

# MCVEIGH ASSOCIATES and KELLEN Announce Joint Venture Agreement

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FOR IMMEDIATE RELEASE

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**McVeigh Associates** (CMI 25 company based in New York) and **Kellen Company** (AMC leader based in the US, Europe and Asia) are delighted to announce the formation of a strategic joint venture to deliver MICE services globally.

McVeigh Associates and Kellen continue to innovate through the expansion of their global footprint and client-centric service offerings. The ownership teams are highly responsive to the ever-growing needs of their client-base and have solidified this joint venture earlier this year to fulfil specific industry growth opportunities.

This new synergy provides instant worldwide bandwidth for full-service MICE offerings throughout Europe, Africa, Asia and South America. McVeigh and Kellen are excited that their complementary solutions will enable an enhanced customer experience in the corporate and association meeting management space.



*“We believe we can offer something unique in the industry by combining Kellen’s core strengths in global association & meeting management with McVeigh’s worldwide corporate SMM solutions”,* said Frank McVeigh, President and CEO of McVeigh Associates. *“We are increasingly being asked for global meeting and incentive travel strategies from our roster of Fortune 500 clients. Creating a synergy with a highly-respected company like Kellen, provides a more robust global offering and allows our teams to have a local presence in key regions around the world”.*

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 27 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.



*“We see a tremendous growth opportunity in the corporate meetings sector and we believe that partnering with a solid company like McVeigh, can accelerate our growth potential”, said Peter Rush, Chairman and CEO of Kellen Company. “Kellen is a global leader in the AMC marketplace and we believe that Kellen’s international network of offices and resources along with McVeigh’s expertise, can provide the key ingredients that many MICE clients are looking for. The synergy with McVeigh is the perfect combination and we look forward to the opportunities together”.*

Kellen’s professionals around the globe offer association management, meeting planning and an array of other services to over 125 trade associations, professional societies and charitable organizations representing over 10,000 companies and 100,000 professionals worldwide. Founded in 1964, Kellen is charter-accredited through the Association Management Company Institute (AMCI). Kellen has offices located in Atlanta, Beijing, Brussels, Chicago, Denver, Kansas City, New York and Washington D.C. with affiliate offices in Africa, Brazil, India, Singapore, UAE and the UK.

The combined experience will enhance McVeigh Associates and Kellen’s already robust client roster, which currently includes top brands and associations in the health care, financial services, telecommunications, insurance, construction, sports and food & beverage industries.

For more information about the joint venture contact Douglas Hunt, SVP, Business Development: [dhunt@mcveigh.com](mailto:dhunt@mcveigh.com) or (631) 841 7042

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