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Signature Sponsors Bet on ARDA for 2010 Annual Convention in Las Vegas

WASHINGTON, January 26, 2010 -- Leading timeshare companies and service providers have thrown their chips in to be Signature Sponsors of the 2010 American Resort Development Association (ARDA) Convention and Exposition at Venetian Resort Hotel Casino in Las Vegas. The annual convention, from March 14–18, will feature an impressive line-up of speakers and entertainers, including keynote speaker Andy Sernovitz. Sernovitz is considered the guru of the word-of-mouth marketing movement, helping countless companies understand the radical changes brought by blogs, MySpace, and consumer-generated media.

The 2010 Signature Sponsors include American Express, Equiant Financial Services, Holiday Inn Club Vacations, Holiday Systems International (HSI), International Cruise and Excursions, Inc. (ICE), Interval International, iTravel Companion, RCI, Redweek.com, ResortCom International, Starwood Vacation Ownership, Inc., and VacationGuard, Inc.

The convention offers companies prime exposure to top vacation ownership industry professionals who gather to network, learn the latest industry trends, and visit hundreds of industry suppliers on the exhibit floor. Thanks to the generosity of the Signature Sponsors, the ARDA Convention has become the number-one annual resource, providing networking for industry leaders, timely educational programming, and exposure for sponsors, exhibitors, and attendees.

“We are grateful for the support we receive from our Signature Sponsors,” said Howard Nusbaum, ARDA president and CEO. “These companies enable us to offer the high-quality events our members need, while getting great visibility among the attendees.”

RCI is once again sponsoring the RCI/AIF Open Golf Tournament at Bear’s Best Las Vegas golf club. Interval International is hosting its annual “Party with a Cause” with ticket proceeds benefiting industry research and education. Equiant Financial Services is providing the “smart car fortwo” for the AIF Auto Driveaway contest. The ARDA Awards Gala, sponsored by Holiday Systems International (HSI), will include a cocktail reception, elegant dinner, presentation of the annual ARDA Awards and live entertainment by the Rhythmics.

Companies interested in participating as sponsors or exhibitors at the timeshare industry’s premier annual event may contact Bob Craycraft at 202-371-6700, or bcraycraft@arda.org. Visit www.ARDA.org for more information about the 2010 convention.

The American Resort Development Association is the Washington D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA today has over 1,000 members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition (ARDA-ROC).