

MEETING PROFS ESSENTIAL GUIDE TO THE RETURN OF



EVERYTHING YOU NEED TO KNOW TO MAKE THE MOST OF YOUR TIME AT
MANDALAY BAY RESORT AND CASINO LAS VEGAS NOV. 9-11



BETWEEN- THE-SESSIONS IS WHAT SETS US APART

During the meeting they'll celebrate company wins and hard work. But in The Palm Beaches, working together extends beyond the ballroom. Experience off-site venues and memorable events that turn good colleagues into great teams. Take your successful meetings to a whole new level, between-the-sessions.





REUNITING WILL FEEL SO GOOD

My IMEX moment happened mere months after I took the top editor role at *Smart Meetings*. I had covered major engineering, financial and education conferences in my career. So, when I was called into meetings to create elaborate spreadsheets of where each member of the team would be in 15-minute increments over four day's time, I was skeptical.

We arrived in Las Vegas on a very warm fall day, and I was immediately shoulder-to-shoulder with meeting professionals at all levels, sitting in education sessions, walking the show floor, going from creative booth to even more elaborate booth, interviewing people passionate about their venues and destinations. Compared to those other conferences, the encounters at SITE Nite and later at MPI's Rendezvous touched me so deeply.

I could feel the pain of my fellow attendees' frustration of not being respected by senior management and the joy of finding new ways to deliver value.

I had found my people.

In fact, the last day of that conference, as I nursed my blistered feet and wrestled my overstuffed bag into the overhead compartment, I realized I already missed bumping into new friends in the sea of faces at Sands Expo.

Little did any of us know a mysterious disease would cancel the entire production for a year, leaving all of us longing for another trek up and down The Strip, searching for the third cocktail party of the evening.

Now, cue the drumroll. IMEX is back.

It's in a new setting at Mandalay Bay Resort and Casino, and we will all have to search out our favorite coffee and cocktail spots on that end of the fabled street. Crowds will be less dense, as the action will be spread out and traffic flow closely monitored. Everyone will have green or purple check marks on their vaccine verification app. But what hasn't changed from that first, shocking arrival is the sense of camaraderie. In fact, after the travails we have all lived through, we are now even more deeply connected in the struggle to transform hearts and minds—yet now, by using new techniques.

We are survivors. And when we lock eyes going into the keynote, the knowing look we exchange will contain all the feelings—relief, joy, uncertainty, hope and mourning—for that innocent who arrived all those years ago not understanding how precious each moment in a hosted-buyer meeting could be. Now, we understand too well.

That is why *Smart Meetings* produced this essential guide, to help ease the transition back to seeing your fellow ballroom warriors. Following are the milestones of what to see, do and consider. We even included the behind-the-scenes story gathered over the last six months from IMEX Group CEO Carina Bauer, and included tips from insiders at MGM for how to make the most of your time.

When I see you on the expo floor, my nod will encapsulate all those years of knowing. I look forward to hearing your story.

JT LONG

Editorial Director
Smart Meetings

“When we lock eyes going into the keynote, the knowing look we exchange will contain all the feelings.”





DEAR EVENT PROFESSIONALS

WITH LOVE,
FROM HILTON

You master a million details and make it look easy.

Our hats are off to you. We know you create a back-up plan for the back-up plan and a checklist for every occasion. You have countless tricks up your sleeve when the moment calls for a little magic, and we love supporting you while you do what you do best.

Now more than ever, your group is looking to you to provide safe and memorable meetings. When you're ready, Hilton properties around the globe look forward to the chance to partner with you.

Thanks to you, our light shines brighter.

Hilton

W WALDORF ASTORIA LXR CONRAD canopy Signia Hilton Hilton CURIO COLLECTION DOUBLETREE TAPESTRY COLLECTION EMBASSY SUITES TEMPO MOTTO Hilton Garden Inn Hampton tru HOMEWOOD SUITES HOME2 SUITES Hilton GRAND VACATIONS

Hilton
HONORS

NEW VENUE, NEW PROTOCOLS, CLASSIC ATTRACTIONS

2021 was earmarked in the annals of hospitality as the beginning of a new era. That, of course, was before Covid disrupted our annual pilgrimage to Las Vegas.

In 2017, IMEX Group CEO Carina Bauer and Chairman Ray Bloom announced the biggest show in the industry would move from its longtime home at Sands Expo to MGM Resorts-managed Mandalay Bay Convention Center, on the other side of The Strip.

