



HAWAI'I CONVENTION CENTER

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In November of 2011, Hawai'i will host the heads of state for 21 significant economies from around the Pacific Rim. Policy leaders and economists from countries including the U.S., Japan, China, South Korea, Australia, Canada and others will meet at the Asia Pacific Economic Cooperation (APEC) Summit. Together, these countries represent 40% of the world's population and 56% of the world GNP.

The reasons for Hawai'i's selection are instructive for any organization planning an international meeting. In the words of the White House message announcing Hawai'i's selection, "The President looks forward to welcoming his fellow APEC economy leaders to the state where he was born and showcasing Hawai'i's rich cultural heritage and hospitality."

HAWAI'I - THE DESTINATION

For generations, Hawai'i has been a melting pot of cultures blending values, languages, cuisines and more. These social and human resources have been seasoned with centuries of Polynesian history and values resulting in a unique and accommodating host culture. This is the only place in the world where the aloha spirit prevails, making guests from all around the globe feel welcome and at home.

And there are more reasons to choose Hawai'i. Perfectly situated between the U.S. mainland and Pacific Rim countries, Hawai'i is at the crossroads between east and west. In addition to its ideal strategic location, it offers the added benefit of providing an endless array of world-renowned leisure options for accompanying family and friends.

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The Hawai'i Convention Center, an SMG-managed facility, provides yet more reasons. The Center's marketing team provides businesses and associations with insight and guidance. While the guest organizations' top priority is to achieve their business goals, the Center's top priority is to help them achieve those goals through tailored programs and versatile facilities.

The team is well versed in the nuances of conducting business on an international level.

Various marketing tools are utilized – from promotional collateral to custom-designed microsites that are tailored to that organization's meeting mission – and made available in multiple languages.

The result is an effortless information sharing and application process for international constituents who may never have attended a U.S.-based meeting. Access to the microsite, which can feature testimonials, welcome messages from association and Hawai'i dignitaries, and access to housing information, exemplifies the Hawai'i Convention Center's mission of conducting business with aloha.

The Center has also focused on building tradeshow participation, particularly to attract exhibitors from Asia and the South Pacific. To promote attendance at the Hawai'i event, the Hawai'i Convention Center's sales team participates as an exhibitor itself at tradeshows or partner associations in Asia the year prior to the Hawai'i event.

Other assistance includes identifying travel company partners to develop tours and packages to bring delegates to the Hawai'i convention. Editorial outreach, which begins months before an event and extends months beyond, is designed to send the message that Hawai'i is a destination which is hospitable to both domestic and international members.

WHERE BUSINESS AND ALOHA MEET

Hawai'i continues to rank as the top choice as a vacation destination, providing convention delegates from around the globe an opportunity to enjoy world-class education and networking in a beautiful and welcoming environment. The State's clients rate Hawai'i very high as a convention site, and the Hawai'i Convention Center received the highest rating of major convention centers in Metropoll add-on studies. Post-event surveys of meeting planners continue to reflect a high average of 96-98% satisfaction in the level of service provided by the Hawai'i Convention Center.

For information on how to maximize attendance, increase productivity, globalize your meeting, reduce airfare and shipping costs, or to read numerous testimonials, please visit www.Hawaiiiconvention.com

Alternative energy solution. Nothing energizes people like meeting at the Hawai'i Convention Center. Our cultural diversity and legendary spirit of aloha inspire attendees to look at the world differently and pave the way for greater understanding between East and West. Whatever your business, there's no better place than the Hawaiian Islands to begin building a commercial bridge to Asia. Best of all, the warmth of Hawai'i and its people will stay with you long after you return home. Start planning your Hawai'i Convention Center meeting today at businessaloha.com.

