

The new-look Worldwide Convention Venues Directory online is...

convention source.com

The superhighway to
international venues



Promote your venue to a targeted global audience



CAT Publications pioneered the original Worldwide Convention Venues Directory in 1990 – 21 years later, it has been rebranded as **Conventionsource.com** online and in hard copy format.

With an online global audience via **meetpie.com**, this means that your convention venue can be accessed by every meeting planner in the world!

Meetpie.com is the hub site for the international meetings industry – the definitive source for events industry professionals, attracting more than 160,000 visits and 30,000 unique visitors each month.

Highlight your success

A unique addition to **Conventionsource.com** is a new section called '**Recent/Upcoming conventions**', where you can list the business that your venue has won and keep updating your list as and when you win more new events!

Conventionsource.com also offers planners the facility to create a pdf of your entry to forward onto their colleagues in other parts of their organisation.

**NEW
for
2012**

Conventionsource.com means meetings and new business leads

Irene Rafferty, Director of the European Foot and Ankle Society (EFAS), used it to book the **Tivoli Marinotel Congress Centre**, Vilamoura, for the EFAS Congress

Emily O'Leary, Events Coordinator of Eurelectric, used it to book **RDS Dublin** for the Eurelectric Annual Convention & Conference

Paul Mandigers, Past Chairman, Congress of the European College of Veterinary Internal Medicine – Companion Animals (ECVIM – CA Congress), used it to book **Amsterdam RAI Convention Centre** and **ICC International Convention Center Ghent**

International conference planners use Conventionsource.com to research venues

“ Very good comprehensive guide for easy reference, quick overview and initial contacts ”

Victor Bertschi, Administrative Director,
International Society of Surgery

“ It contains a lot of information and is the key for finding the country, city and contacts ”

Steve Jackson, Professor and President,
International Sociology of
Sport Association (ISSA)

“ This directory is an invaluable reference tool for any meeting and congress organiser ”

Susan Little, Programme and Professional Relations Director,
European Society of Cataract and Refractive Surgeons

“ The directory is easy to use and has all the relevant information ”

Mina Henry, Director,
International Association of
Clothing Designers and Executives



More than 100,000 visits monthly to **meetpie.com** – home of **Conventionsource.com**

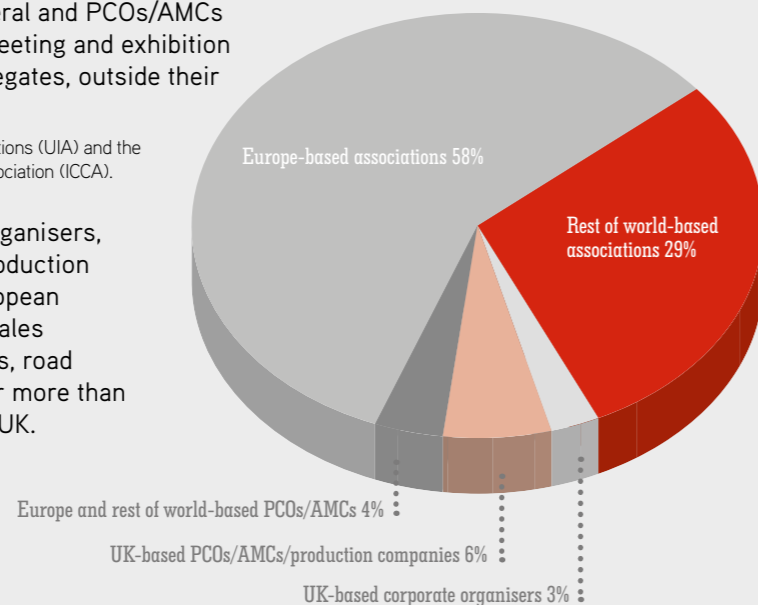
Both the on-line search and printed annual directory are promoted to a highly targeted audience of the leading meeting planners for large events, congresses and exhibitions worldwide, including:

International-based European/international secretaries general and PCOs/AMCs that plan conventions (with meeting and exhibition space) for more than 250 delegates, outside their country of origin.

Data source: Union of International Associations (UIA) and the International Congress and Convention Association (ICCA).

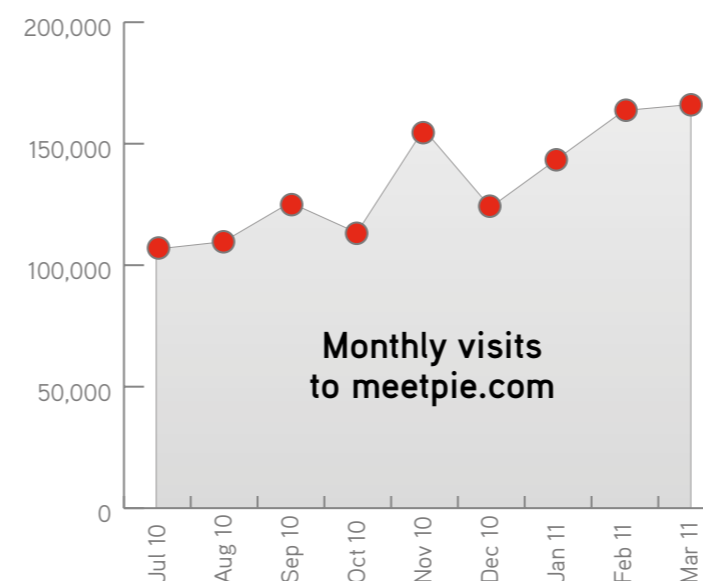
UK-based corporate organisers, intermediary agencies and production companies who plan pan-European and worldwide international sales conferences, product launches, road shows and company AGMs for more than 250 delegates, outside of the UK.

