



Partner Program

**Live and Virtual Meeting Services
Growing Opportunities Together**

AMI Partner Program

Join Now | bd@americanmeetings.com | 866-337-7799 ext. 8877 | AmericanMeetings.com

Dear Potential Partner,

When we started American Meetings, Inc. (AMI) 20 years ago, our vision was for the organization to become a worldwide leader in event marketing and meeting management. Today, AMI operates in over 70 countries providing global strategy to some of the worlds top brands. More importantly, we have a passion for this industry. We see first-hand the endless possibilities and opportunities we are presented with daily.



Our partnership program gives our partners access to our vetted suppliers, support around your live and virtual meetings and licensed enterprise technologies with significant resell opportunities. We also invite our partners to participate in our **Global Meetings Forum, ENGAGE!** where partners get to meet and interact with the AMI leadership, Procurement officers from Fortune 500 Companies, and our Global Supplier Network.

We are constantly learning, partnering and growing with other industry professionals. If you are motivated, passionate and looking for an opportunity to grow your business, then reach out to us today!

Thank you for your interest in the AMI Global Network and our Partners Program.

Kind regards,

A handwritten signature in black ink, appearing to read 'Andy McNeill'.

Andy McNeill
Chief Executive Officer
American Meetings, Inc.

A handwritten signature in black ink, appearing to read 'Todd Bludworth'.

Todd Bludworth
Principal & President
American Meetings, Inc.

What is The American Meetings Network?

American Meetings, Inc. has developed a network for meeting partners, contract meeting planners, travel directors and industry suppliers to engage and interact with each other to be a part of something bigger. **Our vision is that we are stronger together** and can generate business for everyone if we work in partnership. This is how the American Meetings Network was born!

How can you participate in the Network?

First and foremost, membership in the network is free, and will always be free. It's a place to gather ideas, share successes & frustrations and generate business opportunities.

There are four ways to be involved in the network. Check out the benefits to you below!

Increased Involvement Equals Increased Benefits To You!

	Level 1 Network Member	Level 2 Travel Director	Level 3 Contract Meeting Planner	Level 4 Partner Program
BENEFITS ↑ Expand your business by partnering with AMI to run your own live/virtual events and utilize AMI's marketing and logistical power to maximize your professional success.				✓
Receive offers to project manage meetings or events on a contractual basis.			✓	✓
Be alerted to on-site job opportunities around the globe.		✓	✓	✓
Join us At ENGAGE! Join the AMI Ecosystem at our Annual Global Meetings Forum where we network, reconnect and celebrate our successes	✓	✓	✓	✓
	INVOLEMENT →			

What is The American Meetings Partner Program?

The American Meetings Partner Program was created for industry meeting professionals who desire to partner with AMI on corporate meeting events. The partner may have sourced the opportunity through their own business relationships while also providing them access to our vetted suppliers, and other products/services such as enterprise virtual meeting products.

AMI and the partner work together to secure, manage, execute and service the client. The Partner program is an opportunity to grow your business by leveraging the AMI brand, marketing expertise, system resources and financial stability to assist you in landing business while increasing your income potential.

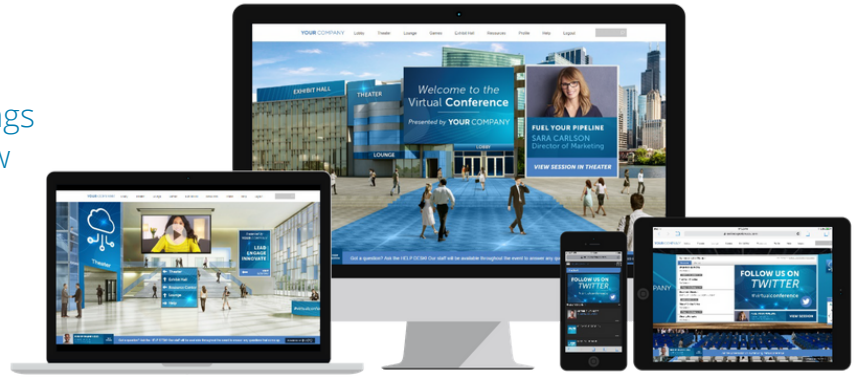


Benefits Of Our Program

Virtual Webinar Platforms

Access to AMI's Enterprise level Virtual Meetings Platforms allowing you to grow with these new and exciting products:

- Collaboration Webinars
- Webcasts
- Virtual Conference-Tradeshows Platform



Sales & Marketing Assistance

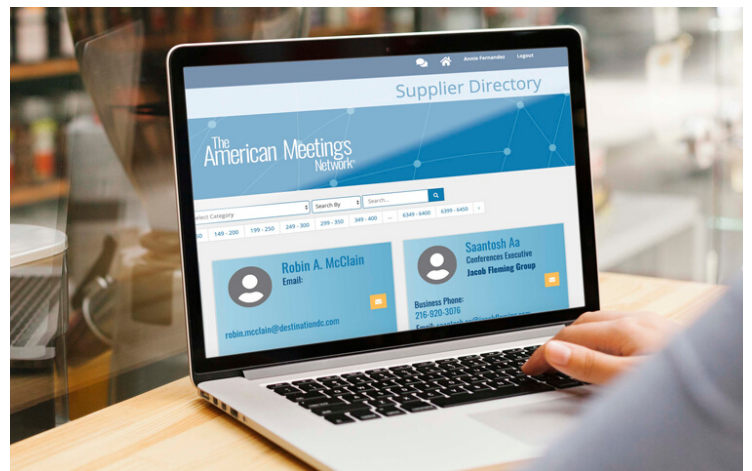
Increases visibility and business opportunities which elevate your personal brand

- Access to world-class sales materials selling products/services to your clients
- Assistance with proposal and sales presentations for present and future clients
- Custom proposal building platform access for visual and financial proposal creation

Creative, Website and Registration Support

Reduce time, expenses and stress with professional creative support

- Use of **MeetingSoft.com**, AMI's project management and event registration platform
- Access to the AMI CVENT registration system license for complex programs
- In-house creative services



Benefits Of Our Program

Logistical and Financial Support Functions

Remove the financial barriers and start up costs of starting your own business

- Full financial management and reconciliation pre and post program
- Deposit and expense management support for qualified programs
- Use of the American Express Meetings Card for qualified programs

Staff and Back-End Program Support

Gain a team of experienced industry professionals to support your events

- AMI corporate and operations team focused on your event's success
- Dedicated Meeting Manager to assist with each event
- Preferred access to our global network of industry suppliers, contract planners and travel directors

Training & Networking Opportunities

Grow your knowledge and skills as well as your Rolodex

- Monthly training seminars on AMI's registration and project management platforms
- All expenses/paid invitation to attend **ENGAGE!, AMI's Global Meetings Forum** where we plan our strategy and celebrate our successes
- Access to new, secure and up to date virtual meetings technologies
- Attend national and international hosted buyer opportunities as an AMI partner
- Coaching and assistance in creating and pitching for new business opportunities



Frequently Asked Questions

Is there a cost?

There is no cost to become a Partner Meeting Planner.

There is a qualification process which includes:

- Joining the American Meetings Network and providing your professional qualifications
 - Identification of potential clients for program proposals of at least one meeting program annually with annual partnership opportunity of at least 10k
 - Consultation with the AMI team in order to assess and confirm that the program is mutually beneficial to both AMI and yourself
 - Signing the partner meeting agreement
-

I already have a company name and brand. Do I have to use the AMI brand or can I keep my company name so I don't confuse my existing clients?

Your relationships can remain branded how you feel is best for you and your clients.

How are my current relationships protected?

The Partner Meeting Planner agreement includes an explicit non-competition clause.

You retain exclusivity by client (by individual), allowing you to work with that person exclusively, and follow that client from organization to organization.

Thank you for your interest in The AMI Partner Program

For more information, contact us
By email: bd@americanmeetings.com
Or call: 866-337-7799 ext. 8877