After a year's hiatus in 2020, the venue won't be the only change IMEX veterans will notice. While everyone was sheltering, Las Vegas was busy. The top convention city in the world added more than 2 million sq. ft. of new meeting space, including an expansion of Las Vegas Convention Center, a new Virgin Hotels Las Vegas, the sporty Circa Resort and Casino downtown and the massive Resorts World Las Vegas. Allegiant Stadium is the new home of the NFL's Las Vegas Raiders, and Area15 boast funky new experiences. A pioneering Convention Center Loop could be the beginning of a more efficient way to navigate The Strip.

A larger footprint will keep everyone safe. Mailed badges and digital registration are being paired with staggered entry times to reduce congestion in the 2.1 million sq. ft. space supported by more than 3,200 guest rooms.

Vaccine verifications will ensure that everyone in the venue—staff and attendees—has had their final shot by Oct. 25 of whatever vaccine—those blessed by World Health Organization plus Sinovac-CoronaVac and Sputnik V—is approved in their country of origin.

U.S.-based attendees can use the Clear Health Pass app and show their green check mark at entry to get their required arm decorations. Others are encouraged to use Safe Expo and show their purple screen using a similar verification process. Limited on-site verification is available for those who bring ID and verification.

Bauer explained the logic behind the decision after watching how other organizers and venues managed safety. "We talked to our exhibitors, and they made it clear they would feel more comfortable coming to the show and bringing clients if we had some kind of testing," she said. "Our goal is to create the safest possible environment, and this seemed to be the route that worked the best for Allegiant Stadium and GES [Global Experience Specialists]."

The show floor will include lots of comfortable seating and food options, including healthy and



alternative meat choices with a focus on sustainability. Plus, Mandalay Bay's food court is right outside the show floor.

An enhanced tech area will include massively enlarged spaces for companies like Hopin, Swapcard, MeetingPlay, Vindow and ShowTec, plus many startups. Education showcases will help attendees see how each platform could work with their individual programs.

Charitable and educational elements focused on the environment will be gathered in one place. Join in building a KLH Clubhouse to be delivered to the kindergarten class of Luna, a child with pediatric cancer.

"This is an opportunity for everyone interested in diversity, equity and inclusion to get peer advice and meet suppliers," Bauer said. "We have done things like this before, built a garden and packed care bags, but now everything from Tourism Diversity Matters and Search Foundation to The Above and Beyond Foundation and ECPAT-USA [Ending Child Slavery at the Source] is in one cohesive area, and we are putting a spotlight on it."

The Be Well Lounge—yoga, meditation and more—will make a return appearance at the Shark Reef. Deep breaths!

While the hosted buyer meetings and trade-show floor remain the hub of business and learning, there are also many opportunities to connect outside the host property. Lip-Smacking Foodie

tours offer a colorful history of the city, along with exclusive access to the finest food in town. Other tours will explore the bounty of Caesar's Palace and Mandalay Bay. A sustainability tour takes guests into the desert to check out the innovative 100-megawatt solar arrays being used by MGM Resorts to power 90 percent of daytime power across its 13 Las Vegas properties.

Mystery Trip is a surprise evening of unique experiences, cool locations, fantastic food and great company. "It's a case of destination unknown. People are kept in the dark until the very last moment—and that's where the magic happens!" explained Chief Mysterious Officer Dave Green.

It wouldn't be IMEX without traditional after-hours fundraisers for some of the biggest foundations in the industry. SITE Nite will be at Resorts World Las Vegas nightclub Zouk. MPI Foundation Rendezvous returns to Drai's Beachclub Las Vegas's 30,000 sq. ft. of indoor and outdoor space and EIC Global Awards Event will be on Sunday at MGM Grand.

"We've been busy behind the scenes, from our outstanding keynote lineup to planning our brand-new People and Planet Village," Bauer said. "This show marks an important moment when the global events community can reconnect and celebrate meeting again face-to-face at a live event."

"A new footprint and standards will keep every one safe."



SAHARA Las Vegas delivers the Strip's most personalized and intimate meeting and event experience.



Azilo Ultra Lounge



Versatile Meeting Space



Azilo Ultra Pool

SAHARA Las Vegas is an all-encompassing resort and casino with 1,613 guest rooms and suites in three distinctive towers - including the AAA® Four Diamond Alexandria Tower, more than 85,000 square feet of flexible meeting space, two rooftop pools and a collection of acclaimed restaurants, bars and entertainment venues. The new Azilo Ultra Pool with its flexible poolscape and event space combine to create Las Vegas' most immersive Ultra Pool offering an ideal location for event planners.

Welcome to the new SAHARA.



SAHARA

2535 S Las Vegas Blvd, Las Vegas, NV 89109
702.761.7000 | saharalassvegas.com

The expanded **IMEX America** show floor at Mandalay Bay Resort and Casino Las Vegas includes a Tech Hub, Work Lounge and Media Zone.

