

EXTENDED DEADLINE: 28 JUNE 2019

CALL FOR APPLICATIONS AMERICA'S WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS AND EVENTS (IMEX) AMERICA 10 - 12 SEPTEMBER 2019, LAS VEGAS, NEVADA, USA

The Department of Tourism through the International Market Access Support Programme (IMASP), invites eligible tourism enterprises to apply and participate at the South African Tourism pavilion at IMEX America 2019 to be held in Las Vegas, Nevada, United States of America from 10 - 12 September 2019.

IMEX America is one of the premier global business event trade shows. The event sets the pace for doing business on an international scale and also presents quality business networking opportunities to all the participants. IMEX America is the largest exhibition for incentive travel, meetings and events in America and features the largest Hosted Buyer Programme in North America. The trade show attracts thousands of buyers with over 3 500 exhibitors from the U.S. and over 150 countries around the world.

A limited number of spaces on the South Africa pavilion, IMEX America 2019, has been secured for market access support under the International Market Access Support Programme (IMASP) and is specifically aimed at assisting small to medium tourism enterprises that wish to showcase packaged meetings, events, and business travel experiences to buyers in the US and global markets. The Guidelines for the IMASP are available on the Department's website. The Guidelines outline the eligibility criteria, application process, and support offered.

Preference will be given to enterprises that meet the following additional requirements:

- Affiliated with business events trade associations such as the Southern Africa Tourism Services Association (SATSA), Southern African Association for the Conference Industry (SAACI), Exhibition Association of Southern Africa (EXSA), International Congress and Convention Association (ICCA), and the Society for Incentive Travel Excellence (SITE);
- Have exhibited at either Meetings Africa or Tourism Indaba for the past 2 years; and
- Products and services who are market ready and have capacity to host and provide services for groups from 50 and more delegates.

In line with the IMASP guidelines, reimbursement of costs incurred will be based on **capped amounts**:

- Accommodation - Per person per night, linked to the duration of the exhibition;
- Flight - Return economy class airfare (including connecting flights);
- Participation/ exhibition fees for approved enterprises will be paid by the Department directly to the exhibition organiser.

For more information on the IMEX America 2019, please visit <https://www.imexamerica.com>

The guidelines and application form for the International Market Access Support Programme are available to download and complete on the Department's website or by clicking on the following link: <http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>. All applications received will be acknowledged and qualifying applicants will be notified upon approval and required to sign a contract with the Department. **Please note that any costs incurred prior to approval will be at an applicant's own risk.**

Kindly also note that if you have been approved three (3) times within a period of five (5) years and have participated in all three events, you should not submit your application as it will not be considered as per the IMASP Guidelines.

Application forms are to be submitted to the following e-mail address tipapplications@tourism.gov.za (You will receive a unique number from the Department confirming receipt of your application within three (3) working days. Should you not receive a unique number after three (3) days, please follow-up with the officials below for assistance).

Only applications received from the date of the publication of a call for applications until the deadline will be considered, no applications received before publication of a call for applications or after the due date will be considered. The Department shall not be held responsible for non-delivery of any application.

Closing date of application forms: 28 June 2019, 16:00pm

E-mail: tipapplications@tourism.gov.za

For enquiries kindly contact:

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