



# EXPLORE ASHEVILLE

## GROUP SALES & SERVICES PROGRAM OF WORK

2022 - 2023



# OUR STAFF

Michael Kryzanek, CHME - Vice President of Business Development | 828.258.6108 |

[mkryzanek@exploreasheville.com](mailto:mkryzanek@exploreasheville.com)

Connie Holliday, CMP, HCMM - Director of Sales | 828.258.6121 |

[cholliday@exploreasheville.com](mailto:cholliday@exploreasheville.com)

Tina Porter - Senior Sales Manager | 828.258.6133 | [tporter@exploreasheville.com](mailto:tporter@exploreasheville.com)

Shawn Boone - Senior Sales Manager | 828.398.0204 | [sboone@exploreasheville.com](mailto:sboone@exploreasheville.com)

Kathryn Dewey - Sales Manager | 828.257.4966 | [kdewey@exploreasheville.com](mailto:kdewey@exploreasheville.com)

Beth McKinney - Sales Manager | 828.258.6139 | [bmckinney@exploreasheville.com](mailto:bmckinney@exploreasheville.com)

Emily Crosby - Group Service Manager | 828.258.6110 | [ecrosby@exploreasheville.com](mailto:ecrosby@exploreasheville.com)

John Dawson - Group Service Coordinator | 828.398.0220 | [jdawson@exploreasheville.com](mailto:jdawson@exploreasheville.com)

Khal Khoury - Group Sales Coordinator | 828.258.6102 | [kkhoury@exploreasheville.com](mailto:kkhoury@exploreasheville.com)

## Staff Deployment

### Tina Porter

- Sports, Health & Wellness, Outdoor Products and Industries Nationwide
- AZ , CA, CO, IA, IL, ID,KS, MN , MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WI, WY

### Shawn Boone

- Technology, Manufacturing, Food and Beverage, Diversity, Eq uity, and Inclusion Nationwide
- AL, AR, FL, GA, IN , KY, LA, MI, MS, MO, OH , SC, TN

### Kathryn Dewey

- Life Sciences, Medical Pharma, Climate and Environmental Nationwide
- CT, DE, MA, MD, ME, NC, NH, NJ, NY, PA, RI, VA, VT, WV

### Beth McKinney

- Adventure Travel, Weddings, Group Tour, Reunions, Social, Military, Education, Religious, and Fraternal groups ( 20 room peak and fewer with no meeting space)

## **Asheville 48-Hour Experience**

Since 2012, Explore Asheville has collaborated with our industry partners to bring direct and independent meeting buyers to Asheville for a 48-Hour Experience. This initiative has been very successful in acquainting buyers with Asheville as a meeting destination, and every meeting property in the area benefits with the overall increased exposure. Proposed dates are built around a Tuesday arrival and a Friday departure. These events are buyer exclusive, meaning spouses or significant others are not invited to attend. Explore Asheville vets all applications to arrive at the best possible candidates for each 48-Hour Experience.

