

**Asheville Convention & Visitors Bureau
Group Sales and Services Partnership Opportunities
2013 - 2014**

Meetings & Conventions: National Market Trade Shows and Marketplaces

2013 National Opportunities

The Alliance Nursing Organizations Fall Summit – Minneapolis, MN

November 21-23, 2013 – Hilton Minneapolis

Focus: National nursing associations

Website: www.amrms.com

This will be the second year the ACVB will exhibit at the Fall Summit. More than 120 executive directors and presidents of nursing associations attend, representing over 800,000 nurses and well over 100 meetings a year. Approximately 50 exhibitors attend. Exhibitors have the opportunity to interface with key contacts throughout the 2.5 day event in the exhibit hall as well as at social events.

Cost: Approximately \$500 for booth share expenses. No additional registration fee is required. Participants are responsible for own travel costs. ACVB has one space available.

Commitment Date: September 2013 for 2013 Summit

ACVB Contact: Mr. Shawn Boone

Holiday Showcase – Chicago, Illinois

December 17, 2013 – Hyatt Regency Chicago

Focus: Midwest Chicago based associations

Website: www.holidayshowcase.org

Touted as Chicago's No. 1 meeting and business services expo and now in its 25th year, Association Forum of Chicago's Holiday Showcase reports more than 1,200 qualified buyers attended in 2012. 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, 2013

ACVB Contact: Mr. Shawn Boone

2014 National Opportunities

American Society of Association Executives – Springtime in the Park Expo

May 16, 2014 – Walter E. Washington Convention Center, Washington, D.C.

Focus: National association meeting market

Website: www.springtimeexpo.com

ASAE officials reported more than 1,800 qualified buyers and almost 500 exhibiting companies attended Springtime in 2012. 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. Further, 69% of 2012 attendees planned meetings for an association. The first and third largest concentration of meeting professionals nationally are in Washington, DC and Virginia. The ACVB is a member organization and receives member rates. Up to four people can share each reserved 10 x 10 inline booth during the 5.5 exhibit hours. ACVB purchased one booth in 2013. 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: November 1, 2013 (On-line booth selection lottery is Thursday, November 13, 2013)
ACVB Contact: Mr. Shawn Boone

American Society of Association Executives Annual Meeting & Expo

August 9-12, 2014 – Nashville, Tennessee

Focus: National association meeting market

Website: www.asaeannualmeeting.org

ASAE officials reported 2,900 association executives were in attendance in 2013 with total attendance at 5,080. First-time attendees accounted for 24 percent of the registrants. The 2013 exhibition floor at the Georgia World Congress Center featured 692 booths and 409 participating companies. The ACVB is a member organization and receives member rates. Up to four people can share each reserved 10 x 10 booth. ACVB purchased three in-line booths in 2013 based on partner interest. Up to six spots in 2014 are available.

The ACVB is hosting a concept event immediately prior to the start of ASAE (Thursday) that would target Tennessee based accounts.

Cost: \$595 for registration per individual plus \$2200 approximately for booth space expenses (depends on number of industry partners interested). The concept event will be approximately \$300 per participating partner. *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 for Trade Show: November 1, 2013 (Online booth lottery RSVP is December 1, 2013)

Commitment Date for Concept Event: May 1, 2014

ACVB Contact: Mr. Shawn Boone & Brenda Taylor

The Alliance Nursing Organizations Fall Summit

November 2014 – Location TBD

Focus: National nursing associations

Website: www.amrms.com

This will be the third year the ACVB will exhibit at the Fall Summit. More than 120 executive directors and presidents of nursing associations attend, representing over 800,000 nurses and well over 100 meetings a year. Approximately 50 exhibitors attend. Exhibitors have the opportunity to interface with key contacts throughout the 2.5 day event in the exhibit hall as well as at social events.

Cost: Approximately \$500 for booth share expenses. No additional registration fee is required. Participants are responsible for own travel costs. ACVB will have one space available.

Commitment Date: September 2014 for 2014 Summit

ACVB Contact: Mr. Shawn Boone

Holiday Showcase – Chicago, Illinois

December 16, 2014 – Chicago, IL

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 reports more than 1,200 qualified buyers attended in 2012. 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 available.

Cost: \$175-\$260 for registration (depends on number of booth participants) 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, 2014

ACVB Contact: Mr. Shawn Boone

State and Regional Market Trade Shows and Marketplaces

2013 State and Regional Opportunities

Georgia Society of Association Executives Tradeshow & Luncheon

November 13, 2013 – Georgia International Convention Center, Atlanta, GA

Focus: Georgia based associations

Website: www.gsae.org/events

This is an annual event and combines the GSAE monthly lunch with the trade fair. Each 8 x 10 space can accommodate two exhibitors.

