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NEWS RELEASE

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\$9 Million Meeting Tops POVA's Recent Convention Bookings

A \$9 million meeting tops the list of convention bookings recently secured by the Portland Oregon Visitors Association (POVA). The Annual Conference and Trade Show for the International Association for Assembly Managers (IAAM), scheduled to take place July 22-31, 2014, is expected to generate more than \$9 million in direct spending throughout the Portland metro area. IAAM planners anticipate that 1,500 meeting attendees will use more than 6,000 hotel room nights during the conference.

Because large conventions require extensive pre-planning, it is not unusual for these meetings to book 5-10 years in advance. The economic impact figure for the IAAM meeting comes from a standardized formula developed by the Destination Marketing Association International, a professional organization representing some 600+ destination marketing offices in 25 countries.

In addition to IAAM, POVA also booked several other conventions whose combined economic impact is expected to exceed \$4 million. These bookings, all of which will utilize the Oregon Convention Center's exhibit and/or meeting space, include:

Northwest Association of Nurse Executives – 2008 Fall Retreat

Dates: Sept. 9-12, 2008
Number of Delegates: 175
Estimated Economic Impact: \$143,000
www.nwone.org

Great Western Council of Optometry – 2008 Annual Convention

Dates: Oct. 14-18, 2008
Number of Delegates: 500
Estimated Economic Impact: \$695,000
www.gwco.org

ASM International – 2008 Annual ISTFA Conference

Dates: Nov. 1-6, 2008
Number of Delegates: 325
Estimated Economic Impact: \$701,000
www.asminternational.org

International Reading Association – Northwest Regional Conference

Dates: Feb. 17-19, 2010
Number of Delegates: 300
Estimated Economic Impact: \$622,000
www.reading.org

Public Risk Management Association – 2011 Annual Conference

Dates: June 5-8, 2011
Number of Delegates: 1,000
Estimated Economic Impact: \$1.85 million
www.primacentral.org

International Association of Assembly Managers – 2014 Conference & Trade Show

Dates: July 22-31, 2014

Number of Delegates: 1,500

Estimated Economic Impact: \$9 million

www.iaam.org

POVA is a nonprofit independent association whose mission is to strengthen the region's economy by marketing the metropolitan Portland area as a preferred destination for meetings, conventions and leisure travel. ###