### ***Dates for '22-'23:***

**March 14 - 17, 2023**

**August 22 - 25, 2023**

**November 14 - 17, 2023**



**GROUP SALES & SERVICES**  
**PROGRAM OF WORK 2022/2023**



**Travel and Event Calendar**

*Explore Asheville CVB Sales Team: July 2022 - June 2023 Travel Schedule*

EVENTS	SLS. MGR.	LOCATION	DATE
<b>July 2022</b>			
Northstar Small and Boutique Meetings	CH	Greenville, SC	July 17 - 19, 2022
<b>August 2022</b>			
**ASAE	TP, KD	Nashville, TN	August 19-23, 2022
**August 48 Hour Fam	All	Asheville, NC	August 23 - 26, 2022
Connect	TP	Detroit, MI	August 8 - 12, 2023
<b>September 2022</b>			
US Open	CH	NYC	September 7 - 9, 2022
Destination Southeast Sponsorship	CH	Daytona, FL	September 11 - 13, 2022
Meetings Made Easy Experience	TP	Newort Beach, CA	September 26 - 30, 2022
<b>October 2022</b>			
**IMEX America	CH / SB	Las Vegas, NV	October 9 - 14, 2022
IMEX Client Event	CH / SB	Las Vegas, NV	October 11, 2023
Sports ETA Summit	TP	Sarasota, FL	October 11 - 13, 2022
MPI Carolina Chapter Fall Meeting	KD	Raleigh, NC	27-Oct-22
<b>November 2022</b>			
GA MPI Annual Bocce Ball and Golf Classic	SB	Atlanta, GA	November 1 - 2, 2022
Meetings Today Live Wellness & Incentive	TP	Cancun	November 6 - 9, 2022
National Tour Association (NTA) Travel Exchange	BM	Reno, NV	November 13 - 16, 2022
HPN Annual Partner Conference	TP	Denver, CO	November 14 - 17, 2022
**48-Hour FAM	ALL	Asheville, NC	November 15 - 18, 2022
Connect Marketplace - DC	KD	Washington, DC	November 27 - 30, 2022
TNSAE Bootcamp and Tradeshow	SB	Knoxville, TN	November 30 - Dec 1, 2022
Holiday Showcase	TP	Chicago, IL	November 30 - Dec 1, 2022
<b>December 2022</b>			
Soc for Incentive Travel Excellence SE (SITE SE) Education Summit	CH	Louisville, KY	December 4-6, 2022
**Assn Executives of NC (AENC) Annual Expo & Client Event	KD, KK	Raleigh, NC	December 7-8, 2022

***Note: These dates are subject to change. Please check in with a staff member for confirmation.***

# GROUP SALES & SERVICES

## PROGRAM OF WORK 2022/2023



### Travel and Event Calendar

#### January 2023

Professional Convention Mgt Assn (PCMA) Convening Leaders *	TP, SB	Columbus, OH	January 8-11, 2023
Event Service Professionals Assn (ESPA) Annual Conference	EC	Pittsburgh, PA	January 20 - 22, 2023
Wedding Festivals	BM	Asheville, NC	January 21, 2023
Sports Express	TP	Fort Lauderdale, FL	January 22 - 27, 2023
Indep Planner Ed Conf (IPEC)	SB	Memphis, TN	January 24 - 26, 2023
Religious Conference Management Assn (RCMA)	CH	Chattanooga, TN	January 24 - 26, 2023
**SC Society of Assn Executives (SCSAE) Trade Show	SB	Columbia, SC	January 30, 2023

#### February 2023

ABA Marketplace	BM	Detroit, MI	February, 4 - 7, 2023
DC Market Roadshow	KD, CH, SB	Washington, DC	February 15-16, 2023

#### March 2023

Smart Meetings 3 - Day	CH	Palm Springs, CA	March 5 - 7, 2023
Visit NC 365 Conference - OGPI	KD, MK	GPI - Asheville, NC	March 6 - 8, 2023
Destination Showcase Sales & Service Summit	TP, MK, JD	National Harbor, MD	March 8-9, 2023
**48-Hour FAM	ALL	Asheville, NC	March 14 - 17, 2023
**Pharma Forum	KD	New York City, NY	March 19 - 22, 2023
ConferenceDirect Annual Partner Meeting	CH	Louisville, KY	March 26 - 30, 2023

#### April 2023

Connect Spring Marketplace	TP	Las Vegas	April 11-13, 2023
Southeast Tourism Society (STS) Domestic Showcase	BM	Huntsville, AL	April 17 - 20, 2023
Simpleview Annual Summit	CH	Houston, TX	April 23 - 27, 2023
Blue Ridge Parkway FAM	BM	Asheville, NC	April

#### May 2023

HelmsBriscoe Annual Business Conference	CH	Denver, CO	May 3 - 6, 2023
Outdoor Industry Association Summit (sponsor)	TP	Washington, DC	May 3 - 5, 2023
Outdoor Gear Builders - Outdoor Gear Fest (sponsor)	TP/KK	Asheville, NC	May 5 - 6, 2023
AdventureElevate (ATTA)	TP	Portland, ME	May 9 - 11, 2023
IPW (POW WOW)	BM	San Antonio, TX	May 20 - 24, 2023

#### June 2023

SITE SE Southern Supper and Sales Calls	SB	Atlanta	June 6, 2023
Mtg Prof International (MPI) World Education Conference	TP	Riviera Maya, Mexico	June 12-15, 2023
SC Society of Assn Executives (SCSAE) Annual Conference	SB	Greenville, SC	June 18 - 20, 2023
Financial and Insurance Conf Prof Education Forum 2023 (FIPC)	SB	Fernandina Beach, FL	June 27-29, 2023

