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## **POWERFUL INDUSTRY MEETINGS ASSOCIATION TO HOST PRETIGIOUS PARTNERSHIP**

The Puerto Rico Convention Bureau to host the Professional Convention Management Association (PCMA)

San Juan, June 3, 2009 --- This June 25-28 Puerto Rico will be the host of the prestigious Professional Convention Management Association (PCMA) Partnership Summit. The three-day Summit will take place at the member-hotel El Conquistador Resort, the Waldorf Astoria Collection for the first time in an off-shore destination. This has drawn expected attendance of 109 delegates who are senior-meeting planners executives.

The Partnership Summit is a PCMA Education Foundation event providing executive level education and business development for the sponsors and the attendees. The Convention Bureau and El Conquistador have partnered as hosts of this coveted event.

The Puerto Rico Convention Bureau has recently become PCMA's Strategic Partner focusing in the development of client relations with top producer corporations and education in the meetings and convention industry.

"Bringing clients to experience Puerto Rico is one of our best selling tools. We are honored to welcome to our shores senior representatives from some of the most prominent associations that year after year host their multiple meetings,

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PCMA 2009 Summit/2

conventions and events in many of our competitor cities,” stated Ana María Viscasillas, president and CEO, Puerto Rico Convention Bureau. “It is an outstanding occasion for us to showcase our Island to these high-end clients through the personal experience they will have during their visit and attendance to the Summit,” concluded Viscasillas.

In addition to their participation in the educational activities within the Summit, convention delegates, as a group, will have the opportunity to visit some of the most outstanding amenities on the Island, such as: the Bacardi Rum Plant, the historic Old San Juan, and the El Yunque Rainforest, among others. They will also have the opportunity to enjoy some of the sports venues, and water sports activities in Puerto Rico.

“Hosting these clients at a convention resort such as El Conquistador is certainly the best way to sell Puerto Rico,” said Stan Soroka, managing director, El Conquistador Resort, the Waldorf Astoria Collection.

PCMA represents nearly 6,000 meeting industry leaders including partner professionals, suppliers, faculty and students. Aside from students and faculty, members are categorized as either a professional or a supplier based on their positions. In 2007, their membership was nearly an even split between suppliers and professionals; 46% and 54%, respectively. Both types of members are comprised of people at all levels within their organization.

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## PCMA 2009 Summit/3

**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 at 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 is the **only** Bureau accredited by Lloyds of London through the Best Cities Global Alliance and Destination Marketing Association International 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](http://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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