



**FOR IMMEDIATE RELEASE**

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**CONTACT:**

Kathleen McDermott  
Krisam Group & GEP  
202-775-5800

[kathleen\\_mcdermott@krisam.com](mailto:kathleen_mcdermott@krisam.com)

**KRISAM GROUP AND GLOBAL EVENTS PARTNERS ANNOUNCE THE  
DEBUT OF “THE WALL” –  
TO SEND A POWERFUL MESSAGE TO WASHINGTON**

*Setting the record straight—helping the economy, increasing tax revenues, saving jobs*

**WASHINGTON, D.C., April 29, 2009** —Krisam Group (Krisam), the pioneering hotel membership company for independent and unique hotels worldwide, and Global Events Partners (GEP), the leading partnership of Destination Management Companies (DMCs) worldwide, are proud to announce the creation of THE WALL, in support of the massive industry effort to educate politicians, media and the public that meetings and events play an imperative role to a strong economy.

**About THE WALL**

The structure is a vinyl sign that stands 8 feet tall and was built for all in our industry to sign. The goal is to unite meeting professionals, capture thousands of signatures and send a bold message to Washington that sets the record straight about meetings and events. The message on the panel reads:

**Come Together. Stand Tall. Sign the WALL.**

*Dear Mr. President,*

*It is a monumental time and we have a bold message for Washington . . .*

*On the matter of meetings . . . meetings matter.*

*Meetings are a part of the solution; not the problem.*

THE WALL, which is endorsed by Meeting Professionals International (MPI) and supported by the U.S. Travel Association (USTA), was unveiled in Boston earlier this month at NEMICE, the annual tradeshow of MPI New England.

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***KRISAM & GEP ANNOUNCE “THE WALL”---Page 2***

It was met with overwhelming enthusiasm, exactly the reception Beth Hamiroune, vice president of sales, Krisam Group and Global Event Partners imagined. “It is truly unfortunate the excess of a few has left our entire industry under attack. I was looking for a tangible way to help galvanize the industry and get our message to Washington and the country in a bold, forceful and memorable way. We accomplished our goal.”

The enthusiasm was so high in Boston that THE WALL is now traveling to other industry events seeking signers from all across the country. Since NEMICE, THE WALL has already appeared in New York for the MPI NYMIX hosted by MPI’s New York Chapter, as well as, in Washington, DC for ASAE’s Springtime Expo. Over 1,000 signatures have been captured from these events.

THE WALL will continue to travel the U.S. this summer and it’s final appearance will take place at MPI’s World Education Congress in Salt Lake City, Utah, July 11<sup>th</sup>. Preparations are being discussed for the presentation in Washington, DC to members of Congress and President Obama.

For more information on securing THE WALL at a conference, please e-mail [thewall@krisam.com](mailto:thewall@krisam.com).

**PHOTOS ATTACHED.**

**About Krisam Group**

Krisam Group, founded in 1975, representing over 240 hotels and resorts worldwide, is the top independent national sales office for hotels and the leading advocate and service provider for meeting professionals. For more information on Krisam Group, please visit [www.krisam.com](http://www.krisam.com).

**About Global Events Partners**

Launched in 1999, Global Events Partners celebrates 10 years of leading the DMC industry. The partnership includes more than 65 leading destination management companies (DMCs) serving over 92 destinations worldwide. GEP partners provide consistently high quality DMC services in the most desirable locations worldwide. For more information on GEP, please visit [www.globaleventspartners.com](http://www.globaleventspartners.com)

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**CONTACT:**

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(202) 775-5800  
[kathleen\\_mcdermott@krisam.com](mailto:kathleen_mcdermott@krisam.com)