



ASHEVILLE
NOT JUST MEETING. EXCEEDING.

GROUP SALES & SERVICES PROGRAM OF WORK 2019 / 2020



OUR STAFF



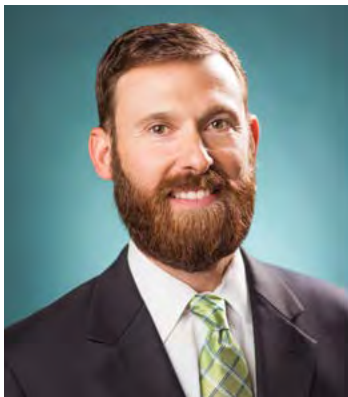
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GROUP SALES & SERVICES PROGRAM OF WORK 2019/2020

MEETING PLANNER EXPERIENCES

48-Hour Asheville Experience

November 12-15, 2019

Familiarization tour for direct buy planners showcasing Asheville. Host Hotel: Grand Bohemian

48-Hour Asheville Experience

March 17-20, 2020

Familiarization tour for third-party planners showcasing Asheville. Host Hotel: Cambria

48-Hour Asheville Experience

August 25-28, 2020

Familiarization tour for direct buy planners showcasing Asheville. Host Hotel Renaissance Hotel.

48-Hour Asheville Experience

November 17-20, 2020

Familiarization tour for direct buy planners showcasing Asheville. Host Hotel: The Foundry Inn.

GROUP SALES 2019 / 2020

| EVENTS | JULY 2019 | AUGUST 2019 | SEPTEMBER 2019 | OCTOBER 2019 | NOVEMBER 2019 | DECEMBER 2019 |
|--|---|--|--|---|--|---|
| FAMS | | | NC Planners to Chow Chow 11-13 | | 48 Hour FAM 12-15 | |
| TRADE SHOWS & SALES CALLS | <p>Florida Society of Association Executives Jacksonville, FL 9-12</p> <hr/> <p>Sales Calls Nashville, TN 10-12</p> <hr/> | <p>American Society of Assn. Executives Expo Columbus, OH 9-14</p> <hr/> <p>Connect Corporate Louisville, KY 25-29</p> <hr/> | <p>IMEX Trade Show Las Vegas, NV 8-13</p> <hr/> <p>Sales Calls Orlando, FL 30-Oct. 2.</p> <hr/> <p>Sales Calls Raleigh, NC 17-19</p> | <p>Destination Southeast Trade Show Orlando, FL 2-5</p> <hr/> <p>Sales Calls Washington, DC 15-17</p> <hr/> | <p>Finance & Insurance Conference Planners Annual Meeting Austin, TX 10-13</p> <hr/> <p>TEAMS Conference & Expo Anaheim, CA 11-14</p> <hr/> <p>Sales Calls Charlotte, NC 20-21</p> <hr/> <p>Tennessee Society of Assn. Executives Trade Show & Sales Calls Nashville, TN 21-22</p> <hr/> | <p>Holiday Showcase Tradeshow & Sales Calls Chicago, IL TBD</p> <hr/> <p>Association Executives of North Carolina Show & Sales Calls, Raleigh, NC 11-12</p> <hr/> |

| EVENTS (cont.) | JULY 2019 | AUGUST 2019 | SEPTEMBER 2019 | OCTOBER 2019 | NOVEMBER 2019 | DECEMBER 2019 |
|---|--|--|--|--|---|---|
| CLIENT EVENTS | Atlanta Braves Client Event Atlanta, GA 20-23 | Ravinia Festival Concert Client Event Chicago, IL 21-25 | IMEX Reception Las Vegas, NV 10 | | Local Wedding Industry Client Event Asheville, NC 6 | Association Executives of North Carolina Client Event Asheville, NC, 11 |
| | | | | | Charlotte Client Event Charlotte, NC TBD | |
| INDUSTRY MEETINGS | | MPI Sunshine Education Summit & Jacksonville Sales Calls Jacksonville, FL 20 – 23 | Blue Ridge Parkway Assn. Meeting Floyd, VA 9-10 | NC Sports Assoc. Quarterly Meeting Greenville, NC TBD | | |
| MOTORCOACH TRADESHOWS & EVENTS | Spotlight on the Southeast Gallatin, TN 8-10 | | VMA-NCMA Regional Meeting Winston Salem, NC 18-22 | | | |
| AAA | | | | AAA Webinar Asheville, NC 15 | | |
| International | | | | | | Travel South International St. Louis, MO 2-5 |

