

*The 11th Annual*  
**Leadership  
Summit 2011**  
**PANAMA**

**December 1 - 4, 2011**

**You are Invited to Qualify as an  
Invited Hosted Buyer Guest or  
Attend as a Supporting Sponsor**

**A Business Exchange for Global Incentive Programs, Motivational Meetings, & Events**

**Hosted By**

# THE WESTIN

## PLAYA BONITA

### PANAMA

**And by Bern Hotels & Resorts Panama Destination Partners and Venues**

#### **The Event**

The Leadership Summit is an annual showcase event designed to bring influential buyers and suppliers together for a three day/night long weekend of business networking, destination experiences and camaraderie with the opportunity to preview world-class resorts, hotels, unique venues, DMCs, lifestyle experiences and be updated on top incentive and international meeting destinations for incentive programs, motivational meetings, and events.

#### **The Program & What's Included**

Both sponsors and qualified buyers will be the hosted guests of Bern Hotels & Resorts Panama organization for three nights deluxe accommodations at The Westin Playa Bonita, Panama, networking functions, a supplier-sponsor Biz-Net tabletop session, breakfasts, luncheons, magnificent evening receptions and theme dinners in unique settings. Also included will be a choice of lifestyle recreation (including championship golf or destination tours) showcasing Panama. Discounted air will be available through our partner carriers American Airlines and Continental Airlines.

#### **Hosted Buyers**

Qualified Buyers who are involved with international incentive programs, motivational meetings, and/or events will be invited to attend a fully hosted program and interact with global sponsor-supplier executives (hotel companies, resorts, cruise lines, airlines, DMCs, OTOs, CVB's, etc). Buyers have the opportunity to be updated on Panama and other important incentive and meetings destinations.

#### **Supplier-Sponsors**

Supplier organizations will have the opportunity to network with highly qualified senior level Americas, international offshore, and long haul incentive and meeting program decision makers in a more informal environment during the full event, with a better than one to one buyer-to-supplier ratio. Sponsorships are limited to ensure high-value networking with customers. They are inclusive of all program events, Biz-Net tabletop showcase, and deluxe accommodations for both sponsors and invited buyer guests.

#### **The Westin Playa Bonita, Panama**

The Westin Playa Bonita Panama (scheduled to open Fall of 2011) is ideally located on the magnificent Playa Bonita beach offering a prime location just minutes from Panama City. Close to urban attractions including the historical Casco Antiguo quarter, a UNESCO World Heritage Site. The new resort/hotel will feature 611 luxurious guest rooms/suites. With over 65,000 square feet of high quality conference and meeting space provide the perfect setting for incentive programs, meetings and events. The Westin Grand Ballroom can accommodate up to 1,500 guests. Recreational facilities include several pools and a full-service spa. Visit [www.starwoodhotels.com/westin/property/overview/index.html?propertyID=3386](http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=3386) for more information.

#### **Destination Hosts**

During the long weekend of business networking various events, lifestyle options, transfers, etc will be hosted by Bern Hotels & Resorts, InterContinental Playa Bonita Resort & Spa, Gamboa Tours, and the Panama Ministry of Tourism.





InterContinental Playa Bonita



Westin Playa Bonita



Panama Canal

### Program at a Glance

#### DAY 1

**Thursday, December 1, 2011**

Arrivals and Transfers from Panama International Airport  
Daytime to enjoy The Westin Playa Bonita  
Welcome Reception and Themed Dinner Hosted by the InterContinental Playa Bonita Resort & Spa

#### DAY 2

**Friday, December 2, 2011**

Breakfast  
Leadership Summit Biz-Net Showcase Exchange  
Lunch  
Daytime Choice of Lifestyle Activities (Golf or Non-Golf)  
Reception and Themed Dinner at the Museo del Canal Hosted by the Tourism Authority Panama & Bern Hotels & Resorts

#### Day 3

**Saturday, December 3, 2011**

Breakfast  
Daytime Lifestyle Activities  
Lunch  
Final Night Reception and Farewell Dinner Hosted by The Westin Playa Bonita

#### Day 4

**Sunday, December 4, 2011**

Breakfast  
Departures Throughout the Day for Home Cities or Enjoy Post Stays in Panama

### Destination Co-Hosts and Partners Include

The collage features the following logos and images:

- THE WESTIN PLAYA BONITA PANAMA**
- Le MERIDIEN PANAMA**
- INTERCONTINENTAL PLAYA BONITA RESORT & SPA**
- INTERCONTINENTAL MIRAMAR PANAMA**
- GAMBOA RAINFOREST RESORT AT THE PANAMA CANAL**
- GAMBOA TOURS PANAMA**
- VILLA BONITA PANAMA**
- BERN HOTELS & RESORTS**
- Panama.com**
- prevue Destination insight for meeting and incentive planners**

### Official Airline Partners of the Leadership Summit



For more information on participation as a sponsor or qualifying as a hosted buyer attendee, please contact:



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