

PRESS RELEASE // FOR IMMEDIATE RELEASE

June 2010

Over 3,4 B€ from leading PCOs in 2009!

The year 2009 was no exception. IAPCO has, at IMEX for the past 4 years, announced the results of their members' annual survey and this year the figures proved to be surprisingly buoyant, bucking the trend of the recession and economic downturn. The 2008 survey, announced at IMEX 2009, indicated the concerns that members felt might occur in 2009, but generally member companies experienced little dramatic downturn in conference outcomes through the tough year. "Of course there were challenges for our members during the economic downturn in 2009" said IAPCO President Philippe Fournier "however, well trained resources and the constant drive to maintain and develop quality has certainly had a positive impact on results."

The total number of meetings handled by the 100 IAPCO members rose by 9% over 2008, a staggering total of 5641 run over the year. Association meetings rose by 15%, Governmental meetings by 46% and Corporate meetings by just 2%, reflecting a 46% drop in the international corporate market. The total number of participants rose from 1968519 to 2117915.

Perhaps the most significant figures are the overall budgets managed by IAPCO members: budget equivalent to 1,121 B€ (530€ per registrant) for the meetings and about 300 M€ (545€ per sqm) for the exhibitions. This equates to 3431 B€ of economic impact. Meetings matter also for the economy!

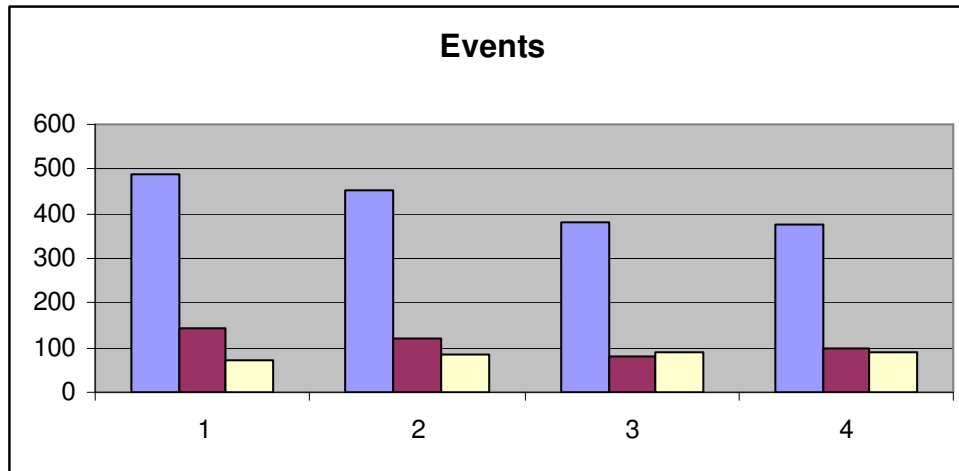
MEETINGS	79% Response 2006	84% Response 2007	99% Response 2008	97% Response 2009
Total number of Association Meetings	1465	1909	1818	2102
National	961	1200	1086	1283
International	504	709	732	819
Total number of Governmental Meetings	307	458	273	399
National	135	170	100	176
International	172	288	173	223
Total number of Corporate Meetings	1154	1622	3079	3140
National	714	1134	2021	2572
International	440	488	1058	568
Total number of participants	1422011	1798589	1968518	2117915
Total number of square meters handled	414385	492251	425078	550605

EVENTS

79% Response 2006 84% Response 2007 99% Response 2008 97% Response 2009

Average number of participants per event
Average number of square meters per event
Average number of events per IAPCO member

486	451	381	375
142	123	82	98
71	87	89	90

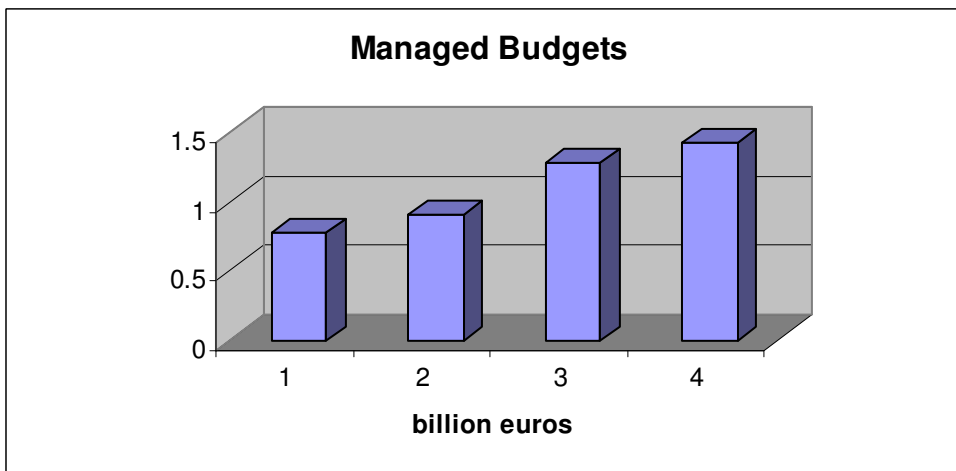


FINANCE

79% Response 2006 84% Response 2007 99% Response 2008 97% Response 2009

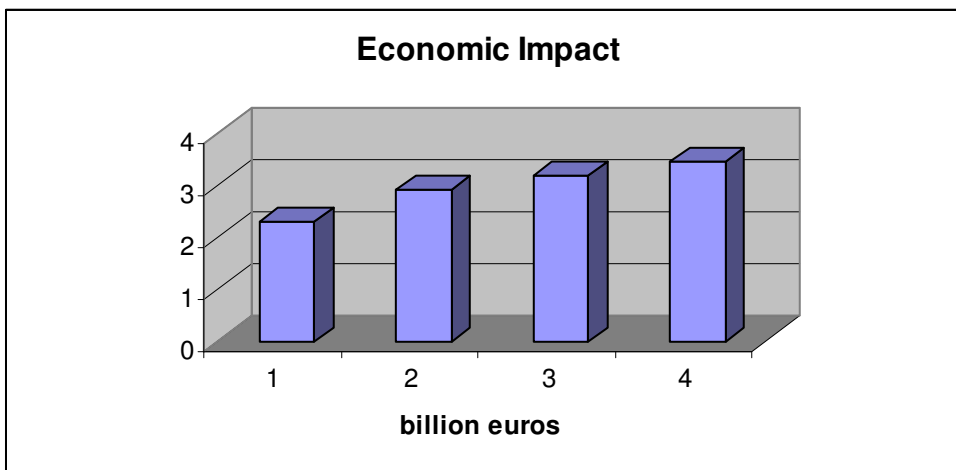
Managed budgets
Economic impact

0,775	0,900	1,273	1,121	billion euros
2,3	2,9	3,18	3,43	billion euros



based on an average delegate fee of €550

based on an average exhibition rental fee of €500



based on an average delegate spend of €1620

ABOUT IAPCO: Meeting Quality

The **International Association of Professional Congress Organisers (IAPCO)** was founded in 1968, is registered in Switzerland and represents today more than 100 professional organisers, meeting planners and managers of international and national congresses, conventions and special events from 35 countries. IAPCO members organise in excess of 5600 meetings annually, totaling some 2.11 million delegates and representing an economic impact in the region of 3.43 billion euros.

IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry. Today IAPCO membership offers a unique quality assurance, since entry into membership of IAPCO is by meeting strict criteria and by continuous quality assessment.

The high quality standards are secured by means of continuing education and interaction with other professionals. The 'Wolfsberg' seminar, The Meetings Masterclass and the Annual Meeting and General Assembly of its members are the highlight events of IAPCO.

For further information, please contact:

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