



## Press Release

### IBTM WORLD ANNOUNCES GLOBAL PARTNERSHIP WITH MPI FOUNDATION

- **NBTC Holland Marketing Signs on as Exclusive Destination Partner for Rendezvous at ibtm world 2016 in Barcelona •**

ibtm world ([www.ibtmworld.com](http://www.ibtmworld.com)) has announced a partnership with Meeting Professionals International (MPI) Foundation and NBTC Holland Marketing, which will launch Rendezvous – the foundation’s signature networking and fundraising event – at the show this year. In addition, Rendezvous will also be part of the show programme for ibtm world 2017 and ibtm latin america 2017.

Rendezvous will take place on Wednesday 30<sup>th</sup> November at Opium Barcelona nightclub and will be an exclusive ticketed event open to ibtm world attendees and local MPI members. All proceeds from the event will be invested into the MPI Foundation, which funds scholarships, grants and pan-industry research, all of which will help to secure the future success of the meetings and events industry.

NBTC Holland Marketing has signed on as the exclusive destination supporter and partner to host this 2016 event. “We’re very pleased with the partnership with MPI Foundation,” says Director for Meetings & Events Eric Bakermans from NBTC Holland Marketing. “It perfectly fits our goals to create awareness for Holland as a business event destination and it will be virtually impossible to miss out on this night full of orange fun & dancing.”

“We are pleased with this opportunity to partner with Reed Travel Exhibitions in expanding the reach of the MPI Foundation’s Rendezvous. Meeting professionals from around the globe attend ibtm world, which is great exposure for the foundation and its effort to fund education and pan-industry research,” said Paul Van Deventer, president and CEO of MPI.

“The Wednesday networking event is well known for being the social highlight of ibtm world and the fact that we can evolve our Club Night event (at Opium Mar) into Rendezvous along with NBTC Holland Marketing should make for an outstanding evening at Barcelona’s premier nightclub. We look forward to turning the venue ‘Orange’ and raising funds for the MPI Foundation,” commented Graeme Barnett, Senior Exhibition Director, ibtm world.

For more information or to purchase tickets, visit [www.mpiweb.org/ibtm-rndz](http://www.mpiweb.org/ibtm-rndz) or [www.ibtmworld.com/Programme1/events-features/Networking-events/](http://www.ibtmworld.com/Programme1/events-features/Networking-events/).

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### **Notes to Editors**

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### **ibtm world**

ibtm world is part of ibtm events ([www.ibtmevents.com](http://www.ibtmevents.com)) organised by Reed Travel Exhibitions along with ibtm america ([www.ibtmamerica.com](http://www.ibtmamerica.com)), ibtm china ([www.cibtm.com](http://www.cibtm.com)) ibtm india ([www.ibtmindia.com](http://www.ibtmindia.com)), ibtm africa ([www.ibtm africa.com](http://www.ibtm africa.com)), ibtm arabia ([www.ibtmarabia.com](http://www.ibtmarabia.com)), AIME ([www.aime.com.au](http://www.aime.com.au)) and ibtm latin america ([www.ibtmlatinamerica.com](http://www.ibtmlatinamerica.com))

### **Reed Travel Exhibitions**

Reed Travel Exhibitions (RTE) is the world’s leading travel and tourism events organiser, with a wide-ranging portfolio of 22 international events in 13 countries throughout the Americas, Europe, the Middle East, Asia Pacific and Africa. Its market-leading, business-to-business events cover all elements of travel and tourism, including leisure travel, luxury travel, meetings, events, incentives and business travel, as well as golf and ski travel.

RTE is part of Reed Exhibitions - [www.reedtravelexhibitions.com](http://www.reedtravelexhibitions.com)

### **About MPI Foundation**

The Meeting Professionals International (MPI) Foundation fuels the growth and advancement of MPI members by providing professional development and career opportunities through grants and scholarships. The not-for-profit organization also propels the meeting and event industry forward by funding important and quality research initiatives. For more information, visit [www.mpiweb.org/foundation](http://www.mpiweb.org/foundation).

### **MPI**

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries. For additional information or to join, visit [www.mpiweb.org](http://www.mpiweb.org).

### **About NBTC Holland Marketing:**

NBTC Holland Marketing is responsible for branding and marketing the Netherlands nationally and internationally. Using the 'Holland' brand, NBTC puts the Netherlands on the map as an attractive destination for holidays, business meetings and conferences.