products and services.

For more information about the Puerto Rico Convention Bureau and how the organization works to promote meetings and conventions in Puerto Rico, visit www.meetpuertorico.com.

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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 \$97 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website 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. The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. 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. DMAI is the world’s largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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