Data source: CAT Publications



meetpie.com

the hub site for the international meetings industry – means an on-line global audience for Conventionsource.com



Audited circulation

The printed directory is audited by the Audit Bureau of Circulations and has bonus distribution at the following major trade events: EIBTM, IMEX, International Confex, AIPC and the ICCA annual assembly.

abc Total net circulation
2010: 10,027

Brought to you by CAT Publications, publisher of meetpie.com and Association Meetings International



How we can help you to reach the buyers

The comprehensive, year-round, marketing campaign begins one month after the distribution of the printed directory. The first e-mail asks organisers to confirm receipt of the printed copy and reminds them to visit Conventionsource.com for updates.

Comprehensive, targeted marketing campaign

- ▶ **Advertising:**
Association Meetings International (AMI) and Meetings & Incentive Travel (M&IT) magazines – printed and digital issues - throughout the year
- ▶ **Banner advertising:**
meetpie.com – home page, editor's blog, mailbag, jobs
Association Meetings International monthly e-news
Meetings & Incentive Travel weekly e-news
- ▶ **Web links:**
Association Meetings International monthly e-news
Meetings & Incentive Travel weekly e-news
Weekend round-ups
Event Times bi-weekly e-news
- ▶ **Dedicated monthly e-mails** to the international/UK association database (including PCOs/AMCs, production companies and corporate convention organisers), totalling 15,000
- ▶ **On-line user survey**, sent to organisers in May asking how they use Conventionsource.com and the printed directory – the results of which are fed back to advertisers
- ▶ **Trade show distribution:**
EIBTM, IMEX and International Confex

Your detailed **Conventionsource.com** entry

meestpie *The meeting industry's leading portal* **convention source.com** CHIA CHINA IFC

Cape Town International Convention Centre

The Cape Town International Convention Centre, located in the heart of the city, provides a state-of-the-art flexible meeting facility with 11,399 sqm of dedicated exhibition space, two raised auditoria seating 1,500 and 620 delegates, a 2,000 sqm ballroom, 33 break-out rooms, and an integrated 483-room five star hotel, The Westin Grand Cape Town. CHCC is also the first convention centre in Africa to gain three management system certifications simultaneously, to the internationally recognised systems standards ISO 9001 (Quality Management), ISO 14001 (Environmental Management) and OHSAS 18001 (Occupational Health and Safety).

Delegate Accommodation

Hotels	Rooms	Access
5★/4★ Deluxe	26	4032
4★	49	5252
3★	20	2409
Other	University/Budget hotel/ Guest house/Student/B&B	1200

Access
 Intl. Airport Cape Town International Airport
 Transfer 20 minutes
 Nat. Airline South African Airways
 Website www.flysaa.com

Convention Centres
 Contact Joy Patzer
 Job title Chief Operating Officer (COO)
 Venue Cape Town International Convention Centre
 Telephone +27 21 410 5000
 Email joy@chcc.co.za
 Website www.capetownconvention.com

Convention Bureau/Tourist Board
 Contact Ms Amanda Kete-Nkomo
 Job title Convention Bureau Manager
 Bureau Cape Town Convention Bureau/DMO
 Telephone +27 21 487 4800
 Email amanda@tourismcapetown.co.za
 Website www.tourismcapetown.co.za

Recent/Upcoming Conventions
 World Veterinary Conference
 October 2011 - 3000 delegates
 International Congress of Psychology
 July 2012 - 6500 delegates
 29th IPA Publishers Conference
 June 2012 - 800 delegates

TECHNICAL DATA	AVAILABLE SPACE				CAPACITIES				FACILITIES											
	LEVEL	FLOOR AREA (sqm)	MEETING ROOMS	RECEPTION	CLASSROOM	BOOTH/STAND	EXHIBITION	CONFERENCE	LECTURE	THEATRE	RECEPTION	RESTROOMS	TOILETS	TV	VIDEO	AV	INTERNET	WIFI	TELEPHONE	
Auditorium 1	1	1170	1500																	
Auditorium 2	1	620	620																	
Ballroom 1	1	1970	1980	1900	1900	1900	1900	1900	1900											
Meeting Room 1.1 - 1.44	1	75	60	60	60	60	60	60	60											

Introductory paragraph

Accommodation information includes star rating, number of hotels and number of rooms

Full contact details of local convention bureau

Summaries of recent business wins

Checklist of technical data includes capacities, seating format and facilities available

Colour photograph of centre

Access information includes nearest airport, transfer times and operating airlines

