

Boutique Hotels Program

Film, Fashion & Entertainment
2008-2009 Program of Work



**"MIAMI'S FREQUENCIES
MOVE THE SOUL. ONCE YOU TUNE IN,
YOU'LL NEVER TURN AWAY."**

-Lauren Reskin, Music Promoter/DJ

MIAMI
BOUTIQUE HOTELS

FY 2008-2009 PROGRAM OF WORK

DATE	EVENT
October 1, 2008	Gen Art's Fresh Faces in Fashion, Chicago, IL GMCVB's Boutique Hotels will partner with Gen Art in Chicago for their annual Fresh Faces in Fashion, where up-and-coming designers showcase their collections on the runway.
October 1-4, 2008	Funkshion Fashion Miami, Miami, FL GMCVB's Boutique Hotels will partner with Funkshion Fashion Miami, as well as designers, for their annual fashion shows.
October 23-25, 2008	Boards Summit, New York, NY GMCVB's Boutique Hotels will attend, as well as participate in distribution of both the Boutique Hotel book and the <i>Miami in the Spotlight</i> entertainment industry book in all registered delegates' bags, at the Boards Summit in New York. Key decision makers in the commercial, production and advertising industries will attend this annual summit.
November 2008	Fashion/Music Brand Partnership, Brazil GMCVB's Boutique Hotels will promote the destination to the fashion/music industry in Brazil through an event partnership with an up-and-coming fashion or music brand.
January 2009	66th Golden Globes – HBO Luxury Lounge, Los Angeles, CA GMCVB's Boutique Hotels will partner with HBO at the 66th Golden Globe Awards in LA this January. Boutique Hotels certificates along with destination branding and promotional items will be distributed to celebrities, producers and HBO executives. GMCVB's Boutique Hotels will be showcased for press purposes as well.
January 2009	Tour Connection London/Sales Blitz, London, UK GMCVB's Boutique Hotels will attend Tour Connection London followed by a sales blitz in the London area. More than 80 entertainment travel agents are expected to attend the show.
January 2009	Production VIP dinner, London, UK GMCVB's Boutique Hotels will host a dinner for the production industry in London, primarily focusing on production companies, location scouts and modeling agencies
March 6-15, 2009	Miami International Film Festival, Miami, FL GMCVB's Boutique Hotels will partner with the MIFF during the festival, as well as the City of Miami Beach and the Mayor's Office of Film & Entertainment, at one of the festival's main events.
March 6-15, 2009	Miami International Film Festival Director's & Talent Dinner, Miami, FL GMCVB's Boutique Hotels will host a dinner for directors, as well as talent, during the Miami International Film Festival to promote the destination as a key location for film. The <i>Miami in the Spotlight</i> locations book, as well as other Miami promotional items, will be provided.
March 13-21, 2009	SXSW Film Festival, Austin, TX In its 15th year, South by Southwest Film Festival is an annual celebration of film, attracting more than 15,000 industry professionals. The GMCVB's <i>Miami in the Spotlight</i> locations book will be distributed in an effort to promote the destination and its locations for potential filmmakers, and ads will be placed in the main film catalog.
March 2009	Entertainment Travel Agents VIP Dinner, New York, NY GMCVB's Boutique Hotels will host a dinner in New York for travel agents who primarily cater to the entertainment industry, followed by a blitz.
March 2009	Winter Music Conference, Miami, FL Miami is home to one of the most popular music conferences in the US. For its 29th year, this annual week-long conference attracts more than 20,000 music professionals from more than 60 countries to Miami Beach. GMCVB's Boutique Hotels will be partnering with WMC, focusing on showcasing the boutique hotels and branding.

