**Asheville Convention & Visitors Bureau**

**Group Sales and Services Partner Opportunities**

**2016-2017**

***National Opportunities***

**IMEX America – Las Vegas, NV   
October 18-20, 2016  
Focus: National incentive travel, meetings, and events  
Website:** [**www.imexamerica.com**](http://www.imexamerica.com)IMEX America is the largest meetings industry trade show in the U.S. It is a three-day ‘trade show with a difference that includes Smart Monday, powered by MPI, on Oct.17. This full preshow day of professional education has ‘something for everyone. The majority of sessions are free. The buyer scheduled appointment based trade show runs October 18-20 (10am-5:30pm on Tuesday and Wednesday and 10am–4:30pm on Wednesday). Appointment timeslots are 30 minutes. In 2015, **over 2600 hosted buyers from 40 global markets scheduled 50,000 self-selected appointments with the show exhibitors.** Of the hosted buyer attendees, 64% were from incentive house/agencies, 22% were corporate, 8% association and 6% independent planners.   
  
The 10 X 20 booth can accommodate three partners in addition to the ACVB. **Each booth participant will share appointments with ACVB staff.**

**Cost:** $3,000 flat fee per booth participant. There is no additional registration fee to attend. The ACVB will be responsible for the build out of the booth. Participants are responsible for own travel costs.   
  
**Commitment Date for Trade Show: Spots have been filledACVB Contact:** Dianna Pierce – [dpierce@exploreasheville.com](mailto:dpierce@exploreasheville.com)

**Holiday Showcase – Chicago, IL  
December 15, 2016 – Hyatt Regency Chicago  
Focus: Midwest/Chicago-based associations   
Website:** [**www.holidayshowcase.org**](http://www.holidayshowcase.org)Touted as Chicago’s No. 1 meeting and business services expo Association Forum of Chicago’s Holiday Showcase is the premier networking event in Chicago. Connect with more than 1,200 qualified buyers in one-day. Of these, 77% *DON’T* attend ASAE’s Annual Meeting. Of the Association attendance represented 69% of total planner attendance; association management companies represented 16%, independent or third party planners represented 8%; consultants and corporations represented 5% each. Chicago is the number one health care association market in the nation and the second largest association headquarter city in the country. The ACVB is a member organization and receives member rates. Member booth fee is $3,400 for an in-line 8 X 8. **Three spots are open**.   
  
**Cost**: $175-$260 for registration (depends on number of people in the booth) plus approximately $1700 for booth space expenses (could decrease depending on the number of participating industry partners). *Please note if you want to share a booth and be listed separately there is an additional cost to do so.* Participants are responsible for own travel costs.   
  
**Commitment Date: September 15, 2016 (or until spots fill)**  
**ACVB Contact:** Shawn Boone – [sboone@exploreasheville.com](mailto:sboone@exploreasheville.com)

**State and Regional Opportunities**

**Tennessee Society of Association Executives Tradeshow – Nashville, TN   
November 1, 2016 – Nashville Airport Marriott   
Focus: Tennessee-based planners  
Website:** [**www.tnsae.org**](http://www.tnsae.org)TNSAE boasts the state’s only marketplace for exhibitors and association managers and staff to meet face-to-face. More than 250 association professionals generally attend. The booth cost is $895. We will share a booth and/or help arrange booth shares if more than one partner is interested. Participants are responsible for own travel costs.   
  
Cost: Approximately $375 for shared booth space. No additional registration fee is required. Participants are responsible for own travel.   
 **Commitment Date: July 31, 2016**  
**ACVB Contact:** Molly Nelson – mnelson@exploreasheville.com

**Association Executives of North Carolina Annual Seminars and Trade Show – Raleigh, NC  
December 8 - 11, 2016 – Raleigh Convention Center   
Focus: North Carolina-based planners  
Website:** [**www.aencnet.org/tradeshow**](http://www.aencnet.org/tradeshow)

More than 450 qualified attendees representing non-profit association management professionals and meeting planners from nonprofit, corporate, educational, health, and governmental entities participate in this annual event. *The ACVB has already coordinated booth space with the following partners for the 2015 AENC: Renaissance Asheville Hotel, Crowne Plaza Tennis & Golf Resort; Grand Bohemian Hotel Asheville; Biltmore Farms Hotels, Biltmore.* **If you would like to be “added” to the Asheville block please advise AENC of such when making your booth reservation.**  Each 10 x 10 space can accommodate four representatives.

