

# BRIEFING

IMEX | THE WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS AND EVENTS | MAY 30 - JUNE 1 2006

## AIPC - DISTINGUISHING THE DIFFERENCE

With so many different organisations representing the meetings industry, each one needs to be able to clearly distinguish itself and its membership benefits from the rest. At AIPC (Association Internationale des Palais de Congrès), we focus on how to help members deliver a better congress centre product and, in doing so, we aim to help both members and their clients alike.

**“Emphasis on improving and integrating congress centre services”**

Belonging to AIPC works well for congress centres because it not only gives members access to new and directly applicable resources but also to an organisation with a strong reputation. Through us they can reach a set of associates that represent the very best the industry has to offer. We believe that AIPC membership offers the ultimate opportunity to engage with professional colleagues and become part of a global network of top convention and exhibition centre managers. At the same time, membership provides an opportunity to learn about and help to shape the key issues facing the industry today.

Clients also benefit thanks to the emphasis we place on improving and integrating congress centre services,

resulting in an efficiently delivered product. In an ever-changing world, this is a big task and one that requires a great deal of resource and skill plus ideas and knowledge-sharing with others.

This kind of role is facilitated by IMEX Association Day which creates an excellent forum for bringing our members together in a positive and educational context. We're always pleased to participate and IMEX does both our members and their clients a

great service that would be hard to accomplish in any other way.

We look forward to seeing you at the show and to welcoming you on to our stand for our Annual Conference reception. See the IMEX event listing at [www.imex-frankfurt.com](http://www.imex-frankfurt.com) for details.

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IMEX Association Evening 2005