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AMC INSTITUTE EXPLAINS THE ASSOCIATION MANAGEMENT COMPANY CONCEPT TO INTERNATIONAL MEETING PLANNERS AT IMEX EXHIBITION IN GERMANY

AMC Institute and IAPCO Experts Lead Seminar on the Similarities and Differences of AMC and PCO Management Models

PHILADELPHIA (April 9, 2008) – Following an increase internationally among association leaders partnering with Association Management Companies (AMCs) and Professional Congress Organizers (PCOs) to help meet their association goals, AMC Institute and the International Association of Professional Congress Organizers (IAPCO) will co-host a presentation on April 23 on the similarities and differences of the two management models, as part of the 2008 IMEX exhibition in Frankfurt, Germany.

“We know that many meeting planners and volunteer leaders are not always aware of the nuances that exist between the AMC and PCO models, and we saw a need to provide clarity between the two,” said Sue Pine, Executive Vice President of AMC Institute, the trade association that represents the global association management industry. “Co-presenting a session with IAPCO at IMEX is the perfect forum to educate nonprofit leaders on the respective strengths of AMCs and PCOs, and explore avenues for collaboration.”

Both AMCs and PCOs have a strong international presence. More than 670 AMCs worldwide offer day-to-day association management and specialized association services, including strategic planning, meetings management, communications and advocacy. AMC Institute boasts more than 150 AMC members throughout the U.S., Canada, Europe and Asia. Meanwhile, IAPCO represents nearly 100 PCO members in 34 countries, specializing in the organization and full-service management of national and international congresses, conferences, seminars and special events.

“As more and more international associations are outsourcing management services, and more large U.S.-based organizations with international operations look to AMCs and PCOs to serve members in various regions of the world, it makes good business sense for AMC Institute and IAPCO to tap one another’s resources and experience,” Pine said. “Our AMC Institute member AMCs greatly value the international

expertise of PCOs, and recognizing the quality standard provided by IAPCO members, we look forward to the opportunity to partner on international meetings and management projects.”

The IMEX exhibition runs April 22-24, 2008. For more information on the AMC vs. PCO seminar and a list of additional presentations and events at IMEX 2008, visit www.imex-frankfurt.com.

About AMC Institute

A trade association headquartered in Philadelphia, AMC Institute represents the association management industry and boasts more than 150 AMC members throughout the U.S., Canada, Europe and Asia. AMC Institute promotes service excellence among association management companies, and strives to raise awareness of a burgeoning AMC industry by establishing its member companies as the recognized and preferred choice for quality association management and professional services. For more information, visit www.AMCInstitute.org.

About IAPCO

The International Association of Professional Congress Organizers (IAPCO) represents professional organisers and managers of international and national congresses, conventions and special events. Currently there are 97 IAPCO members in 34 countries. IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals. As a result, IAPCO membership offers a unique quality assurance recognized by congress clients and suppliers all over the world. For more information, visit www.IAPCO.org.

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