SPONSORS

ClubMed
BOOTH D1318

SAHARA
LAS VEGAS
BOOTH D3422

boise|centre
BOOTH C0724

ClubMed
BOOTH D1318

DISCOVER NEWPORT
BOOTH C0825

Hilton
BOOTH F2727

THE PALM BEACHES FLORIDA
BOOTH C1009

visitdetroit.com
BOOTH C0727

POSADAS.
BOOTH D0716

CITIZEN WATCH AMERICA
BOOTH E1909

VISIT seattle
BOOTH D2027

Food

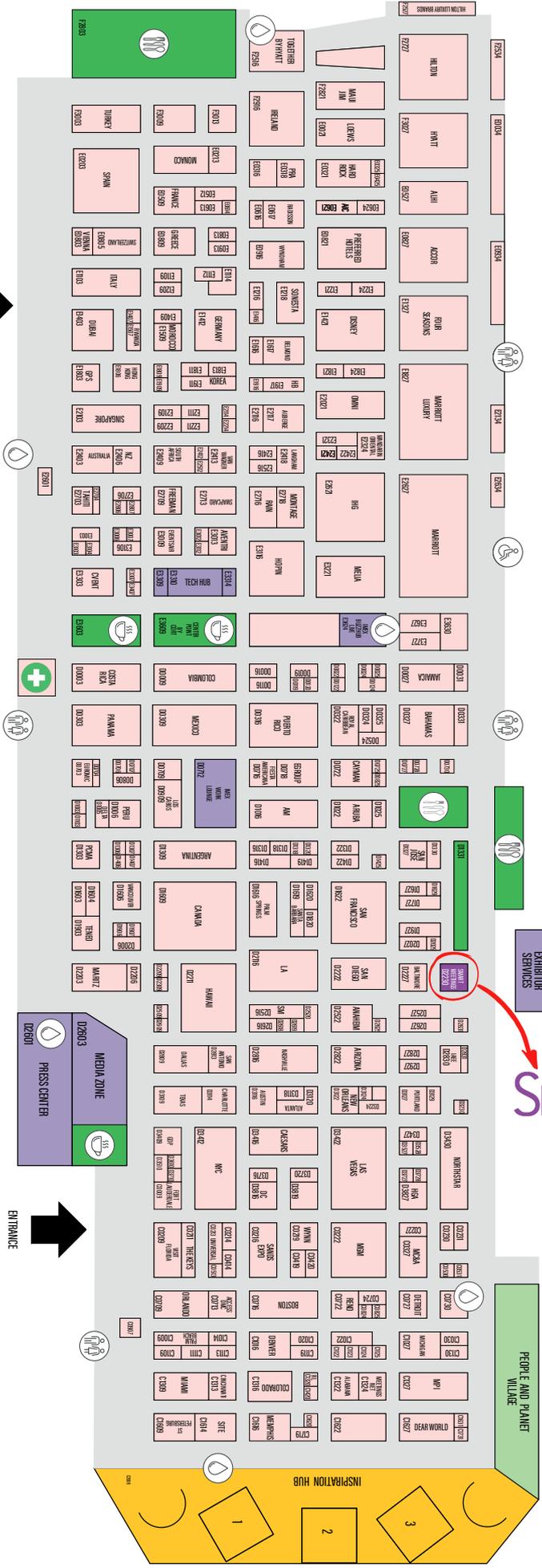
Cafe

Water station

Restrooms

Disabled restrooms

Medical station



F

E

D

C



VIRTUAL

Image: LMN Architects



REALITY

THE SUMMIT BUILDING, OPENING MID-2022 It's true: meeting space is increasing in Seattle. But don't take our word for it, have a look for yourself. Having two buildings—Arch and Summit, just a block and a half apart—is closer than ever to becoming a reality, right in the heart of our vibrant downtown. Learn more about placing your meeting in Seattle at visitseattle.org/conventioncenter

VISIT
seattle



SPEAKERS FOR DAYS

Back for a crash course in what meeting professionals need to know for what comes next is Smart Monday, powered by MPI. Dr. Shimi Kang from the University of British Columbia will deliver the Smart Monday keynote, showcasing the latest research-based methods for adaptability, innovation, collaboration and lasting business success. This is a must-attend.

Successive days of the show also begin with a keynote. On Tuesday, Radha Agrawal, cofounder, CEO and chief community architect of Daybreaker, will explain how to create meaningful communities in the real world with tips from her book, *BELONG*.