| EVENTS | JANUARY 2020 | FEBRUARY 2020 | MARCH 2020 | APRIL 2020 | MAY 2020 | JUNE 2020 |
|--|---|---|---|---|--|--|
| FAMS | Asheville Winter Spa Visit TBD | | 48-Hour Experience 10-12 | | | |
| TRADE SHOWS & SALES CALLS | Professional Conference Managers Assn. Education Conference San Francisco, CA 5-8 <hr/> Wedding Festival Asheville, NC 18 <hr/> South Carolina Society of Assn. Executives Columbia, SC 19-21 <hr/> Independent Planner Education Conference St. Pete Beach, FL 26-29 | Global Pharma & Medical Meetings Summit Boston, MA 10-12 <hr/> Knoxville Sales Calls Knoxville, TN 11-13 <hr/> Destination Showcase Washington, DC TBD <hr/> Sales Calls Raleigh, NC TBD | Sales Calls Birmingham, AL TBD <hr/> Sales Calls Spartanburg, SC 17-TBD <hr/> Sales Calls Winston Salem & Greensboro, NC 25-26 <hr/> Sales Calls & MPI GA Event Atlanta, GA TBD | Greenville Sales Calls Greenville, SC 15 <hr/> Chicago Sales Calls Chicago, IL TBD <hr/> Sales Calls Texas/Southwest TBD <hr/> Smart Meetings Southwest & Tradeshow TBD <hr/> Sales Calls Charlotte, NC TBD | Sales Calls Lexington, KY 5-8 <hr/> Sales Calls Denver, CO TBD <hr/> Sales Calls Washington, DC TBD | Finance & Insurance Conference Planners Education Conference & Tradeshow TBD TBD <hr/> Sales Calls Florida TBD |

| EVENTS (cont.) | JANUARY 2020 | FEBRUARY 2020 | MARCH 2020 | APRIL 2020 | MAY 2020 | JUNE 2020 |
|---|--|--|---|--|-------------------------------------|--|
| CLIENT EVENTS | American Bus Association Marketplace and Client Event Omaha, NE 10-15 | | | Charlotte Knights Client Event Charlotte, NC TBD | | |
| INDUSTRY MEETINGS | NC Sports Association Quarterly Meeting Durham, NC TBD Blue Ridge Parkway Association Meeting Location TBD | | | | | NC Sports Association Quarterly Meeting TBD |
| MOTORCOACH TRADESHOWS & EVENTS | American Bus Association Marketplace Omaha, NE 10-15 | | Travel South Showcase Domestic Baton Rouge, LA 8-11 | | | |
| FAM | | | | | Absolutely Asheville FAM M-W TBD | |
| AAA | | AAA Webinar Springtime in Asheville TBD | | | | AAA Webinar Summertime in Asheville TBD |

TRADESHOWS

ASAE Annual Exposition August 9-14, 2019 Chicago, IL

www.asaeannualmeeting.org

Approximately 2,800 association executives attend this annual event. We are members & receive member rates. We will be sponsoring the Chuck Fazio Headshot Lounge. **Cost:** \$595 for registration per individual plus \$2200 approximately for booth space expenses (depends on number of industry partners interested).

***Partner Opp. Contact Tina or Shawn**

Connect Corporate Conference August 25-29, 2019 Louisville, KY

www.connectmarketplace.com/

Connect brings together the most active planners, suppliers and experts across six meeting and event markets: Corporate, Association, Specialty, Expo, Tour and Sports.

IMEX America Tradeshow September 8-13, 2019 Las Vegas, NV

www.imexamerica.com/

IMEX America is the largest meetings industry trade show in the U.S. 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. Each booth participant will share appointments with us. **Cost:** \$3,700 flat fee per booth participant. There is no additional registration fee to attend.

***Partner Opp. Contact Connie or Shawn**

Association Executives of NC Annual Expo December 11-12, 2019

www.aencnet.org/tradeshow

More than 450 non-profit association management professionals & meeting planners from nonprofit, corporate, educational, health, and governmental entities participate in this annual event. We coordinate booth space among participating partners.

***Partner Opp. Contact Kathryn**

Destination Southeast Trade Show October 2-5, 2019 Orlando, FL

The leading hosted-buyer event for top-level, pre-qualified meetings and incentive professionals looking to book business in the Southeast, will congregate with top hotels, CVBs, DMCs and venues from the Southeastern U.S. for highly productive days at the brand new, Margaritaville Resort Orlando.

Financial and Insurance Conference Planners Annual Meeting November 10-13, 2019

www.ficpnet.com/events

Known for its array of educational opportunities and dedicated networking time, the FICP Annual Conference brings together meetings professionals and hospitality partners for four unforgettable days of exploration, innovation and connection.