Color Legend:

Sponsorship	Networking Event	Education
Client Event	Sales Calls	Trade Show
FAM	Industry Meeting	**Indicates Partner Opportunity

**Note: These dates are subject to change. Please check in with a staff member for confirmation.**

## **Planned Trade Shows**

*\*This symbol indicates a partner opportunity.*

### **Outdoor Recreation Roundtable** **August 3 - 5, 2022 - Washington, DC**

<https://recreationroundtable.org/>

The Outdoor Recreation Roundtable promotes the growth of the outdoor recreation economy and outdoor recreation activities. We educate decision makers and the public on balanced policies that conserve public lands and waterways and enhance infrastructure to improve the experience and quality of life of outdoor enthusiasts everywhere.

### **\*American Society of Association Executives (ASAE)**

**August 20 - 23, 2022 - Nashville, TN**

<https://annual.asaecenter.org/index.cfm>

The ASAE Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange knowledge, resources, strategies, solutions, and more. Please contact Tina Porter or Kathryn Dewey for more information.

### **Smart Meetings 3-Day Event & Woman Summit**

**October 2 - 4, 2022 - Indian Wells, CA**

<https://www.smartmeetings.com/>

Smart Meetings is the leading meetings industry publisher and voice of inspiration for meeting professionals. We inspire our audience of meeting and event professionals to dream big—and create brilliant experiences that delight attendees, achieve desired results and elevate the impact of the meetings industry

### **\*IMEX America**

**October 9 - 14, 2022 - Las Vegas, NV**

[www.imexamerica.com](http://www.imexamerica.com)

IMEX America is the largest meetings industry trade show in the U.S. In 2021, over 2,656 hosted buyers from 49 countries scheduled 50,000 self-selected appointments with the show exhibitors. Each booth participant will share appointments with us. Please contact Connie Holliday for more information.

## **Planned Trade Shows**

*\*This symbol indicates a partner opportunity.*

### **Sustainable Brands**

**October 17 - 20, 2022 - San Diego, CA**

<https://events.sustainablebrands.com/conferences/sustainablebrands/>

Sustainable Brands is the global event for regenerative brands and leaders. At SB'22 San Diego, join us to Recenter & Accelerate: Find a unique mix of inspiration, thought leadership, unparalleled community, and connections. At SB'22, participants are immersed in a fun, safe space to learn. Together we define and demonstrate the path to good growth, unlocking the power of sustainable and regenerative business.

### **TEAMS Conference & Expo**

**October 24 - 27, 2022 - Oklahoma City, OK**

[www.teamsconference.com](http://www.teamsconference.com)

TEAMS is the world's leading conference and expo for the sports-event industry. For more than 20 years, TEAMS has helped define the sports-event and appointment-based trade show industries.

### **Meetings Today Live Wellness & Incentive**

**November 6 - 9, 2022 - Cancun, Mexico**

<https://www.meetingstoday.com>

There is much to experience when you join Meetings Today LIVE Corporate/Incentive - a fully-hosted event for qualified planners at the amazing Moon Palace The Grand in Cancun.

### **National Tour Association (NTA) Travel Exchange**

**November 13 - 16, 2022 - Reno, NV**

[www.ntatravelexchange.com](http://www.ntatravelexchange.com)

Travel Exchange is NTA's annual convention, where our members get down to business. More than \$400 million has been generated in the past three shows.

# GROUP SALES & SERVICES

## PROGRAM OF WORK 2022/2023



### Planned Trade Shows

*\*This symbol indicates a partner opportunity.*

#### **HPN Annual Conference** **November 14 - 17, 2022 - Denver, CO**

<https://hpnglobal.com/2022-hpn-global-partner-conference/>

At the conference, attendees have access to HPN Global's associates in a variety of impactful ways. Attending this conference is the most impactful way to gain a deeper understanding of how to work with HPN Global and develop personal relationships that are at the core of closing business.

#### **Connect Marketplace - DC** **November 27 - 30, 2022 - Washington, DC**

<https://www.connectmeetings.com/dc/>

Connect D.C. is the premier B2B conference in which association and corporate meeting planners based in Washington, D.C. meet with representatives from CVBs, hotels, convention centers and other venues eager to host their next event. Attendees walk away with inspiration, business leads and connections that only Connect events can provide.

