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HVCB AND HAWAII CONVENTION CENTER PUSH FOR BUSINESS AT WORLD'S LARGEST ONE-DAY ASSOCIATION TRADESHOW

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB), in concert with the Hawai'i Convention Center and eight hotel partners, will showcase the islands for new business next week at the world's biggest one-day association tradeshow.

"Springtime 2005" takes place Thursday, May 26, in the nation's capitol at the Washington Convention Center and is sponsored by the Greater Washington Society of Association Executives, the industry's largest group of association professionals.

"We're selling the diversity of meeting venues and comprehensive services offered in the islands, ranging from the magnificent Hawai'i Convention Center to spectacular resort settings," said Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives (CMI).

HVCB is organizing a special island-themed section to sell Hawai'i to the more than 4,500 meeting and association professionals attending, 90 percent of which will be representing more than 3,500 national and international associations based in the area.

Murray added that Springtime 2005 is ideal for reaching key association decision-makers. The Washington, DC, region is the world's largest market for associations.

"It's the biggest event in the world's biggest market for associations," Murray said. "Bookings generated for the state will create new business at all levels for our tourism industry, including activities, ground transportation, and consumer goods."

Joining HVCB and the Hawai'i Convention Center for the Hawai'i tradeshow exhibit are Grand Wailea Resort Hotel & Spa; Halekulani Hotel; Mauna Lani Bay Hotel and Bungalows; Prince Resorts Hawaii; Renaissance Ilikai Waikiki Hotel; The Ritz-Carlton, Kapalua; Turtle Bay Resort; and Waikiki Beach Marriott Resort & Spa.

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Hawai'i's tradeshow exhibit at Springtime 2005 is being organized by Meredith Parkins, HVCB's regional director of CMI accounts for the Washington, DC area.

MeetHawaii.com

For information about hosting corporate meetings and incentives in Hawai'i, visit HVCB's website at **MeetHawaii.com** or call 1-888-424-2924.

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