



September 7th - 9th, 2011
The Venetian
Resort, Hotel & Casino
Las Vegas, Nevada, USA

From September 7th to the 9th, the fabulous Las Vegas will open its doors to over 200 buyers and 250 exhibitors, which will gather representing the Leisure, Corporate and Luxury Travel segments.

La Cumbre, The Americas' Travel Industry Summit, will take place in 2011 in the magnificent The Venetian Resort, Hotel & Casino, which will also be the host hotel for all attending delegates. During three days, delegates will have the opportunity to meet in 30 pre-scheduled appointments with leading industry companies, and attend a unique conference program covering a vast array of interesting topics for this ever-growing and changing industry



Exhibitor Profile

Exhibitors from the Americas' travel industry that can offer products or services to buyers from all over the world.

These include:

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|---------------------------------------|--|-----------------------|-------------------------|
| Airlines | Organization (State/ Regional/National) | Rail | Spa facilities |
| Attractions | Dining | Receptive | Theme Parks |
| Car Rentals | Educational/Technical | Operator/Destinations | Tour Operators |
| Computer Reservation Services/GRS/GDS | Entertainment (Theatre/Concerts/Tickets) | Management Companies | Townhomes/Condos/ |
| Conference Centers | Gaming | Resort Services | Vacation Homes |
| Cruise Line | Government | Shopping | Transportation services |
| CVB / Tourism | Hotels | Ski | |
| | Hotel Management Companies | Software Solutions | |

Exhibitors Country of Origin in 2010 edition

- | | | | |
|-----------|----------|--------------------|----------------------|
| Argentina | Brazil | Costa Rica | Netherlands Antilles |
| Bahamas | Canada | Dominican Republic | Panama |
| Belize | Colombia | Mexico | Puerto Rico |
| | | | United States |

Buyer Profile

For quality purposes, La Cumbre registration can only take place by invitation and the Buyer – Exhibitor ratio is closely monitored. For eligibility and consideration, applications are reviewed by the Buyer Advisory Board. Invited buyers are senior executives from major wholesalers, tour operators, corporate, meeting planners among others, from The Americas and the World.

Buyers Country of Origin in 2010 edition

- | | | | |
|-----------|--------------------|----------|----------------|
| Argentina | Costa Rica | Honduras | Peru |
| Brazil | Dominican Republic | India | Romania |
| Canada | Ecuador | Mexico | Spain |
| Chile | Egypt | Nigeria | United Kingdom |
| Colombia | El Salvador | Panama | United States |

Hosted Buyer Program

To be a Hosted Buyer you must meet the following requirements:

- Registering before July 1st, 2011 - Availability is limited.
- Pre-scheduling at least 25 appointments through our online system by August 5th, 2011.
- Attending to the at least 25 pre-scheduled appointments – Attendance to these appointments will be verified through the Club Elite Passport, which should be handed at at the last activity taking place at the event.
- Attending to at least one of the Destination and Product Presentations, taking place during the event – Attendance will be verified through the Club Elite Passport, which should be submitted at the last activity taking place at the event.
- Submitting the Club Elite Passport, including the different labels as proof of attendance to the meetings and presentations, before entering the closing luncheon on Friday 9th.

Being a La Cumbre Hosted Buyer has these benefits:

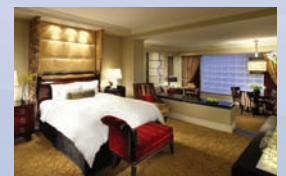
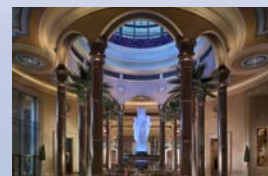
- Getting a full refund of the of registration fee (requirements should be fulfilled, no exceptions made).
- Complimentary hotel stay (at the host hotel) during the 3 nights of the show.
- Complimentary transportation between the host hotel and the Las Vegas – Mc.Carran International Airport.
- Admission to the event and all official La Cumbre networking activities.



The Venetian Resort, Hotel and Casino

The Venetian is one of the “all-suite” hotels in the Vegas strip. Faithfully recreating the aura and ambience of the fabled Italian city, the Venetian will transport you not only to a different place, but to another time as well.

From the detailed frescoes of the Great Hall, to the serenading gondoliers winding their way down the Grand Canal, every breathtaking detail has been carefully attended to. From the critically acclaimed restaurants and The Grand Canal Shoppes®, to the world famous Canyon Ranch SpaClub®, and the Guggenheim Heritage Museum, every luxury is only steps away. From the mesmerizing entertainment of the Blue Man Group to authentic gondola rides along the quarter-mile Grand Canal, The Venetian offers luxury in a city renowned for its extraordinary excitement. Indeed, there’s nothing standard about any of the accommodations at this all-suite resort hotel in Las Vegas, Nevada – which boast an average of 700 square feet of pure indulgence – approximately twice the size of the typical Las Vegas room. Rely on us to provide the perfect ambience, whether you’ve come for a day of meeting with colleagues, a riveting evening of slots and table games, or a little of both.





Business combined with world-class entertainment

Las Vegas, an ever-changing fantasy-land of a city, has seen unbelievable expansion since it emerged from the desert just over 100 years ago. Las Vegas is the most populous city in Nevada, the seat of Clark County, and an internationally renowned major resort city for luxury entertainment, dining and lodging. Renowned nowadays as The Entertainment Capital of the World, it was established in 1905, and officially became a city in 1911. With the growth that followed, Las Vegas became the most populous American city founded in the 20th century. The sights and sounds of Las Vegas are enjoyed by an average of 37.5 millions of visitors every year. They stay in some of the most glamorous, unique hotels in the world (17 of the 20 largest hotels in the US are located in Las Vegas). They eat at five-star restaurants and expansive buffets. They play at casinos, pools, health spas and golf courses. Sometimes (many times, actually) they even marry each other.

From larger-than-life casinos and gambling areas to world-class shows and entertainment, from unique nightlife options to nature trips, Las Vegas has something for everyone. A top choice for meeting planners and business-making.

Contact:

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Reed Travel Exhibitions Events

Meetings, Incentives, Conventions & Events



AIBTM
 21-23 June, 2011
 Baltimore, USA



AIME
 15-16 February, 2011
 Melbourne, Australia



CIBTM
 2011
 Beijing, China



GIBTM
 28-30 March, 2011
 Abu Dhabi, United Arab Emirates



EIBTM
 30 November - 2 December 2010
 Barcelona, Spain



ICCA Congress & Exhibition
 23-27 October, 2010
 Hyderabad, India

Leisure Travel Events



Arabian Travel Market
 2-5 May, 2011
 Dubai, United Arab Emirates



International Golf Travel Market
 15-18 November, 2010
 Valencia, Spain



Top Resa
 21-24 September, 2010
 Paris, France



World Travel Market
 8-11 November, 2010
 London, UK

Luxury Travel Events



International Luxury Travel Market
 6-9 December, 2010
 Cannes, France



Asia Luxury Travel Market
 2011
 Shanghai, China