



FAX FOR NEWS ASSIGNMENT DESK

ASSOCIATION OF TRAVEL MARKETING EXECUTIVES 2008 CONFERENCE TO FOCUS ON ABCs OF TRAVEL MARKETING

What: The Association of Travel Marketing Executives (ATME) will host its annual conference in Las Vegas. Top executives from the travel industry's most successful brands will be on hand to discuss the ABCs of travel marketing: Authenticity, Branding and Customer engagement, as ATME explores:

- Trends
- The economy
- New technologies
- Social media
- The death of advertising
- Destination case studies
- Mobile and niche marketing
- Culinary, cultural and green tourism

Who: Headliners include:
Joanne Smith, senior vice president in-flight service and global product development, Delta Air Lines
Steve Pinetti, senior vice president marketing, Kimpton Hotels
Holly Hegeman, leading commentator on the economy
Henry Harteveltdt, vice president, Forrester Research

When: Wednesday, June 11 and Thursday, June 12, 2008

Where: Red Rock Casino Resort & Spa
11011 Charleston Blvd.
Las Vegas, NV 89135
(P): 702-797-7777

Invitation To Attend: Las Vegas travel industry professionals are invited to attend sessions at a special rate:

- **June 11 - \$75; starting at 1 p.m. through welcome reception**
- **June 12 - \$125; starting at 7:45 a.m. through ATLAS awards banquet**

Members of the media are welcome to attend this conference.

Interview Opportunity: ATME and company executives are available for interviews regarding the conference, the state of the travel industry or any relevant travel story that may be in the works.

More: For more information on ATME or to register for the 2008 conference, visit www.atme.org

Please contact Lindsay Nelson at Lindsay@vollmerpr.com or Alyson Briggs at Alyson@vollmerpr.com, 972-488-4790, to request a free press pass or to set up an interview with an ATME representative.