



Boutique Hotels, Film, Fashion & Entertainment

2009-2010 Program of Work

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- October 21-24, 2009** **American Dance Event (ADE) Music Festival, Amsterdam, Netherlands**
GMCVB's Boutique Hotels will partner with OM Records at ADE Music Festival in Amsterdam. In its 14th year, ADE is one of Europe's leading electronic music conferences and the world's biggest club festival. It is the ultimate festival for networking with international music industry professionals. More than 90,000 people attend this annual festival.
- January 21-31, 2010** **Sundance Film Festival, Park City, UT**
In partnership with the Miami-Dade and Miami Beach Film Offices, GMCVB's Boutique Hotels will showcase our Miami Boutique Hotels and destination to film industry professionals. (MDC)
- January 25-27, 2010** **The National Association of Television Programming Executives, Las Vegas, NV**
The GMCVB will co-sponsor the first annual NATPE Digital Luminary Awards at this year's NATPE 2010 Market and Conference, where attendees will honor the industry innovators who are at the forefront of audience engagement in the digital realm. NATPE is the only American program market serving the worldwide television community. This affordable three-day market and conference is recognized throughout the world as a key media event. The 2,000 delegates will receive copies of the Boutique Hotels Program Black Book (Locations book) in their delegates' bags. (CMB & MDC)
- February 11-18, 2010** **New York Fashion Week / METRO Magazine Promotion, New York, NY**
The GMCVB Boutique Hotel and Promotions team will execute a Miami Trip Giveaway in partnership with METRO Magazine in New York (600,000 readers). The integrated promotion will include a street team of 10 models wearing MIAMI branded apparel who will be scripted to encourage New Yorkers to sign up for the trip giveaway. An in-newspaper and online contest will be created and housed on the Metro dedicated micro site with a direct link to the GMCVB website and social media pages. In addition, Metro will run a dedicated e-mail blast with an exclusive contest/giveaway for panel members. The newspaper will run two quarter-page contest advertisements inside the paper. The promotional value for the program is \$27,000.
- February 11-21, 2010** **The European Film Market (EFM), Berlin, Germany**
The European Film Market (EFM) runs for nine days as part of one of the most important film festivals in the world, the Berlinale. As the first major film event of the year, it is a magnet for international industry professionals, and is seen as a barometer for the upcoming year in film. GMCVB's Boutique Hotels Program and the Film Offices will promote the destination in this top market. (CMB)

- March 5-14, 2010** **Miami International Film Festival (MIFF) Reception, Miami, FL**
 GMCVB's Boutique Hotels, City of Miami Beach Film Office and the Mayor's Office of Film and Entertainment will co-sponsor a reception during MIFF for producers and film industry partners. The GMCVB will be joined by the Film Offices to promote the destination as a key location for film. The Miami In the Spotlight locations book will be provided as well as other Miami promotional items. (CMB & MDC)
- March 12-21, 2010** **SXSW Music Conference, Austin, TX**
 (Interactive: 3/12-3/16, Film: 3/12-3/20 & Music: 3/17-3/21) In its 24th year, this annual Music, Film & Interactive Conference is one of the largest conferences in the US, with an estimated attendance of more than 25,000 worldwide music industry professionals. GMCVB's Boutique Hotels will partner with the Film Offices to promote the destination and its Boutique Hotels to music and film industry professionals. (CMB & MDC)
- March 15, 2010** **Tour Connection, New York, NY**
 GMCVB's Boutique Hotels will attend Tour Connection in New York. More than 200 travel agents, mainly catering to the entertainment industry, attend this annual trade show.
- March 23-27, 2010** **Winter Music Conference, Miami Beach, FL**
 Winter Music Conference celebrates its 25th year as one of the most anticipated and publicized global gatherings for pioneering artists, innovators and professionals. With more than 500 events throughout five days, the Boutique Hotels will have opportunities to showcase the destination to the more than 70,000 attendees, and Miami Boutique brochures will be in all delegate bags.
- April 7, 2010** **Tour Connection, Los Angeles, CA**
 This event is attended by more than 300 L.A.-based travel agents who 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.
- April 12-15, 2010** **Locations Expo, Los Angeles, CA**
 This three-day event gathers film commissioners from around the world to meet with L.A.-based studio executives, producers and location scouts, and presents the GMCVB and the Film Offices the opportunity to showcase our destination. (MDC)

April 21-May 2, 2009

Tribeca Film Festival, New York, NY

The Tribeca Film Festival has become one of the most prominent film festivals in the world. The program line-up offers moviegoers a wide variety of independent films and also features panel discussions with personalities in the entertainment world offering excellent networking opportunities for industry professionals. The GMCVB and the Film Offices welcome the opportunity to promote our destination. (CMB & MDC)

April 23-May 2, 2010

Miami Gay & Lesbian Film Festival, Miami, FL

GMCVB's Boutique Hotels and the Film Offices will promote the destination and its production opportunities during the festival. The Boutique Hotels guide as well as the Miami in the Spotlight locations book will be distributed in each film industry bag, in addition to destination signage and branding. More than 15,000 industry professionals and members of the public attend the festival. (CMB & MDC)

May 2010

Boards Advertising Agencies VIP Production Dinner, Chicago, IL

GMCVB's Boutique Hotels will host a VIP dinner in participation with Boards for key advertising agencies to promote Miami as a destination for commercial productions.

May 2010

The CLIO Awards 2010

The CLIO Awards are one of the world's most recognized international advertising and design competitions honoring creative excellence and innovation in the industry. The Film Offices and the GMCVB will market the destination and its Boutique Hotels during the event. (exact dates and location TBA / CMB & MDC)

May 6-10, 2010

Aqua Girl, Miami Beach, FL

This weeklong celebration featuring 14 spectacular cultural events and parties offers excellent opportunities to showcase the destination.

June 2010

Connections by Le Book, New York, NY

GMCVB's Boutique Hotels will attend Le Book's first Production trade show in New York. Le Book is the leading production, commercial and music source in New York, Paris and London. Attendance will include directors, producers, location scouts, photographers, fashion and photo editors, event planners and modeling agencies.

2009-2010

June 2010

Produced by Conference, Los Angeles, CA

The conference consists of educational seminars for film producers, Miami's top target market, and presents excellent marketing opportunities to the Boutique Hotels Program and the Film Offices. (CMB & MDC)

August 2010

Entertainment Travel Agent Fam

GMCVB's Boutique Hotels will host a familiarization tour for travel agents who cater to the entertainment industry.

September 2010

Independent Film Week, New York, NY

Independent Film Week is the oldest forum in the US for the discovery of new projects in development and new voices on the independent film scene. The events offer networking opportunities for film industry professionals, Boutique Hotels and the Film Offices. (CMB & MDC)

September 9-18, 2010

Toronto International Film Festival, Toronto, Canada

The Toronto International Film Festival ranks among the most prestigious international film festivals in the world. For 10 days, film lovers, filmmakers, industry professionals and media watch the best in new cinema from established masters and new talent. The Festival also provides excellent resources and networking opportunities for film-industry professionals and buyers. GMCVB's Boutique Hotels Program and the Film Office will promote the destination during the festival. (CMB & MDC)



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