

SCENTMARKETINGINSTITUTE

The leading authority on scent-supported marketing

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FOR IMMEDIATE RELEASE

University of Las Vegas and Scent Marketing Institute announce collaboration

11/20/2009, Las Vegas, NV - In his opening address at SCENTworld 2009, Harald H. Vogt, Founder of the Scent Marketing Institute in New York, announced that his organization has reached a close cooperation agreement with UNLV.

The Institute will complement UNLV's academic resources with its commercial expertise and provide access to a global network of scent marketing professionals. According to Stuart H. Mann, Dean of UNLV's William F. Harrah College of Hotel Administration, "this is a great opportunity to reduce the disconnect between the academic and the commercial world."

Vogt will join the task force investigating the establishment of UNLV's Experience Management Institute headed by Dr. Kathryn LaTour, Associate Professor of Hospitality Marketing. Dr. LaTour, the opening keynote speaker at SCENTworld, will identify the research priorities based on suggestions from the Board. UNLV will take a prominent role in the development and delivery of the Scent Marketing Institute's upcoming certification program, a way for professionals from the marketing and branding community to obtain critical knowledge in the field of multisensory marketing.

"We are excited about the opportunities for our organization and the Scent Marketing Industry as a whole. This collaboration will lend us additional credibility and lets us further solidify our global leadership role", says Vogt.

According to Dean Stuart Mann, UNLV is about to break ground for an on-campus hotel and entertainment complex that will serve as a testing facility for all aspects of a multisensory approach including architecture, the fine arts and entertainment. In addition, all of UNLV's current and new initiatives will be mirrored on the International Campus in Singapore which opened in the Fall of 2006.

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About The Scent Marketing Institute

The Scent Marketing Institute is the worldwide leading authority providing information and education on the benefits, development and implementation of Scent Branding and scent-centered marketing strategies. For more information about the Institute visit www.scentmarketing.org or call Harald H. Vogt at (646) 236-4606.