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**IMEX America Celebrates Continued Success in Las Vegas**

**Convention Helps Community Move Forward**

**LAS VEGAS –** IMEX America, the largest trade show in the United States for meeting and event planners, celebrated one of the most successful events in the show’s seven-year history in Las Vegas. Coming on the heels of tragedy, IMEX America committed to helping Las Vegas move forward by hosting show and conducting business.

“As a community that is reliant on meetings and conventions, we are grateful for IMEX’s investment in Las Vegas and are pleased to see the organization broke records once again this year.” said Las Vegas Convention and Visitors Authority (LVCVA) Senior Vice President of Marketing, Cathy Tull. “We are grateful for their commitment and look forward to many more years of hosting the show.”

Taking place at the Sands Expo and Convention Center Oct. 10-12, IMEX Group reports an estimated 12,000 attendees participated in this year’s event. IMEX America 2017 represents an estimated overall economic impact of $23.7 million. The show included more than 3,300 exhibitors representing 150 countries and more than 70,000 total appointments.

 On Tuesday, Oct. 10, IMEX America 2017 kicked off with a demonstration of unity and strength in the Las Vegas meeting and convention industry in the wake of the devastating 1 October tragedy. The #VegasStrong press conference featured powerful remarks from leaders across the travel, hospitality, meetings and business communities regarding the resiliency of Las Vegas and next steps to continuing Las Vegas’ position as a leading destination for business travel. Presenters included; IMEX Group Chairman & Founder, Ray Bloom, LVCVA President and CEO, Rossi Ralenkotter, U.S. Travel Association President and CEO, Roger Dow, MGM Resorts International Chairman and CEO, Jim Murren and Maritz Global Events President, David Peckingpaugh.

“We are stronger than ever. I think the community side of what Las Vegas did this past week is something people will recognize, especially in the meetings industry, that this is a caring community,” said Ralenkotter during the #VegasStrong press conference. “I want to thank and recognize the Las Vegas hotel industry and our partners as we work together and move forward.”

MGM Resorts International expressed the importance of continued investment in the Las Vegas’ meetings industry, citing the tens of thousands of people who rely on this business for their livelihood.

Murren said, “I represent 50,000 men and women here in Las Vegas who work for MGM Resorts International.  They have a job and can support their families and community because of you.  We know meetings and conventions are the backbone of our business.  Thank you all for being here in Las Vegas, expressing your love and support.  It means more than you can imagine. When you ask, what can I do?  You’re doing it.  You’re coming here supporting this destination.”

Las Vegas’ trade show and convention clients have also demonstrated continued support and investment in the destination. IMEX America is committed to exhibiting in Las Vegas through 2025, a tradition IMEX Group is proud to continue.

“We are very pleased to be here. For the industry to come together this week, we believe is very important. It’s very important for the City of Las Vegas and for our global industry who want to continue as best as possible to operate as normal,” said Bloom. “I know I can speak for our partners on the show floor who have enormous sympathy and respect for the people of Las Vegas who have shown such resiliency over the last week and in the most difficult of times.”

During IMEX America 2017, the Las Vegas once again exhibited on the trade show floor with 24 resort and industry partners in the LVCVA trade show booth. During the show, the LVCVA conducted more than 150 meetings and 11 group presentations. Collectively the LVCVA and partners conducted more than 500 appointments, elevating Las Vegas’ presence as a leading travel destination.

Las Vegas’ revolutionary trade show booth technology, *Vegas Interactive*, which was unveiled last year at IMEX America, continues to be an industry-leading tool for providing information at high-profile trade shows. Since its debut, *Vegas Interactive* has been showcased at more than 40 trade shows, meetings and events all over the world including Europe, Asia, North and South America.

The interactive video wall allows users to access detailed information about hotel, convention and event spaces through the power of touch-screen technology. The latest addition is an airline routes map. In partnership with Google Flights, the map displays all international and domestic direct air services to Las Vegas by airline, flight time, distance and number of flights weekly.

*Vegas Interactive* features four, 55-inch touch screens features approximately 5,000 pieces of content, doubling its library over the past year. Displays include 360-degree videos, time-lapse photography and still images for guests to experience the destination through an interactive map. Each resort, venue or attraction is designed to showcase meeting space, event venues, dining options, room product, amenities, entertainment and more. The LVCVA developed the trade show booth in partnership with Inhance Digital, a leader in the technology industry.

In 2016, Las Vegas hosted nearly 22,000 meetings attracting a record-breaking 6.3 million business travelers. These visitors supported nearly 85,000 Southern Nevada jobs generating $12.4 billion in economic impact. Hosting events like IMEX America provides a valuable platform to showcase Las Vegas to top decision makers who represent the opportunity to attract new business to the destination.

To learn more about IMEX Group and future events, visit [www.imexexhibitions.com](http://www.imexexhibitions.com). Find out more information about the Las Vegas meetings industry at [www.visitlasvegas.com](http://www.visitlasvegas.com).

**ABOUT THE LVCVA**

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center.  With nearly 150,000 hotel rooms in Las Vegas alone and more than 11 million square feet of meeting and exhibit space citywide, the LVCVA's mission centers on attracting ever increasing numbers of leisure and business visitors to the area. Download the virtual reality app, Vegas VR, to experience Las Vegas from your iPhone or Android by visiting <http://www.vrtv.vegas/>. For more information, go to [www.lvcva.com](http://www.lvcva.com) or [www.lasvegas.com](http://www.lasvegas.com).