International Convention and Expo Summit 2012

Call for Papers
(Abstract Submission: 29 February 2012)
(Full Paper Submission: 6 April 2012)

Hotel ICON
Hong Kong SAR, China
22-24 May 2012

ICES2012 will be held at Hotel ICON, a state-of-the-art teaching and research hotel of The Hong Kong Polytechnic University's School of Hotel & Tourism Management (www.hotel-icon.com).

Scheduled concurrently with the 11th Asia Pacific Forum for Graduate Students Research in Tourism, the ICES2012 will focus on a broad range of topics related to research and education in the convention, exposition, incentives and events field. Papers with any of the following or related subjects would be highly appropriate for presentation:

- Convention and events education;
- Issues and trends in MICE and events industry;
- 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;
- Impacts of technology (e.g. electronic meetings, virtual trade shows);
- Impacts of conventions and expositions on their host communities;
- Incentives;
- Effective use of audio-visual materials;
- 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 organisers, exhibition managers);
- Other topics relating to the theme of the Summit.

SUBMISSION GUIDELINES

1. Three-page abstracts (typed, single-spaced) of proposed papers or presentation proposals 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.

2. **Submit** abstracts or presentation proposals to the Summit Secretariat (leslie.fung@polyu.edu.hk) by electronic mail. Submission deadline is **29 February 2012.**

3. Paper Review Committee will conduct a refereed screening of abstracts or presentation proposals. Authors of accepted abstracts or presentation proposals will be asked to submit full papers before **6 April 2012.**

4. Once the paper is accepted, at least one of the authors must register for and present the paper at ICES 2012.

PUBLICATION PLAN
1. Final copies of accepted papers will be published in a proceeding with an ISBN number.

2. Authors will have an option of submitting abstracts or full papers. If full papers were refereed and accepted, they will be acknowledged accordingly. These papers will go through another round of review process if they are considered for publication in the special edition of the Journal of Convention & Event Tourism after the Summit.

3. Selected papers from ICES 2012 will be considered for publication in a special edition of the **Journal of Convention & Event Tourism**. The **Journal of Convention & Event Tourism** provides multidisciplinary perspectives on conventions, exhibitions, and events.

Who Should Attend?
➢ Academians 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.

SUMMIT ADMINISTRATION

Please direct abstract submissions to:
Summit Secretariat
International Convention and Expo Summit 2012
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
Hung Hom, Kowloon
Hong Kong SAR, China
Tel: +(852) 3400-2215
Fax: +(852) 2362 6422
Email: leslie.fung@polyu.edu.hk