

# Press Release

## Viva Berlin, Las Vegas!

German capital presents itself at the 1<sup>st</sup> IMEX America

**Berlin, October 11, 2011** IMEX America will celebrate its world premiere in Las Vegas, and Berlin must of course be present. Between October 11 and 13, 2011 the *visitBerlin* Berlin Convention Office (BCO) will present the convention destination together with Berlin providers from the hotel and event industry.

The US market has a major significance for the Berlin convention industry. The presentation at the trade show is, therefore, to further increase the awareness of the German capital and secure new events.

At IMEX America the focus will not only be on the latest news on the convention and meeting destination Berlin but also on a new online offering. "BerlinCentives" offers rapid and free-of-charge access to extraordinary Berlin experiences, so-called incentives. Further information is available on [www.convention.visitBerlin.com](http://www.convention.visitBerlin.com).

"IMEX America - America's worldwide exhibition for incentive travel, meetings and events" is the largest trade fair for the US meetings industry in 2011, with around 2,000 hosted buyers. In the Sands Expo Convention Center/Las Vegas exhibitors from 100 countries are expected.

BCO is represented on the Joint German stand no. 418-08.

Further information on the event is available on the website [www.imexamerica.com](http://www.imexamerica.com).

(1,137 characters)