#### **\*Holiday Showcase** **November 30 - December 1, 2022 - Chicago, IL**

[https://s6.goeshow.com/af/holidayshowcase/2022/exhibitor\\_sales.cfm](https://s6.goeshow.com/af/holidayshowcase/2022/exhibitor_sales.cfm)

For more than 30 years, Holiday Showcase has been the place for our association community to celebrate achievements, network with colleagues and friends, and build for the future. Join us as together we learn, share, and lead our industry into 2023, more resilient and better prepared to propel our organizations into a prosperous new year! Please contact Tina Porter for more information.

#### **\*Association Executives of North Carolina (AENC) Annual Tradeshow** **December 7 - 8, 2022 - Raleigh, NC**

<https://www.aencnet.org/trade-show>

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



### Planned Trade Shows

*\*This symbol indicates a partner opportunity.*

#### **Financial and Insurance Conference Professionals (FICP) Winter Symposium**

**January, 2023 - Dates and Location TBD**

<https://www.ficpnet.com/Connect/In-Person-Events/Winter-Symposium>

FICP is a community of financial services and insurance industry meetings and events professionals dedicated to developing members, and advocating the positive impact and value of their work. We elevate the profession by leveraging partnerships and our members' collective skills and experiences to create purposeful interactions for all stakeholders whose professional success is linked to our members' work.

#### **Wedding Festivals**

**January 21, 2023 - Asheville, NC**

<https://secure.exposites.com/weddingfestivals.com/show.html?show.id=8431>

A regional wedding show featuring DMOs, and catering, floral, and planning vendors, along with hotels and other wedding-related service providers. Attendance has been in the hundreds and is a great way to showcase the area to the outside.

#### **Sports Express**

**January 22 - 27, 2023 - Location TBD**

<https://theexpressconferences.com/events/sports-express-surprise-2023/>

Sports Express is centered towards maximizing your interactions with the industry's most active event rights holders. Its unique format is focused around limiting attendance to assure a 2 to 1 ratio of sellers vs. buyers and from this enhancing the relationship building opportunities including quality 10-minute appointments, multiple casual social functions and abundant interaction opportunities over the course of four days. Please contact Tina Porter for more information.

#### **Independent Planner Education Conference (IPEC)**

**January 24 - 26, 2023 - Memphis, TN**

<https://www.northstarmetingsgroup.com/Events/IPEC>

IPEC provides a conference program for independent planners that provides the perfect mix of education, networking and meetings, with options to participate for hosted and non-hosted buyers alike. Buyers with new business-to-book will meet with myriad suppliers eager to host their future events, while participating in sessions and guided discussions focused on current topics of importance.

## **Planned Trade Shows**

*\*This symbol indicates a partner opportunity.*

### **Religious Conference Management Association (RCMA)**

**January 24 - 26, 2023 - Chattanooga, TN**

<https://www.myrcma.org/emerge>

The Religious Conference Management Association is a professional, nonprofit, multifaith organization consisting of individuals who are responsible for planning and/or managing meetings, tutorials, conferences, conventions, and assemblies for their religious organizations.

### **\*South Carolina Society of Association Executives (SCSAE) Trade Show**

**January 30, 2023 - Columbia, SC**

<https://www.scsae.org/trade-show>

Trade show featuring association CEOs, executive directors, meeting planners, membership directors, communication directors, and corporate meeting planners. Cost is approximately \$400 for shared booth space. No additional registration fee required. Please contact Connie Holliday for more information.

### **American Bus Association (ABA) Marketplace**

**February 4 - 7, 2023 - Detroit, MI**

<https://marketplace.buses.org>

Marketplace is an appointment-based show for Motorcoach and Tour Operators and Travel Industry Suppliers who want to expand your group tour & travel business. We use innovative methods and technologies for a more individualistic experience, resulting in the greatest ROI in the group travel industry.

### **Smart Meetings 3 - Day**

**March 5 - 7, 2023 - Palm Springs, CA**

<https://www.smartmeetings.com/events/national-3-day-experience-southern-california>

This 3-day event involves custom-matched 1-on-1 appointments with premier hotel and destination partners. Education opportunities, learning the latest industry trends, and meaningful networking are all a part of this event.