April 24- May 3, 2009	<p>Miami Gay & Lesbian Film Festival, Miami, FL GMCVB's Boutique Hotels will partner with the MGLFF during the festival. Boutique Hotels, as well as the <i>Miami in the Spotlight</i> locations book, will be distributed in each film industry bag, in addition to destination signage and branding. More than 15,000 from industry, as well as the general public, attend the festival.</p>
April 24- May 3, 2009	<p>Miami Gay & Lesbian Film Festival Director's and Talent Dinner, Miami, FL GMCVB's Boutique Hotels will host a dinner for directors, as well as talent during the Miami Gay & Lesbian film festival to promote the destination as a key location for film. The <i>Miami in the Spotlight</i> locations book, as well as other Miami promotional items will be distributed.</p>
April 30, 2009	<p>Tour Connection LA, Los Angeles, CA Over 300 travel agents will attend Tour Connection LA. These travel agents mainly cater to the production, music and film industries. GMCVB's Boutique Hotels will be exhibiting at this trade show promoting the destination and its Boutique Hotels.</p>
May 16-20, 2009	<p>ICFF Contemporary Design Show, event partnership with City Design or I.D., New York, NY GMCVB's Boutique Hotels will be partnering with <i>City Design</i> magazine, an acclaimed design publication, at this year's ICFF conference. The <i>Boutique Hotels Directory</i> will be distributed in each VIP bag in addition to destination branding and signage at this landmark event. More than 3,000 attendees in the design, fashion, arts and production industries are expected to attend this annual event.</p>
May 2009	<p>Clio Awards, Miami, FL GMCVB's Boutique Hotels will partner with the CLIO Awards in Miami. This is one of the most prestigious advertising awards shows, where print and TV commercials are showcased from all over the globe. More than 2,000 industry professionals are expected, from advertising executives to creative directors.</p>
May 2009	<p>Aqua Girl, Miami, FL GMCVB's Boutique Hotels will partner as a Platinum Sponsor of Aqua Girl's 9th year in Miami. Women from all over the U.S. and Europe attend this week-long event.</p>
June 2009	<p>Gay Disney, Orlando, FL GMCVB's Boutique Hotels will partner with both Johnny Chisholm and Girls in Wonderland at this year's GD week. More than 200,000 attend this annual gathering.</p>
June 2009	<p>Connections Le BOOK NY, New York GMCVB's Boutique Hotels will attend this year's Connections, produced by Le BOOK, the leading production, commercial and Music source in NY, Paris and London. Connections will gather leading industry professionals globally (primarily the creative community) at this custom made annual trade show.</p>
August 2009	<p>Local Production VIP dinner, Miami, FL GMCVB's Boutique Hotels will host a VIP dinner for high-end local production companies in Miami, from location scouts to producers.</p>
August/September 2009	<p>Sales Blitz Chicago, Chicago, IL GMCVB's Boutique Hotels will host a VIP dinner for high-producing travel agents to Miami, followed by a sales blitz.</p>
September 2009	<p>Fashion Week NY, New York, NY GMCVB's Boutique Hotels will partner with a cutting-edge designer during Fashion Week NY. More than 30,000 fashion industry professionals attend Fashion Week in September.</p>
(TBA) 2009	<p>Unscheduled Entertainment Industry Fams, USA GMCVB's Boutique Hotels in association with our three film offices will be hosting fams showcasing the destination and its "locations," as well as the boutique hotels, during the course of the year in order to promote the destination and its Boutique Hotels in the production industry.</p>

Boutique Hotel Book International Distribution

World Travel Market/London, UK

ITB/Berlin, Germany

Reiseliv/Oslo, Norway

TUR/Gothenburg, Sweden

Matka/Helsinki, Finland

Ferie/Copenhagen, Denmark

BIT/Milan, Italy

Vakentiebers/Utrecht, Holland

Express Meetings/Incentives Shows Distribution

MPI/New Orleans, LA

MPI/Montreal, Canada

Meetings Quest/Anaheim, CA

Meetings Quest/Atlanta, GA

Meetings Quest/Charlotte, NC

Meetings Quest/Dallas, TX

Boutique Hotels/Film, Fashion & Entertainment Contact

Noelle P. Stevenson

Director of Boutique Hotels Program

Film, Fashion & Entertainment Liaison

(305) 503-3244

Noelle@GMCVB.com

www.MiamiBoutiqueHotels.com



701 Brickell Avenue, Suite 2700

Miami, FL 33131, USA

T: (305) 539-3071 F: (305) 530-4276

www.MiamiBoutiqueHotels.com