Cost: Approximately \$475 for non-members (allows for a separate listing) and approximately \$425 for GSAE members. No additional registration fee is required. Participants are responsible for own travel costs. One spot is available.

Commitment Date: September 1, 2013

ACVB Contact: Brenda Taylor

Association Executives of North Carolina Annual Seminars and Trade Show

December 12, 2013 – Raleigh Convention Center, Raleigh, NC

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 participated in 2012 according to AENC. In addition to coordinating the purchase of booth space for all Asheville based partners, the ACVB also has purchased two 10 x 10 booths for display in 2013. Each 10 x 10 space can accommodate four representatives.

Cost: Approximately \$400 for shared booth space should be budgeted. No additional registration fee is required. Participants are responsible for own travel costs. Four spots are available.

Commitment Date: September 1, 2013

ACVB Contact: Brenda Taylor

2014 State and Regional Opportunities

Tennessee Society of Association Executives Tradeshow

November or December 2014 – Nashville, 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. More than 250 association professionals generally attend. We do not have full information at this time regarding costs. Our best estimate is that costs would be somewhat similar to AENC---which would mean a booth share cost of approximately \$500 should work. Participants are responsible for own travel costs.

Cost: Approximately \$500 for shared booth space should be budgeted. No additional registration fee is required. Participants are responsible for own travel costs.

Commitment Date: July 31, 2014

ACVB Contact: Brenda Taylor

Association Executives of North Carolina Annual Seminars and Trade Show

December 11, 2014 – Raleigh Convention Center, Raleigh, NC

Focus: North Carolina based planners

Website: www.aencnet.org/tradeshaw

More than 450 qualified attendees representing non-profit association management professionals and meeting planners from nonprofit, corporate, educational, health, and governmental entities participated in 2012 according to AENC. In addition to coordinating the purchase of booth space for all Asheville based partners, the ACVB also has purchased two 10 x 10 booths for display in 2013. Each 10 x 10 space can accommodate four representatives.

Cost: Approximately \$400 for shared booth space should be budgeted. No additional registration fee is required. Participants are responsible for own travel costs. Two spaces are available.

Commitment Date: September 1, 2014

ACVB Contact: Brenda Taylor

All Group Markets

Out-of-Market Concept Events

Target Audience: Qualified planners – association, corporate, educational, incentive

In FY 2013-2014, the ACVB will be coordinating and hosting concept events to educate planners on what Asheville offers as a group destination. Target markets include: Washington, D.C./Virginia and Tennessee. One event has already been hosted in Georgia as part of the ASAE Annual Meeting & Expo. The goal is to host two events back-to-back in each market (e.g. reception one evening followed by breakfast the next morning). Target attendance per event is 25 planners. In addition to involving local partners the ACVB will solicit regional/national partnerships with a non-competing destination in order to create a larger experience.

Cost: \$400 per partner to participate per event. Participants are responsible for own travel costs.

2013: Fall/Winter 2013 – Tennessee

Commitment Date: September 15, 2013

ACVB Contact: Brenda Taylor

2014: August 2014 – Nashville, TN

Commitment Date: February 2014

ACVB Contact: Brenda Taylor

2014: Spring – Washington, DC/Virginia

Commitment Date: January 1, 2014

ACVB Contact: Shawn Boone

Explore Asheville: the 48-Hour Meeting Planner Experience

The ACVB along with participating industry partners will execute a series of meeting planner educational trips to Asheville titled “*Explore Asheville: the 48-Hour Meeting Planner Experience*” in 2013-2014. The first three events have been scheduled.

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.

2013-2014 Host Locations:

Grand Bohemian Hotel Asheville – **November 12-15, 2013**

Double Tree by Hilton Asheville Biltmore – **April 9-12, 2014**

Renaissance Asheville Hotel – **June 17-20, 2014**

Location TBD – **November 2014**

Cost: Your budgeted expense would be the cost of hosting a function/event of your choice for 12 people. Partnership opportunities include but are not limited to: Group dinners; receptions; attraction tickets; acting as a group escort; specialty tour opportunities; gift items (8); airport transfers, etc.