And mark your calendars for Wednesday morning, when author and former Harvard and MIT professor Erik Qualman will demystify the power of "Socialnomics." The publication of his book *Digital Leader* led to him being voted Second Most Likeable Author in the World (behind J.K. Rowling).

The Inspiration Hub will deliver grassroots learning opportunities addressing the business needs of late 2021. Sessions cover creativity in communication; diversity and accessibility;

innovation and tech; business recovery; contract negotiations; personal branding; and sustainability.

"Don't miss Smart Meetings CEO Marin Bright's presentation at a special Inspiration Hub discussion of "Silver Linings: Meeting Professionals' Lessons from the Covid Era" in Seminar Room 3, Thursday, Nov. 11 at noon. "

Dr. Shimi Kang, keynote
from University of British Columbia



Radha Agrawal, cofounder,
CEO and chief community architect of Daybreaker



Erik Qualman, author and
former Harvard and MIT professor

As a destination known for hosting smaller meetings, Newport features a great selection of venues and attractions, new and distinctive lodging properties, and a commitment to safety on all fronts. We are the "small but mighty" destination for your next gathering.

Our "mighty" Destination Experts are eager to help you set sail in planning your next meeting, be it in person, virtual or a mixture of both.

Contact our Destination Experts at Discover Newport.
401.845.9132
Meetings@DiscoverNewport.org



DiscoverNewport.org

SMART MONDAY HIGHLIGHTS

Even with the new reality and address, the event won't be fundamentally different. It is still centered around appointments. "Exhibitors are spaced out, and there will be some differences in flow, but ultimately IMEX is about getting business done," IMEX Group CEO Carina Bauer explained.

Smart Monday, powered by MPI, will offer a free, full day of learning on Nov. 8 before the official conference begins. "It wouldn't be IMEX America without a solid, topical education program woven in," Bauer said.

A total of 180 educational events have been calendared over the four days, including sessions being staged outdoors. Instructors include Janet Sperstad, faculty director at Madison College, and Guy Bigwood, managing director of the Global Destination Sustainability Movement, who together will discuss the regenerative revolution.

Daniel Fox, an intrepid wilderness explorer, author and nature photographer, shares his off-the-grid experiences. Ruud Janssen and Roel Frissen, founders of the Event Design Collective, will examine future-focused thinking. And David Allison, founder of Valuegraphics, will explain

why values will become the most powerful driver in the event industry's regeneration. The EventMB Event Innovation Lab will offer a master class.

Dedicated tracks will personalize the Smart Monday experience. Executive Meeting Forum features education and networking for top corporate executives; a new Corporate Focus is aimed at in-house planners. Association leaders can connect and learn with their peers at the Association Leadership Forum, created by ASAE. It will explore how to tackle the fundamental changes accelerated by the pandemic—higher member expectations, increased member diversity, differing generational values and advances in technology.

Women Lead

Bauer says there has never been a better time to champion diversity in the business events industry. She Means Business, a pair of events



on Smart Monday, will highlight the benefits for men and women of bringing everyone to the table. The joint event by IMEX and TW magazine, supported by MPI and Visit Fort Worth, brings together a panel of female leaders from within and outside the industry to share their stories and advice.

"Ambition, action and accountability: Strategic goal-setting for women in events" is a practical session with tips on how to achieve a big vision, delivered by Juliet Tripp, deputy head of global events at Chemical Watch. Michelle Mason, president and CEO of ASAE, and consultant Courtney Stanley invite two men to join the diversity dialogue in "Diversity and Gender Equality—Women Seek Conversations with Men."



boise | centre

PLAN

EXHIBIT

ATTEND



Make a Plan. Make it Boise.

Centrally located in the heart of vibrant downtown Boise, the recently expanded Boise Centre has a variety of customizable meeting spaces, modern amenities, exceptional culinary services and a friendly and dedicated staff ready to make your next event an unforgettable experience. Explore Idaho's premier convention center for yourself.

- Centralized, downtown location
- Only seven minutes from Boise airport
- Over 25 direct flights to and from Boise
- Closely surrounded by more than 100 restaurants
- Over 1,300 hotel rooms within walking distance
- Close to outdoor recreation, including the The Boise Greenbelt

LEARN MORE: boisecentre.com





THE ROAD TO IMEX

Over the last six months, *Smart Meetings* has met monthly with IMEX Group CEO Carina Bauer to follow the planning process through all the twists and turns imposed by changing health regulations and travel restrictions. She shared the triumphs and the challenges, including the outpouring of support she has felt from the industry even as she had to make the difficult decisions in the early months of the crisis to cancel the 2020 in-person Frankfurt and America shows. Following are snapshots taken at these critical mile markers.

