



IPW OVERVIEW: MICE BUYERS

Register for IPW—the leading international inbound travel trade show.

Join us May 30-June 3, 2020, for a one-of-a-kind opportunity to participate in face-to-face business appointments with leading U.S. travel exhibitors and destination organizations, and take part in unique networking events. During a five-day period, IPW will present a cost-effective option to conduct business that could only otherwise be generated through an exhaustive number of trips across the U.S.

IPW is the most time- and cost-effective way to meet U.S. exhibitors in one place.

- More than **110,000 prescheduled business appointments** take place between media, buyers and U.S. travel organizations.
- More than **1,000 U.S. travel organizations** attend from every region of the U.S. (representing all industry category segments).
- More than **500 travel journalists** from around the globe attend IPW, which builds a worldwide awareness of U.S. destinations and products.
- More than **1,300 international and domestic buyers** attend from 70+ countries.
- IPW generates more than **\$5.5 billion** in future travel to the U.S.

Meeting and incentive (MICE) buyer registration includes:

- Complimentary registration for first-time MICE buyers.
- Up to 44 prescheduled appointments with U.S. exhibitors representing destinations, hotels, attractions and transportation companies.
- U.S. Travel Association will provide lodging at your delegation's assigned hotel for five nights, May 30-June 3, 2020 (room and tax only), with checkout on June 4.
- Ground transportation in Las Vegas between function sites.
- All meals and networking functions, which are an official part of IPW.
- Evening events hosted by Las Vegas.
- Year-long company listing on ipw.com and online access to all U.S. exhibitors.
- Access to the IPW Online Marketplace, an interactive tool that allows buyers and exhibitors to connect with one another before, during and after the event.
- Exclusive brunch and special venue tours on Sunday, May 31, plus Las Vegas and surrounding area sightseeing and post-fam tours.

FOR MORE INFORMATION CONTACT:

International Registrar, intlreg@ustravel.org or 202.408.8422.

