



Dear fellow IFEA Members:

The work we do as festival and events producers is important. It affects the very quality of life of our communities. And during these tough economic times, communities need celebration more than ever. That's where we all come in.

This is certainly the year to rev our engines...as the IFEA Annual Convention and Expo comes to Indianapolis.

What a great fit...the industry's top festival and event planners gathering in one of America's greatest event cities.

Indianapolis has built its reputation largely on its ability to host and produce some of the world's greatest events...and we are honored to be hosting you.

Indianapolis annually is home to the Indianapolis 500 – the world's largest single day sporting event. Our event roster includes the 2012 Super Bowl, NCAA Finals Four, NASCAR's Brickyard 400, Olympic governing body and world championships, major art fairs, fabulous music festivals, great children's programs of all shapes and sizes.

If you're a first-time visitor to our city, you'll be surprised by what you find. Indianapolis is an extremely vibrant, dynamic city yet known for its genuine Midwestern hospitality. Our downtown is sparkling clean, easy to navigate, loaded with great cultural stops, world-class museums, great shopping and loads of dining and nightspots.

We're working closely with the IFEA and fellow Indianapolis-based IFEA members to present a convention program you won't soon forget. Great venues. Fabulous speakers. Superb networking. And fun.

Ladies and gentlemen, this is no time to throttle back. It's full-speed ahead, so start your engines and make your way to Indy.

Regards,

Kirk Hendrix
President & CEO
500 Festival