



World Exhibitions Club

one club
unlimited opportunities
for travel, tourism & mice

a *new era* in exhibition clubs ... if you can belong, you should

www.wece Exhibitions.com

For immediate release

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The launch of the **World Exhibitions Club** this month has met with great interest from the industry.

The new and exciting club for selective international travel, tourism and mice exhibitions is the only independent club that provides a global platform for exhibitions to achieve their specific marketing and promotion targets.

Founded by a dedicated team with over 12 years of hands-on experience organising and selling some of the most famous international exhibitions in the travel and tourism industry, created **World Exhibitions Club** as a result of a need and a gap in the market for independent travel, tourism and mice exhibition organisers to be given the opportunity for global exposure on the international stage.

'All exhibitions are unique in their own way, but they need the right promotion. They need a stable global platform in order to achieve their sales and marketing goals' said Dimitri Laspas, **WEC** Chairman. He continued *'World Exhibitions Club provides this much needed mixture in one easy and effective way, allowing member exhibitions to develop and expand independently in an international marketplace.'*

'Members gain unique benefits, which they cannot find elsewhere' said Caroline Laspas Membership Director. *'Membership is open to any international travel, tourism and mice exhibition that meet our strict, but basic criteria'*. She continued *'International promotion can be costly but through World Exhibitions Club, members achieve global exposure with quality services and opportunities that would not otherwise be available to them'*.

The club not only serves its members, but also offers membership in two additional categories; to **WEC Partners** who are companies and organisations who support the exhibitions, and **WEC Media Associates**, a network of selective key media who support **World Exhibitions Club** that offer regional opportunities to member exhibitions.

The simple to use **World Exhibitions Club** website is a dedicated promotional tool setup for **WEC** Members, Media Associates and Partners, as well as a valuable source of information for trade professionals/visitors and exhibitors.

For further information, visit the **World Exhibitions Club** website at:

www.wece Exhibitions.com

Alternatively, email the Secretariat at info@wece Exhibitions.com

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