JANUARY

Decision to Cancel Frankfurt, Focus on In-Person in Las Vegas

A week after Bauer (pictured at left) and her father, IMEX Chairman Ray Bloom, announced that they would be canceling the May live gathering of IMEX Frankfurt, the annual European gathering of up to 14,000 event-industry players, Bauer explained that the decision hinged on the response to one question.

“Can we create value for buyers and suppliers?” If you can’t deliver on your core purpose, then you are putting the future of the event in jeopardy, Bauer said.

In the case of IMEX Frankfurt, even a slimmed-down version would have brought 10,000 people from 150 different countries. Many of those suppliers start planning and investing months in advance, so she didn’t have the luxury to wait and see. “As much as we want to deliver events to show they can be done safely, we have to look at the heart, what is your event for and whether you can deliver on that,” she said.

The same question centered around how to deliver value in a changing environment is driving the decision about what to build online. Bauer needed her team to focus on IMEX America in Las Vegas in November and couldn’t afford the time required to build another Planet IMEX-scale online endeavor, referring to the 3D world that delivered waves of content in an interactive online experience developed the previous year. “It will probably be completely different, smaller with a curated audience, not a scaled-down version of last year,” she said.

“We also have to consider what the online needs will be once people can start meeting in person again,” Bauer said. “Those needs may be changing quickly in light of all the online fatigue.”

Online content focused on the group’s “Nature Positive” focus by promoting The Regenerative Revolution Report on the next generation of sustainability.

Even in January, Bauer expected the largest industry gathering of the year to be smaller than IMEX America 2019, which brought 14,000 people to Sands Expo. “But we don’t expect it to be very much smaller,” Bauer said. Despite budget considerations, she reported that suppliers are saying they want to be there, want to see everyone and feel a need to promote themselves.

“People want to come back,” she said.



MARCH

Committed to Live

“There was never a time we weren’t planning to produce IMEX America 2021,” Bauer said. She explained that rather than a go-no-go decision, her leadership team had embarked on a series of reaffirmations that they would be gathering in person in Las Vegas in November 2021.

“We are actually very democratic here,” Bauer said. Her team had been talking with sponsors, holding focus groups and watching updates carefully and was confident people will be ready to return in nine months. The vaccine was rolling out, politicians were giving optimistic signs, Las Vegas was opening up and World of Concrete, the first major convention, had been approved for June. Those developments made her confident that even if schedules slip a bit, her group will be safe with 10,000 people or more.

Based on that commitment, thousands of planners, venues and destinations began investing in developing plans and activations for the program. MGM Resorts opened room blocks at Delano Las Vegas and Luxor Las Vegas, which are linked to Mandalay Bay Convention Center, along with nearby Park MGM Las Vegas and Vdara Hotel & Spa.



CANCÚN

COZUMEL

LOS CABOS

PUERTO VALLARTA

PUNTA CANA

CITY COLLECTION

THE TIME HAS COME

to meet again

VISIT US AT BOOTH D0716
AT IMEX AMERICA
LAS VEGAS
NOVEMBER 9-11, 2021



The time has come to meet again. Experience all that's new, fresh and exciting at our hotels and resorts. Including the all-new Live Aqua Beach Resort now open in Punta Cana, Dominican Republic.

You'll discover a freshness and contemporary flare, along with new takes on the traditional in Mexico & Beyond that will have you and your attendees talking longer after the event is over.



1.800.345.5094

GROUPDESK@POSADAS.COM

FIESTAMERICANAGRAND.COM/MEETINGSMEXICO



MAY

Firing Up the Buzz

While plans began in earnest on the design of IMEX America in Las Vegas, IMEX BuzzHub, a series of industry conversations that started with the power of community, launched. The free portal to monthly conversations, speakers, networking and fun surprises powered by Swapcard was the outcome of lessons from PlanetIMEX and feedback from users and partners. "We want to extend the content, conversation and the connections that happen at a physical show through the digital experience," Bauer said. She was quick to point out the platform won't replicate a trade show in a digital space. "People still want to have the connections and business that is done on the trade-show floor, but the conversations can be extended," she said.

Her goal was to help people reconnect with each other and have deep conversations on topics of mutual interest. "That leads into IMEX America, where we can have the pinnacle experience and homecoming party," Bauer said.

Back in the physical world, plans were progressing rapidly. "The change in mood in the U.S., U.K. and Europe due to the reduction in Covid case numbers and increase in vaccination rates has led to an increase in inquiries for exhibitors," she reported.

For many, IMEX America will be the first time they have attended at a large event in over a year. "It will be a moment of coming together," she said.