**Cost:** If you would like to partner with the ACVB and work out of the ACVB booth, the cost is approximately $400 to cover booth expenses. No additional registration fee is required. Participants are responsible for own travel costs. Two spaces are available.   
  
**Commitment Date: August 15, 2016, for booth share  
ACVB Contact:** Molly Nelson – [mnelson@exploreasheville.com](mailto:btaylor@exploreasheville.com)

**South Carolina Society of Association Executives Tradeshow – Columbia, SC  
February 9, 2017 – Columbia Metropolitan Convention Center   
Focus: South Carolina-based planners  
Website:** [**www.scsae.org**](http://www.scsae.org)SCSAE's Trade Show is your ONE stop location for meeting and greeting with association CEOs/Executive Directors, Meeting Planners, Membership Directors, Communication Directors and Corporate Meeting Planners! Association professionals can meet with more than 70 exhibitors including hoteliers, convention centers, technology vendors and more...and win great prizes!. The booth cost is $675. Exhibit fees include 10’ x 10’ booth, sign bearing the name of the exhibitor and booth number, one six-foot draped and skirted table and 2 chairs. We will share a booth (one spot) and/or help arrange booth sharing if more than one partner is interested. Participants are responsible for own travel costs.   
  
Cost: Approximately $375 for shared booth space. No additional registration fee is required. Participants are responsible for own travel costs.   
 **Commitment Date: August 31, 2016  
ACVB Contact:** Molly Nelson – mnelson@exploreasheville.com  
  
 **Other 2016-2017 Meetings Related Opportunities**

**Client Events  
Target Audience: Qualified planners – corporate, education, incentive and association planners**In 2016 the ACVB will be coordinating and hosting at least two client events to educate planners on what Asheville offers as a group destination. Target attendance is 10-15 planners per event. We may partner with other destinations in 2016 as the opportunity arises.

**Cost:** $300 per partner to participate per event. Participants are responsible for own travel costs. **Participating partners are required to submit 10 names towards the invitation list.**

**2016: October – North East Location TBD**

**Commitment Date: August 1, 2016**

**ACVB Contact:** Shawn Boone – sboone@exploreasheville.com

**2016: November – Charlotte, NC**

**Commitment Date: September 1, 2016**

**ACVB Contact:** Molly Nelson - mnelson@exploreasheville.com

**Explore Asheville: the 48-Hour Meeting Planner Experience**The ACVB along with participating industry partners will continue to execute a series of meeting planner educational trips to Asheville titled ***“Explore Asheville: the 48-Hour Meeting Planner Experience”*** in 2016.

Each **48-Hours** will showcase Asheville as a meeting destination and will focus on our unique aspects: a variety of group meeting venues and attractions, local food and beverage opportunities for groups and the hospitality for which Asheville is known. Each event will target eight planners with verifiable business for the southeast.

**2016 Upcoming Host Locations:**

**Tuesday, November 15 – Friday, November 18 (depart), 2016 – THIRD PARTY/INDEPENDENT PLANNER**  - Crown Plaza Tennis & Golf Resort

**Tuesday, March 28 – Friday, March 31 (depart), 2017 – THIRD PARTY/INDEPENDENT PLANNER**  - Grand Bohemian

**Tuesday, May 9 – Friday, May 12 (depart), 2017 – DIRECT BUYER**  - DoubleTree by Hilton

**Cost:** Your budgeted expense would be the cost of hosting a function/event of your choice for 10 people. Partnership opportunities include but are not limited to Group dinners; receptions; attraction tickets; specialty tour opportunities; gift items (8); etc.   
 **Commitment Dates: Accommodations are set**   
**ACVB Contact:** Dianna Pierce – [dpierce@exploreasheville.com](mailto:dpierce@exploreasheville.com)

**Other Meetings/Marketplaces the ACVB will be attending (partial list)**

***Here are the additional events the ACVB is planning to participate in. These events, however, do not allow for partner participation. Please let us know if you have plans to attend any and all events.***

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| Connect Marketplace | Aug. 25-27 | Grapevine, TX |
| TEAMS | Sept. 26-29 | Atlantic City |
| S.P.O.R.T.S | Sept. 12-16 | Overland Park, KS |
| Luxury Meetings | Sept. 26 - 28 | Minneapolis, MN |
| Smart Meetings | Nov. 8 - 9 | Dallas, TX |
| MPI - WEC | June 2017 | TBD |
| Interact Southeast | May 2017 | TBD |

\*This is a partial list. Other events will be added pending budget approvals.