

**Asheville Convention & Visitors Bureau
Group Sales and Services Partner Opportunities
2015 - 2016**

National Opportunities

American Society of Association Executives Annual Meeting & Expo – Detroit, MI - FILLED

August 8-11, 2015 – COBO Center

Focus: National association meeting market

Website: www.asaeannualmeeting.org

ASAE officials report approximately 2,800 association executives attend this annual event. Organizations represented at the 2015 show were 77% profession or trade organizations; 11% association management companies; 8% consultants and 4% philanthropic organizations. Of attendees 76% are final decision makers or have significant influence. Repeat attendees account for approximately 73%. The ACVB is a member organization and receives member rates. Up to four people can share each reserved 10 x 10 booth.

Cost: \$595 for registration per individual plus \$2200 approximately for booth space expenses (depends on number of industry partners interested). Participants are responsible for own travel costs.

Commitment Date for Trade Show: Filled

ACVB Contact: Shawn Boone – sboone@exploreasheville.com

IMEX America – Las Vegas, NV – FILLED (We do intend on going in 2016)

October 12-15, 2015

Focus: National incentive travel, meetings and events

Website: 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.12. 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 13-15 (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 10 booth can accommodate two partners in addition to the ACVB. **Each booth participant will have their own set of appointments they will schedule using the IMEX Appointment System.**

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: FILLED

ACVB Contact: Dianna Pierce – dpierce@exploreasheville.com

Holiday Showcase – Chicago, IL

December 15, 2015 – Hyatt Regency Chicago

Focus: Midwest/Chicago based associations

Website: 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*

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separately there is an additional cost to do so. Participants are responsible for own travel costs.

Commitment Date: September 15, 2015

ACVB Contact: Shawn Boone – sboone@exploreasheville.com

Springtime in the Park Expo (American Society of Association Executives) – Washington, DC

April 26 – 29, 2016 – Washington, DC

Focus: National association meeting market

Website: www.springtimeexpo.com

ASAE officials reported more than 1,800 qualified buyers and almost 500 exhibiting companies attend springtime. Attendees include full and part-time meeting professionals from association, corporate, and government sectors; third-party and independent planners; association CEOs and association professionals involved in the planning of meetings and/or site selections. Approximately 69% of attendees plan meetings for an association. The first and third largest concentration of meeting professionals nationally are in Washington, DC and Virginia. Up to four people can share each reserved 10 x 10 inline booth during the 5.5 exhibit hours. ACVB will have one booth in 2016. Three spots are available.

Cost: The ACVB will secure one booth space. Booth share expenses would be based on number of industry partners attending. We would suggest budgeting \$1400 for your share of the booth cost. Please note if you want to share a booth and be listed separately there is an additional cost to do so. Registration costs are included in the booth fee. Partners are responsible for own travel costs.

Commitment Date: January 15, 2016.

ACVB Contact: Shawn Boone – sboone@exploreasheville.com

State and Regional Opportunities

Tennessee Society of Association Executives Tradeshow – Murfreesboro, TN

October 14, 2015 – Embassy Suites Murfreesboro, TN

Focus: Tennessee based planners

Website: www.tnsae.org

TNSAE boasts the state's only marketplace for exhibitors and association managers and staff to meet face-to-face. Approximately 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, 2015

ACVB Contact: Brenda Taylor – btaylor@exploreasheville.com

Association Executives of North Carolina Annual Seminars and Trade Show – Raleigh, NC

December 10, 2015 – Raleigh Convention Center

Focus: North Carolina based planners

Website: 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, 2015 for booth share

ACVB Contact: Brenda Taylor – btaylor@exploreasheville.com

South Carolina Society of Association Executives Tradeshow – Columbia, SC

January 29, 2016 – SC State Fairgrounds - Moore Building

Focus: South Carolina based planners

Website: 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 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, 2015

ACVB Contact: Brenda Taylor – btaylor@exploreasheville.com

Other Meetings Related Opportunities

Client Events

Target Audience: Qualified planners – corporate, education, incentive and association planners

In 2015/2016 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 20 names towards the invitation list.

2015: November 11 - 13 – Charlotte, NC

Commitment Date: September 15, 2015

ACVB Contact: Brenda Taylor – btaylor@exploreasheville.com

2016: January – Columbia, SC

Commitment Date: November 15, 2015

ACVB Contact: Brenda Taylor – btaylor@exploreasheville.com

2016: February – Atlanta, GA

Commitment Date: February 1, 2016

ACVB Contact: Shawn Boone – sboone@exploreasheville.com

2016: May – Texas

Commitment Date: February 1, 2016

ACVB Contact: Tina Porter – tporter@exploreasheville.com

Explore Asheville: the 48-Hour Meeting Planner Experience

The ACVB along with participating industry partners will continue execute a series of meeting planner educational trips to Asheville titled ***“Explore Asheville: the 48-Hour Meeting Planner Experience”*** in 2015/2016.

Each **48-Hours** will showcase Asheville as a meeting destination and will focus upon our unique aspects: 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.

2015 Upcoming Host Locations:

Tuesday, Sept. 8- Friday, Sept. 11 (depart), 2015 - Grand Bohemian Hotel Asheville:

Tuesday, Nov. 10- Thursday, Nov. 13 (depart), 2015 - Hilton Asheville Biltmore Park (**Targets third party and independent planners**)

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: [July 31, 2015 for September Experience](#); [September 30, 2015 for November Experience](#)

ACVB Contact: Dianna Pierce – dpierce@exploreasheville.com

2016 Upcoming 48-Hours

Dates TBD

Spring 2016 – Direct Buyer

Late Summer/Early Fall – Direct Buyer

Winter – Third Party/Independent Planner

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 (10); etc.

Quarterly Meeting & Convention E-newsletter

The ACVB welcomes attention getting information and images from the local meeting and convention community to include in our quarterly e-newsletters. Each issue of our newsletter goes to more than 1600 planners. Specifically, information highlighting recent renovations, awards received industry accolades and media mentions, special offers and more are welcome.

Cost: Complimentary

Commitment Dates: [October 15, 2015 for November issue 2015](#)

ACVB Contact: Carli Adams – cadams@exploreasheville.com

Other Meetings Marketplaces the ACVB will be attending

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.

Name of Event	2015	2016
Spotlight on the Southeast	July 2015	Covington, LA
Smart Meetings	July 2015	Connecticut
NC Domestic Marketing Sales Mission	September	MI, IL, WI
Luxury Travel Summit	November	Charlotte, NC
National Tour Association Travel Exchange	January	Atlanta, GA
ESPA Conference / PCMA	January	Vancouver
Meetings & Conventions Interact Meetings and Incentive Summit	April	TBD
National Association Sports Commission Symposium	April	Milwaukee, WI
Smart Meetings	June	NYC
North American Journeys East Coast Summits	June	NYC

*Some variations may occur moving forward.