Commitment Dates:

- 1) September 2, 2013 for November 2013
- 2) December 15, 2013 for April 2014
- 3) January 15, 2014 for June 2014
- 4) April 15, 2014 for November 2014

ACVB Contact: Dianna Pierce

Quarterly Meeting & Convention E-newsletter

The ACVB welcomes attention grabbing 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:

- 1) October 15, 2013 for November issue 2013
- 2) January 15, 2014 for February issue 2014
- 3) April 15, 2014 for May issue 2014
- 4) July 15, 2014 for August issue 2014
- 5) October 15, 2014 for November issue 2014

ACVB Contact: Carli Adams

**Asheville CVB Group Sales & Services
2013-2014 Industry Partner Commitment Sheet**

National Shows

The Alliance Nursing Organizations Fall Summit – Minneapolis, MN

November 21-23, 2013 – Hilton Minneapolis, MN

Cost: Approximately \$500 for booth share expenses. No additional registration fee is required.

Commitment Date: September 2013

Holiday Showcase – Chicago, Illinois

December 17, 2013 – Hyatt Regency Chicago, IL

Cost: \$175-\$260 for registration (depends on final booth number) plus approximately \$1,700 for booth space expenses (could decrease depending on the number of participating industry partners).

Commitment Date: September 2013

American Society of Association Executives – Springtime in the Park Expo

May 16, 2014 – Walter E. Washington Convention Center, Washington, D.C.

Cost: Booth share expenses would be based on number of industry partners attending. We would suggest budgeting \$1,400 for your share of the booth cost.

Commitment Date: November 1, 2013

American Society of Association Executives Annual Meeting & Expo

August 9-12, 2014 – Nashville, TN

Cost: \$595 for registration per individual plus \$2200 approximately for booth space expenses (depends on number of industry partners interested). The concept event will be approximately \$300 per participating partner.

Commitment Date: November 1, 2013

The Alliance Nursing Organizations Fall Summit

November 2014 – Location TBD

Cost: Approximately \$500 for booth share expenses. No additional registration fee is required.

Commitment Date: September 2014

Holiday Showcase – Chicago, Illinois

December 16, 2014 – Chicago, IL

Cost: \$175-\$260 for registration (depends on final booth number) plus approximately \$1,700 for booth space expenses (could decrease depending on the number of participating industry partners).

Commitment Date: September 2014

Regional & State Shows

Georgia Society of Association Executives Tradeshow & Luncheon

November 13, 2013 – Georgia International Convention Center, Atlanta, GA

Cost: Approximately \$475 for non-members (allows for a separate listing) and approximately \$425 for GSAE members. No additional registration fee is required.

Commitment Date: September 1, 2013

Association Executives of North Carolina Annual Seminars and Trade Show

December 12, 2013 – Raleigh Convention Center, Raleigh, NC

Cost: Approximately \$400 for shared booth space should be budgeted. No additional registration fee is required.

Commitment Date: September 1, 2013

Tennessee Society of Association Executives Tradeshow

November or December 2014 – Nashville, TN

Cost: Approximately \$500 for shared booth space should be budgeted. No additional registration fee is required.

Commitment Date: July 31, 2014

Association Executives of North Carolina Annual Seminars and Trade Show

December 11, 2014 – Raleigh Convention Center, Raleigh, NC

Cost: Approximately \$400 for shared booth space should be budgeted. No additional registration fee is required.

Commitment Date: September 1, 2014

All Group Market Events

Out-of-Market Concept Events

Cost: \$400 per partner to participate per event. Participants are responsible for own travel costs.

2013: Fall/Winter 2013 – Tennessee

Commitment Date: September 15, 2013

2014: Spring 2014 – Washington, DC/Virginia

Commitment Date: January 1, 2014

2014: August 2014 – Nashville, TN

Commitment Date: February 2014

48-Hours in Asheville: A Meeting Planning Experience

Cost: Your cost would be the hosting of a function/event of your choice for 12 people. Opportunities include but are not limited to: Group dinner – reception – attraction tickets – acting as a group escort – specialty tours – gift items (8) – airport transfers – etc.

November 13-15, 2013

Commitment Date: September 3, 2013

April 9-12, 2014

Commitment Date: December 15, 2013

June 17-20, 2014

Commitment Date: January 15, 2014

November 2014

Commitment Date: April 15, 2014

Quarterly Meeting & Convention E-newsletter

Cost: Complimentary

November 2013

Commitment Date: October 15, 2013

February 2014

Commitment Date: January 15, 2014

May 2014

Commitment Date: April 15, 2014

August 2014

Commitment Date: July 15, 2014

November 2014

Commitment Date: October 15, 2014

Asheville CVB Group Sales & Services ~ 2013-2014 Industry Partner Commitment Form

Please return the completed form to Lauren Harris, Sales & Service Coordinator at lharris@exploreasheville.com.

Yes, I want to commit!

Organization: _____

Date: _____

Phone: _____ **Email:** _____