The 2009 International Convention & Expo Summit will be held in Hong Kong SAR, China on 18-20 May 2009. This Summit is jointly hosted and organized by School of Hotel & Tourism Management, The Hong Kong Polytechnic University and the William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas (Singapore Campus), it will be held immediately preceding another conference “2nd International Conference on Impact of Movies and Television on Tourism” which will be held in Hong Kong on 21-23 May 2009.

The Summit will provide educators, academics, researchers, industry practitioners and representatives of professional industry associations in the conventions, meetings and expositions field with an interdisciplinary forum for exchange of information. The program will feature keynote speeches by prominent industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.

WHO SHOULD ATTEND?
- Academics and educators in hospitality, travel, tourism, convention, exhibition, marketing, events and related fields;
- Industry practitioners in convention and exhibition fields;
- Industry consultants;
- Representatives of professional industry associations;
- Students and others interested in the field

CALL FOR PAPERS
The Summit will focus on a broad range of topics related to research and education in the convention and exposition/incentives and events field. Papers with any of the following or related subjects would be highly appropriate for presentation:
- Convention and exposition marketing;
- Effective use of audio-visual materials;
- Event Management and Marketing;
- Exhibition management and marketing issues (e.g.: selling exhibit space, exhibit floor layout, booth design, exhibitor and attendee marketing);
- Human resources issues for the convention & exposition industry;
- Impact of technology (e.g.: electronic meetings, virtual trade shows);
- Impacts of conventions and expositions on their host communities;
- Incentives;
- Issues facing conventions and expositions in the twenty-first century;
- Legal aspects of conventions and expositions;
- Meeting management and marketing issues (e.g.: site selection, housing, scheduling, promotion);
- Negotiation with suppliers, clients, and labor unions;
- Planning and development issues for convention and exposition destinations;
- Studies relating to key industry players (e.g.: convention & visitors bureaus, convention and exhibition venues, meeting managers, exhibition organizers, exhibition managers);
- Other topics relating to the theme of the Summit

SUBMISSION GUIDELINES
• Three-page abstracts (typed, single-spaced) of proposed papers should be submitted for final selection process. Indicate the author’s name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract.
• Submit abstracts to Summit Co-Chairman, Professor Kaye Chon by electronic mail to hmkchon@polyu.edu.hk
• Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit Full Papers follow by the provided specification.
• Abstract Submission Deadline: 6 February 2009
• Accepted abstract will have to submit the Full Paper before 31 March 2009
• Once the paper is accepted, at least one of the authors must register for and present the paper at the Summit.