



For Immediate Release

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IMG Associations and Receptive Services Association of America Receive APEX Award of Excellence Nod

LEXINGTON, Ky., (August 11, 2009) — IMG Associations, a leading association management company, has earned an APEX Award of Excellence for its work on behalf of the Receptive Services Association of America (RSAA).

The APEX Awards for Publication Excellence is an annual competition for business and nonprofit communicators. Submissions are judged by a team of editors and awards are based on excellence in graphic design, quality of editorial content, and overall communications effectiveness. Now in its 21st year, the competition drew 3,700 entries this year. The RSAA newsletter was selected for an Award of Excellence in the category of most improved newsletter.

RSAA began its partnership with IMG Associations in October 2008, and the RSAA newsletter was among the first services targeted for enhancement. IMG's association experts implemented a new design for the bimonthly, electronic newsletter to better reflect the association's brand, and revamped the editorial content to focus more closely on member interests. Results included a surge in member interest, which reflects other dramatic improvements that have come from the IMG Associations-RSAA partnership.

"Working with IMG to increase our branding, credibility and membership has been a success given our short tenure thus far," said Ellen Parsons, RSAA president. "The 2009 Summit attendance increased 20 percent from 2008, our website restructuring now allows for real-time changes, and our membership meetings are booming. This APEX Award is just icing on the cake to an already successful new partnership."

"IMG Associations is proud of the success we've achieved for RSAA, and of the effective communications and collateral materials we create for all our association partners," said DeLaine Bender, vice president of client success for IMG Associations. "We produce more than 70 client publications each year, and each of them is customized around our partners' specific interests and unique brand."

IMG Associations staff members have been recognized for excellence by the American Society of Association Executives, Association Trends Magazine, Society for National Association Publications, Hotel Sales and Marketing Association International, American Society of Business Publication Editors, American Advertising Federation and others.

About IMG Associations

IMG Associations is a full-service professional association management company and a proven leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG's association clients represent a variety of industries and reach a combined audience of 75,000 members in more than 90 countries. An active member of the AMC Institute and the American Society of Association Executives, IMG Associations is committed to maintain a superior level of service and professional conduct. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world's premier sports, entertainment and media company. For more information on IMG Associations, visit <http://www.imgassociations.com>.

About the Receptive Services Association of America

RSAA is the preeminent trade association of America's major receptive tour operators and destination management companies. These companies are experts in the international inbound travel market. Each year, RSAA member companies bring more than 7 million visitors to the United States with an economic impact of more than \$4 billion. Further information is available at www.rsana.com.



About the APEX Awards

The APEX Awards for Publication Excellence is an annual competition for writers, editors, publications staff and business and nonprofit communicators. It is sponsored by Communications Concepts, Inc., publishers of business communication reports. In the 21st annual competition, awards were given in 122 communications categories, in 11 main categories including: newsletters; magazines and journals; magapapers and newspapers; annual reports; brochures, manuals and reports; electronic and video publications; Web and intranet sites; campaigns, programs and plans; writing; design and illustration; and one-of-a-kind publications.

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