

## MCVEIGH ASSOCIATES and PRIME Announce Joint Venture Agreement

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**McVeigh Associates** (CMI 25 company based in New York) and **PRIME Strategies** (SITE Crystal Award winner based in Canada) are delighted to announce the formation of a strategic joint venture called 'MVP' or Most Valuable Partner!



The two internationally recognized corporate meeting and incentive travel management agencies created MVP to extend their geographical reach and service offerings to their global clientele.

The MVP joint venture offers clients an enhanced suite of event management services for program fulfillment around the world, and extends the territory that each company can effectively operate in.



*"Because of the core strengths of both our companies, we believe we can offer something unique in the market place",* said Frank McVeigh, President and CEO of McVeigh Associates. *"We are increasingly being asked for global meeting and incentive travel strategies from our key clients. MVP offers us a tangible way to deliver to the most demanding expectations in each country".*

McVeigh Associates, an industry leader in strategic meeting management, has been named to the "CMI 25" list since 2007 [an annual listing of the largest and most influential full-service meeting and incentive travel management companies]. For more than 25 years, McVeigh Associates has partnered with top Fortune 500 companies by delivering customized, enterprise-wide, comprehensive meeting and group travel management services and value-added branding for their global clients' international meeting efforts.



*"The MVP venture allows both companies to promote their extensive strategic meeting and event management services to a broader geographical reach, while retaining the superlative levels of service that our corporate and government stakeholders expect,"* said Jonathan Buchwald, President and CEO of PRIME. *"With MVP, we are fully aligned to 'custom fit' our service offerings to the advantage of each customer.*

PRIME offers a vast array of creative group travel and logistical services to their long-standing client list. From SITE Crystal award-winning incentive travel programs, to the complex details of a high-profile global conference, PRIME plays a valued partner position with their clients. In addition, the company's "Above and Beyond" approach has attracted some of the most talented events professionals in North America to create & deliver projects.

MVP's synergy will enhance McVeigh Associates and PRIME's already robust client roster, which currently includes top brands in the health care, financial services, telecommunications, automotive, insurance, association and food & beverage industries, as well as being a preferred vendor to many governmental organizations.

Offices are currently located in New York, Vancouver, Chicago, New Orleans, St. Louis, New Jersey, Philadelphia Metro Area and Washington D.C. Metro Area, and are expected to grow with MVP's success.

In order to fully resource MVP's strategic efforts, the companies have appointed Mark Jarrell as Vice President of North American Sales. Based in Chicago, Mark has extensive meeting and event planning experience, and works with leading corporations to help advance their key messages and deepen their key customer relationships. Mr. Jarrell held leadership roles with both US and Canadian meeting and incentive planning companies prior to joining MVP. [mark.jarrell@mvpglobalevents.com](mailto:mark.jarrell@mvpglobalevents.com).

MVP is also pleased to announce the appointment of William (Bill) Callahan as Director of Sales. Bill brings more than 20 years of service excellence in event management. In addition, he has sales leadership experience and held executive management roles with two of the largest meeting and incentive companies in North America. Bill is based in St. Louis. [bill.callahan@mvpglobalevents.com](mailto:bill.callahan@mvpglobalevents.com).

For more information about the joint venture ([www.mvpglobalevents.com](http://www.mvpglobalevents.com)) or for information regarding either company ([www.mcveigh.com](http://www.mcveigh.com) or [www.pr1me.ca](http://www.pr1me.ca)), please contact Mark Jarrell, Vice President of North American Sales at e. [mark.jarrell@mvpglobalevents.com](mailto:mark.jarrell@mvpglobalevents.com) / p. (312) 919 4743.

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