## **Planned Trade Shows**

*\*This symbol indicates a partner opportunity.*

### **Destination Showcase Sales and Service Summit**

**March 8 - 9, 2023 - National Harbor, MD**

<https://destinationsinternational.org/2023-convention-sales-and-services-summit>

The Convention Sales & Services Summit is a cross-functional gathering of sales and services professionals dedicated to helping clients plan and execute successful meetings and events. This year's summit will challenge you to think about your role and your destination differently, providing insights and information that will promote a deeper collaboration in the sales and services cycle and educate on the post-pandemic shifts impacting the sales cycle.

### **\*Pharma Forum**

**March 19 - 22, 2023 - New York City, NY**

<https://informaconnect.com/pharma-forum/>

Pharma Forum is the largest, most influential conference for Meeting & Event Professionals to navigate the future of medical meetings, address compliance implications and execute contracting strategies with virtual, hybrid, and face-to-face. Please contact Kathryn Dewey for more information.

### **ConferenceDirect Annual Partner Meeting**

**March 26 - 30, 2023 - Louisville, KY**

<https://conferencedirect.com/cd-events-media/>

The Annual Partner Meeting connects our most valued Partners with our Associates in one convenient event. Partners attending have the opportunity to meet and conduct business with over 150 qualified ConferenceDirect Associates under one roof.

### **Connect Marketplace - Diversity**

**April 11 - 13, 2023 - Las Vegas, NV**

<https://www.connectmeetings.com/>

Connect Diversity is an intimate event that focuses on multicultural and LGBTQ+ business in the meetings, sports and events industry.

### Planned Trade Shows

*\*This symbol indicates a partner opportunity.*

#### **Southeast Tourism Society (STS) Domestic Showcase**

**April 17 - 20, 2023 - Huntsville, AL**

<https://www.southeasttourism.org/domestic-showcase-preview>

STS Domestic Showcase is a regional appointment-style marketplace focused on increasing travel to and within the Southeastern states. Domestic Showcase offers the most targeted opportunity for group tour operators, tour wholesalers, and group tour leaders to meet face-to-face with Suppliers from the Southeast region.

#### **HelmsBriscoe Annual Business Conference**

**May 3 - 6, 2023 - Denver, CO**

[www.helmsbriscoe.com](http://www.helmsbriscoe.com)

HelmsBriscoe streamlines the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for your organization's events. Since 1992, HelmsBriscoe clients have benefited from our global reach, unsurpassed experience, and industry relationships.

#### **Outdoor Industry Association Summit**

**May 3 - 5, 2023 - Washington, DC**

<https://outdoorindustry.org/summit-2/>

The Summit convened outdoor business executives, community-based partners, policymakers, and other influential voices for an intimate two-and-a-half-day event to collaborate and commit to act on the most pressing issues – and greatest opportunities – of our time: climate change, inclusion, and outdoor equity, with intentional focus on their inherent intersections with the outdoor economy.

#### **Adventure Elevate (ATTA)**

**May 9 - 11, 2023 - Portland, ME**

<https://www.adventuretravel.biz/events/adventureelevate1/>

AdventureELEVATE is an annual North America-based two-day intensive educational and networking conference that brings together thought-leaders and practitioners for inspiration, education and insights into the trends that shape our industry year-round.

## **Planned Trade Shows**

*\*This symbol indicates a partner opportunity.*

### **IPW (POW WOW)**

**May 20 - 24, 2023 - San Antonio, TX**

<https://www.ipw.com/>

As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

### **Meeting Professionals International (MPI) World Education Conference**

**June 12 - 15, 2023 - Riviera Maya, México**

<https://www.mpi.org/wec>

If you want the expert event for event experts, we've been doing it better than anyone for 50 years. In 2020, while others paused, MPI pushed forward. While others were indecisive, we innovated, continuing to host safe and successful in-person events.

### **Financial and Insurance Conference Professionals Education Forum 2023 (FICP)**

**June 27 - 29, 2023 - Fernandina Beach, FL**

<https://www.ficpnet.com/Events/In-Person-Events/Education-Forum>

The 2023 FICP Education Forum might be the industry's best kept secret. With the depth of education sessions like our marquee Annual Conference combined with networking events that will inspire you, the Education Forum offers a powerful experience in a more intimate, relaxed environment.

**GROUP SALES & SERVICES**  
**PROGRAM OF WORK 2022/2023**