May marked a shift from planning mode to doing—for the IMEX team, exhibitors, stand constructors and general service contractors. A major focus: the arrival experience, including flow and spacing of the show to give people comfort and space as they enter. The floorplan now included perimeter aisles, wider walkways, experience areas and themed seating for relaxation breaks. "We are really looking at entrances and traffic crunch points," she said.

To eliminate lines and smooth the entrance, registration will be via at-home badge printing. "Traffic management may not sound difficult, but it has to be thought of carefully when you have that many people," Bauer said.

Because Mandalay Bay already has an advanced ventilation system that replaces all air many times an hour throughout the resort, Bauer felt confident in her ability to offer a safe environment. "Science has shown that surface transmission is rare, and ventilation is the most important thing to keep people safe. That gives me comfort," she said.

Additionally, MGM Resorts is vaccinating staff and their families and offering creative outdoor spaces. "We are looking for ways to get people out into nature and fresh air with walking, talking education," Bauer explained.



AUGUST

An Outpouring of Interest and a Critical Safety Call

"We're now firmly on the road to Mandalay Bay and can't wait to welcome back the business-event community to IMEX America," Bauer said. With fewer than 11 weeks to go, 3,000 hosted buyers had registered for the return of the largest annual industry event—outpacing projections. In fact, just one month after registration went live, hosted buyer demand was higher than at the same point in 2019. Visitor buyers were also markedly more senior (by role) than at the same point in 2019. "We're mindful of both protecting and leveraging the show's strong business legacy while making sure we offer the market an event experience that's fit for the times we're all working in," Bauer continued. "Everyone wants new ideas, fresh content, more momentum, more connections and more memorable experiences, and IMEX America has been carefully designed to deliver all this while making sure it's safe but not sterile."



Meet in Quebec

At Club Med's first all-inclusive, all-season resort in Canada



Opening December 2021 invite your clients to be among the first to experience Club Med's first Canadian resort, **Québec Charlevoix**. This new destination is ideal for all types of groups, from corporate events to incentive trips. Situated along the St. Lawrence River, the resort is open all-year round for groups to enjoy the best of both worlds, from sunny summer getaways to winter ski adventures.

Connect with us
clubmedgroups.com
1-800-453-2582

Meetings & Events
by Club Med 

At this point, Bauer made the call to require all attendees and exhibitors to be fully vaccinated and verify their status via an app. The event, itself, will not be virtual or hybrid. While some of the presentations will be broadcast (four hours a day, Tuesday and Wednesday), so those who can't attend can still "get the flavor" of the show, no one is pretending that is the show. "It is a window into the show," Bauer said. "It is not the show experience."

That decision stemmed partly from product her team saw at other events that attempted hybrid distribution and partly on the dynamics of human behavior and what people want—and don't want. Instead, the team will be prioritizing safety. That starts with an expanded footprint at the new Mandalay Bay Las Vegas location, a change announced four years ago, before anyone could have envisioned a global pandemic would necessitate less density. The fortuitous shift allows IMEX to increase the size of education rooms and double the size of the hosted buyer area. Lounges and restaurants will be on the show floor.

Badges will be sent in advance to reduce queues. Smart Monday will bring more outside activities than before, including tours. Communications will focus on making sure people know they shouldn't be there if they don't feel well. Doctors will be on site, and testing will be available so attendees can get back on flights that require testing evidence. The goal is to make following safety protocols as easy as possible.

"The main priority is to make sure we have a safe, healthy show," Bauer said.

Some major decision points are still to come based on where borders are opening. The number of people who can make the trip will determine the size of the trade-show floor. If Asian and European partners can bring their teams, she ventured that attendance could be 11,000-13,000. The largest IMEX gathering in Las Vegas was nearly 14,000 in 2019.

But if borders aren't open sufficiently, the numbers could be less than that. In that scenario, many destinations would still have a booth, but individual staff and companies might not be there. "Meetings can still happen. We know we can still deliver value," she said.

In the meantime, Bauer was traveling to Las Vegas in September for site inspections, spending time with the Mandalay Bay team, GES, Las Vegas Convention and Visitors Authority, and other partners. "There is only so much you can do online, and the last time I was there was January of 2020," she explained. "We are very detailed in planning. We want to know everything about signage, security, ventilation, we want to understand it all."

SEPTEMBER

'Homecoming'

Bauer described 2021 IMEX America as a "homecoming" for the global business-events industry. She confirmed that the milestone 10th running of the show will include destinations Australia, Korea, Singapore, Dubai, Italy, Boston, Atlanta, Hawaii, Switzerland and Panama, as well as hotel groups Radisson, Wyndham Hotel Group, Mandarin Oriental Hotel Group and Associated Luxury Hotels International. Argentina, Canada, Puerto Rico, Detroit, Memphis, Baltimore and Loews Hotels are among the exhibitors which have expanded their presence at the show.