Full contact details of venue

Example convention centre listing

Membership of ICCA or AIPC indicated by logos

Book your annual entry on **Conventionsource.com** for just **€ 7,345**

Your annual entry package for Conventionsource.com includes the following:

- ▶ Password to allow constant access for amending and updating your entry on-line and adding new business wins
- ▶ Link to your own web site
- ▶ Free entry in the annual printed directory published in January

List of key amenities and services available

Example convention hotel listing

Hilton Malta

At the Hilton Malta, we fully recognise the importance and needs of the business traveller. The fully equipped Business Centre and Pantry Suite offer an extensive range of meeting options and are ideal for any meeting capacity from two to 480 delegates. The Hilton Malta Conference Centre is a first-class venue for prestigious meetings and events. The Conference Centre is located adjacent to the hotel, with direct external access from the hotel lobby. Spread over four levels, the centre boasts a variety of meeting rooms ranging in seating capacity from 80 to 1,400 delegates and is supported by the latest technology.

Delegate Accommodation

Hotels	Rooms	Access
10 floors	53 executive rooms	Malta International Airport
410 rooms in total	283 deluxe rooms	20 minutes
36 suites		Air Malta
		www.airmalta.com
		Lufthansa, British Airways, Emirates, Alitalia

Amenities & Services
 4 outdoor pools and 1 indoor heated pool
 5 restaurants of which 2 are Summer operational only
 3 bars of which one is Summer operational only
 Lushly landscaped Club including spa, hair salon, gym, squash, tennis, aerobic studios
 21 meeting rooms accommodating up to 1,330 per

Venue Contact
 Contact Mr Noel Faxon
 Job title Assistant Director of Sales MICE
 Venue Hilton Malta
 Telephone +356 21 363 363
 Email noel.faxon@hilton.com
 Website http://www.hiltonmalta.com/

Recent/Upcoming Conventions
 EPICA September/October 2010 - 250 delegates
 AIFA Conference October 2010 - 800 delegates
 AS Voyages 18 November 2010 - 750 delegates

TECHNICAL DATA	AVAILABLE SPACE				CAPACITIES				FACILITIES											
	LEVEL	FLOOR AREA (sqm)	MEETING ROOMS	RECEPTION	CLASSROOM	BOOTH/STAND	EXHIBITION	CONFERENCE	LECTURE	THEATRE	RECEPTION	RESTROOMS	TOILETS	TV	VIDEO	AV	INTERNET	WIFI	TELEPHONE	
Ballroom	1	1970	1980	1900	1900	1900	1900	1900	1900											
Meeting Room 1.1 - 1.44	1	75	60	60	60	60	60	60	60											

Benefit from the spending power of conventions

Most frequently used congress venues

44% convention hotels

27% conference/exhibition centres

20% university venues

Size of meetings

54% of international meetings average more than 250 delegates

40% are between 250 and 999 delegates

14% are more than 1,000 delegates

Frequency of meetings

59% of international meetings were annual meetings

22% were biennial meetings (every two years)

Most significant international meetings sectors

1. Medical science
2. Technology
3. Science
4. Industry
5. Education
6. Social science
7. Law
8. Economics
9. Management communication
10. Transport and communication



Positive impact on your city
Spending power is high...

US\$ 759 average delegate expenditure per day

US\$ 2,682 average delegate expenditure per meeting

Source: ICCA Data: The International Association Meetings Market 2009 (published July 2010)

Advertising opportunities in the printed directory



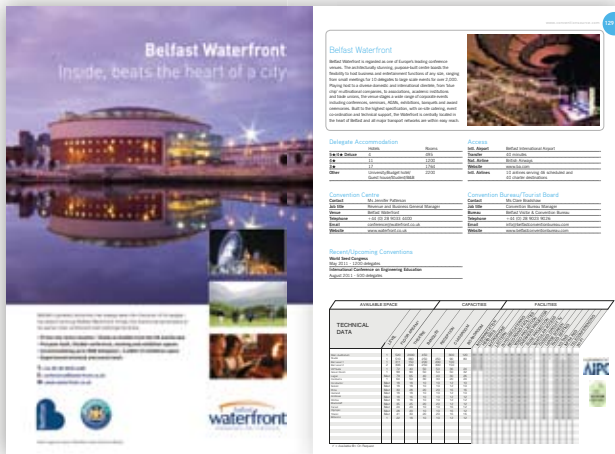
Colour page
City Spotlight/
Country
Searchlight

€ 7,345



Colour page
advert

€ 5,245



Colour page
advert to go
alongside
editorial entry

€ 10,495 for 2 pages



Colour bookmark

€ 11,950

Advertising is NOT limited to convention venues – convention bureaux, airlines and industry suppliers can also target the world's leading convention planners

CAT PUBLICATIONS

CAT Publications Ltd
 Fairway House, Portland Road, East Grinstead,
 West Sussex RH19 4ET, United Kingdom
 Tel: +44 (0) 1342 306700
 Fax: +44 (0) 1342 302547
 E-mail: cat@cat-publications.com
 Web: www.meetpie.com