TEAMS Conference & Expo November 11-14, 2019 Anaheim, CA

Launched in 1998, TEAMS attracts more than one thousand attendees including CEOs, executive directors and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers and other hospitality industry opinion leaders.

Tennessee Society of Association Executives Boot Camp November 21-22, 2019 Nashville, TN

The Tennessee Society of Association Executives (TNSAE) is devoted exclusively to the promotion, advancement and development of association professionals and the organizations they serve in Tennessee.

Holiday Showcase December 17, 2019 Chicago, IL

www.associationforum.org/holidayshowcase/

Chicago's No. 1 meeting and business services expo. Association Forum of Chicago's Holiday Showcase is the premier networking event in Chicago. More than 1,200 qualified buyers attend. Of these, 77% *don't* attend ASAE's Annual Meeting. **Cost:** \$1600 plus registration and booth fee.

***Partner Opp. Contact Shawn**

SCSAE Trade Show
January 19-21, 2020
Columbia, SC

Trade show featuring association CEOs/Executive Directors, Meeting Planners, Membership Directors, Communication Directors and Corporate Meeting Planners.

Cost: Approximately \$375 for shared booth space. No additional registration fee is required.

***Partner Opp. Contact Connie**

Independent Planner Education Conference

St. Pete Beach, FL

January 26-29, 2020

Hosted by Northstar Meetings Group, IPEC (Independent Planner Education Conference) is the exclusive event – the first and the best! – tailored to the unique needs of independent planners that are not associated with any 3rd party organizations. At IPEC the leading independent planners will meet face-to-face with top destinations, hotels/resorts, cruise lines, DMCs, DMOs and tourism offices from the U.S.

Destination Showcase

February 2020

Washington, DC

www.destinationmarketing.org/

Unique tradeshow with CVBs from across the US promoting their destinations to corporate & association meeting planners.

Cost: \$1600 for shared booth space.

Global Pharma & Med. Meetings Summit

February 10-12, 2020

Philadelphia, PA

www.worldcongress.com/events/

This event convenes senior meeting management professionals from the life sciences, medical, and health care industries for empowering ROI-driven conversations, peer-to-peer knowledge exchange, shared best practices, and networking.

Cost: \$ 2000 for shared space. No registration fee.

***Partner Opp. Contact Tina**

Professional Conference Managers Association

February 5-8, 2020

San Francisco, CA

With more than 7,000 members and an audience of more than 50,000 individuals, PCMA is the world's largest network of Business Events Strategists. Headquartered in Chicago, IL USA, PCMA has partners and collaborators around the globe and a footprint within North America, Europe, the Middle East and Asia, with activities across 37 countries.

Smart Meetings Southwest

April 2020

Austin, TX

www.smartmeetings.com

An appointment based show that allows for networking with high-caliber planners. Smart Meetings events provide meeting planners and suppliers alike, with the opportunity to meet with targeted prospects.

Suppliers can network with qualified meeting planners who have active RFPs, while planners can convene with preferred hotels and destinations.

MOTORCOACH, AAA, and INTERNATIONAL EVENTS

AAA Webinars

October 15, 2019

March 2020

June 2020

Thirty-minute webinars broadcasted live and on-demand to AAA travel counselors across the country, highlighting the upcoming season and pertinent information about leisure activities. Two attraction partners and one hotel partner needed for each season to prepare a video footage and/or schedule a recording session.

Cost: We ask that you donate either a pair of attraction tickets or a two night hotel stay for one winner per webinar.

***Partner Opp. Contact Daniel**

ABA Marketplace

January 10-15, 2020

Omaha NE

Focus: Tour operators

Website: www.buses.org

This marketplace welcomes more than 3,500 tour operators, suppliers & exhibitors. We will have a booth & host a client event in concert with the show.

Travel South Domestic Showcase

March 8-11, 2020

Baton Rouge, LA

<https://industry.travelsouthusa.com/showcase>

Travel South Showcase is the premier Marketplace event in the South where over 600 tourism professionals gather for 3 days of intensive meetings with a goal of delivering more visitors, spending more time and more money in the South. This regional appointment-style marketplace offers the most targeted opportunity for tour operators and wholesalers to meet face to face with Southern Suppliers.

Travel South International

December 2-5, 2019

Travel South International Showcase is the premier Marketplace event in the South where over 500 tourism professionals gather for 3 days of intensive meetings with a goal of delivering more visitors, spending more time and more money in the South. Focuses on targeting coach visits to the south.