"We can't wait to see the return of IMEX America and bring together our business-events community. For many in the industry, the show plays a key part in their business recovery and represents a unique opportunity to meet with colleagues and partners who they have not seen in almost two years," Bauer said.

OCTOBER

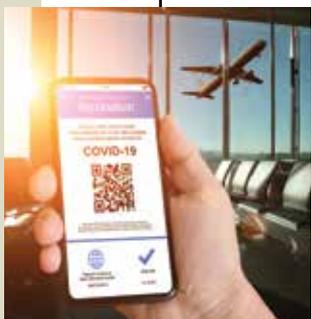
A Sudden Lifting of Travel Restrictions

Bauer was as surprised as everyone else when White House Coronavirus Response Coordinator Jeff Zients announced the U.S. would start allowing vaccinated travelers to enter the United States from 33 countries, starting in Nov. 8.

"There is no doubt the ban on international travel—particularly from the U.K., Europe and Brazil—was a significant issue," she said. "We can still have the show without it, but we would much prefer to have it with the hundreds who are desperate to come in. It will make a big difference, not just to the size of the show, but the fact that we can bring the industry together. That will mean a lot."

More than 3,000 hosted and attendee buyers, along with all the major destinations and hotel groups, have already registered. Bauer estimated a few hundred are from Europe. "There is a lot of pent-up demand internationally, so if borders do open in time, we think demand will be strong," she said.

The news came just in time—appointments go live a month before the opening.



CITIZEN WATCH AMERICA

C O R P O R A T E S A L E S

Gift in Time WATCH EXPERIENCE

Reward your best with iconic brands

Accutron, Alpina, Bulova, Bulova Clocks, Bulova Jewelry, Caravelle,
Citizen, Citizen Clocks, Frederique Constant, Harley-Davidson*



Make your event *unforgettable*

Select event date and location

1

Select the award level:
Platinum | Gold | Silver

2

We take care of all the details

3

THE REGENERATIVE REVOLUTION

The future of meeting could be a lot greener if the innovative steps outlined in *The Regenerative Revolution Report* take root. IMEX Group's white paper, sponsored by Marriott International and released in October 2020, focuses on the next generation of sustainability that will seek to go beyond simply reducing impact. Instead, it will look at the life cycle of everything, with the goal of leaving the destination a better place after an event.

The report sets out the economic opportunity represented by the circular economy: All around the world, brands, institutions, cities and countries are rethinking economic development models to improve people's lives, include disadvantaged communities and be more of a closed loop. Cambridge Economics estimates that applying circular principles across the EU has the potential to create around 700,000 new jobs and create a net benefit of €1.8 billion by 2030. Accenture calculated that the circular economy is the world's largest opportunity, with the potential to unlock \$4.5 trillion in growth.

It proposes a draft of a new events framework: Hannuwa is an ancient San word from South Africa that means the gathering of good fortune through living in harmony with our natural environment. As a strategy for approaching meetings sustainably, it consists of four key principles and an eight-step methodology to inspire, educate and guide event professionals on their transition to

more regenerative and circular event management. The result is an approach where event planning, resourcing, procurement and production are designed and managed to ecosystem functioning and human well-being.

On an unprecedented scale, a thriving regenerative events economy will depend on public-private and cross-sector collaboration. Research shows that current industry, business and government commitments and skills levels are inadequate for the scale of the challenge. Only 12 percent of 1,500 event professionals responded that their business had an advanced sustainability strategy. Almost half, 49 percent, said they were only just beginning the journey, and 42 percent have not even started considering circularity in their planning.

The events sector is just one piece of the puzzle. Destinations, hotels, venues and other key stakeholders will have to come along. Strong leadership is required to achieve this paradigm shift, and it goes hand-in-hand with a personal shift in consciousness.

"The linear events economy is ripe for disruption and reinvention, as has been demonstrated by the hypergrowth of online events and innovative technologies in 2020," the report concluded. Covid-19 is changing our cities, ways of working, socializing, traveling and meeting. "As many of our businesses struggle to survive and innovate to recover, we must take full advantage of the wealth of opportunities to rethink and redesign a regenerative events ecosystem that can work long-term for our businesses, society and environment."



WHERE THE LOCALS HANG OUT

As meeting professionals are shifting to the southern end of The Strip, *Smart Meetings* asked Mandalay Bay Vice President of Sales Ernest Stovall for insider tips on where to sip, gather and shake hands.

BEST PLACE TO GRAB A COFFEE WITH A CLIENT

If you're looking for a great place for a morning brew with a new or old friend, definitely stop by Hazel Coffee & Cocktails, located next to the main elevators at Mandalay Bay. Start the day with a curated coffee experience and try the Cortado or Single Origin Drip. If you need an afternoon pick-me-up, the modern espresso martini is the best thing on the menu! If you have time to go off property, head over to Bellagio to indulge in the Afternoon Tea experience at the iconic Petrossian Bar. The tea sandwiches, fresh scones and decadent desserts add the perfect touch to any afternoon.



FAVORITE BUSINESS LUNCH SPOT

This one is easy and close to the show floor. Border Grill is located just above the North Convention space and is a great place for lunch. Sit outside on the patio for some fresh air and don't miss out on the chips and guac (old favorites) or the Tlacoyo Salad on the new seasonal menu. If you can sneak away from Mandalay Bay, Salt & Ivy at ARIA is a brilliant gem for breakfast and lunch, with an outdoor patio overlooking the resort's beautiful pool deck.



WHERE TO TAKE A WALK TO GET SOME VITAMIN D

Just outside the meeting space is a walking path around Mandalay Bay's signature Beach Pool. The path circles around the pool and brings you right back to the meeting space. It makes for great people-watching and catching some rays.



WHERE TO TAKE THE PERFECT SELFIE FOR THE INSTAGRAM FEED



Some will say the lighted mirrors in the Stay Well guest rooms are the best place for a supermodel-polished selfie (they aren't wrong!), but for a real experience head over to Ri-Ra in the Mandalay Place Shoppes. Learn to pour the perfect pint with the staff at this authentic Irish Pub, then snap a pic of your face printed on top of the foam. That still counts as a selfie, right?

Or, for the perfect place to flaunt your feathers, flock to the peacock wall at NoMad Las Vegas, just outside the famed NoMad Library restaurant. Nestled in a corner next to a wall of roses awaits is the perfect selfie spot.

FAVORITE OFF-SITE ACTIVITY

It's hard to compete with the brand-new Allegiant Stadium just steps away from Mandalay Bay. This stadium has really transformed the south end of The Strip, making it the place to be. Go enjoy a game, a concert or even an evening reception in this unique venue. Or head off property and find your way into the one-of-a-kind Mayfair Supper Club at Bellagio. Overlooking the iconic fountains with a 1920s flair for the dramatic, this venue encompasses live music, immersive entertainment, phenomenal libations and an ambiance you won't soon forget.



WHERE TO TAKE THE TEAM FOR A DRINK TO CELEBRATE A SUCCESSFUL IMEX



There is nothing more beautiful than watching the sun set while sitting on the rooftop patio of SkyFall Lounge at Delano. As the orb goes down, the lights come up and the panoramic view of the city comes alive. Don't miss out on the chickpea fritters or curated cocktails, either.

REDEFINING BUSINESS



MAKE YOUR MEETING COUNT.
MAKE YOUR MEETING HERE.

Borgata Hotel Casino & Spa provides the perfect creative environment to inspire and motivate your attendees. Our legendary luxury service and attention to detail begins with your very first consultation. Discover all the unique opportunities located all under one roof. Over 106,000 square feet of flexible meeting space less than an hour from Philadelphia International Airport.

For more information, visit theborgata.com/meetings
or call 609.317.7729.

©2021 Borgata Hotel Casino & Spa. All rights reserved.

Borgata[®]
HOTEL CASINO & SPA
ATLANTIC CITY

An MGM Resorts Luxury Destination



MURAL BY HEBRU BRANTLEY

WHEN YOU MEET IN DETROIT, YOU GET TO MEET DETROIT.

When you meet in Detroit, you're doing more than supporting our small businesses and the people who work here. You're participating in authentic, community-driven tourism that integrates your attendees into our city's social and cultural fabric.

Visit us at Booth C0727, learn about our meeting incentives and enter to win prizes!

ENTER TO WIN

- Two Delta Airline Tickets*
- Set of Two Away Luggage**
- One-Year Clear Membership

Winner will be announced after 4:30 p.m. on Thursday, Nov. 11, 2021.

ANDREA CADOTTO

Associate Director, Sales

313-202-1983 • acadotto@visitdetroit.com

Terms and conditions:

*Airline ticket value is up to \$1,500; no cash value once tickets have been purchased

**Away Luggage – The Bigger Carry-On and The Large



Top Left to Bottom Right: Nicole Lindsey (Detroit Hives); Tee Capel (DOSE of Detroit); Henry Ford II (Detroit Bikes); Kwaku Osei-Bonsu (EastEats).

visitdetroit.com

NOW MORE THAN EVER, IT'S GO TIME.