



Convention Sales Program

2009-2010

Greater Miami Convention & Visitors Bureau 2009-2010 Convention Sales Programs

Venue Reviews

Convention Center Venue Review **May 15-17, 2010**

Association executives and trade-show planners who need significant exhibit space review the Miami Beach Convention Center facilities

Corporate Venue Review **January 30 - February 2, 2010**

Three-day weekend showcases Greater Miami and the Beaches to more than 10 targeted clients in the Corporate Market.

Multi Cultural & Sports Venue Review **August 2010**

Convention and meeting executives from cultural associations and sports groups are invited to participate in a familiarization tour in order to learn what makes Greater Miami and the Beaches a top rate meeting/event destination

Sony Ericsson Open Venue Review **March 26-29, 2010**

This event highlights Greater Miami and the Beaches to association and corporate meeting planners during the Sony Ericsson Open tennis events.

Sales Blitzes

Atlanta Sales Blitz May 13-14, 2010

In a cooperative effort between the GMCVB and participating hotel members, this mission will promote Greater Miami and the Beaches as a destination through individual sales calls, group presentations, and a client reception.

Boston Sales Blitz December 8-11, 2009 - Boston, MA December 7-10, 2010 - Boston, MA

This blitz will incorporate three full days of organized individual and group calls (corporate and association) to the Boston area with participating hotels.

Chicago Mini Sales Blitz October 20-22, 2009 - Chicago, IL October 19-21, 2010 - Chicago, IL

Annual blitz to the “Windy City.” Targeted group and individual sales calls with our hotel partners downtown and in the suburbs. Client events are planned in each location.

Mini Midwest Sales Blitzes April 19-23, 2010 - Milwaukee, WI & MN June 1-4, 2010 - Cleveland & Cincinnati, OH July 27-30, 2010 - Chicago, IL

These blitzes will consist of sales calls to corporate and incentive companies with participating hotels.

Mini Northeast Sales Blitzes November 17-19, 2009 - New Jersey January 10-13, 2010 - New Jersey & Pennsylvania June 1-3, 2010 - New York November 15-17, 2010 - New Jersey

These blitzes will incorporate three full days of organized individual and group calls and luncheons (corporate and association) to targeted areas with participating hotels.

Mini Sales Blitzes December, 2009 - Alexandria & Reston November 16-18, 2010 - Maryland & Virginia

Group calls and client luncheons will be conducted in Alexandria and Reston. They will be comprised of 30-40 qualified customers, member hotel representatives and GMCVB staff.

Mini Sales Blitzes March 10-13, 2010 - Hartford, CT & Massachusetts August 17-19, 2010 - Hartford, CT & Massachusetts

These blitzes will incorporate four full days of organized individual and group calls and luncheons (corporate and association) to the Massachusetts and Hartford areas with participating hotels.

Texas Sales Blitz October 19-21, 2010

GMCVB staff will make targeted personal sales calls after telemarketing to pre-qualified corporate and association prospects for Greater Miami and the Beaches.

Washington Sales Blitz May 4-6, 2010 - Washington, DC

GMCVB staff, along with member hotels, will conduct group calls, client luncheons, one-on-one dinners and a special event featuring meeting planners. VIPs from the Greater Miami area will also be in attendance.

Convention Sales 2009-2010

EVENTS	OCTOBER 2009	NOVEMBER 2009	DECEMBER 2009	JANUARY 2010	FEBRUARY 2010	MARCH 2010	APRIL 2010
VENUE REVIEWS				Corporate Venue Review 30-2		Sony Ericsson Open Venue Review 26-29	
SALES BLITZES	Chicago Mini Sales Blitz 20-22	Mini Northeast Sales Blitz New Jersey 17-19	Boston Sales Blitz Boston, MA 8-11 Mini Sales Blitz Alexandria & Reston, VA TBD	Mini Northeast Sales Blitz New Jersey & Pennsylvania 10-13		Mini Sales Blitz Hartford, CT & Massachusetts 10-13	Mini Midwest Sales Blitz Milwaukee, WI & Minnesota 19-23
TRADE SHOWS	Travel Events & Management In Sports (TEAMS) New Orleans, LA 13-17 Tallahassee Society of Association Executives (TSAE) Tradeshow/ Education Day Tallahassee, FL 21	Florida Encounter St. Petersburg, FL 15-17 Hinton & Grusich Rendezvous St. Louis, MO; Kansas City, MO; Minneapolis, MN 16-18	National Coalition of Black Meeting Planners (NCBMP) Daytona Beach, FL 1-6 International Association of Exhibitions & Events (IAEE Expo Expo) Atlanta, GA 8-10 Potomac Chapter for Meeting Professionals International (PMPi) Mid-Atlantic Conference & Exposition (MACE) Washington, DC 9-10 Association Forum Holiday Showcase Chicago, IL 15	Helms Briscoe Annual Business Conference Las Vegas, NV 20-23	Meeting Professionals International (Meet Different) Cancun, Mexico 20-23 Destinations Showcase Washington, DC 25 GAMPI (Georgia MPI) Atlanta, GA TBD	North Central Florida's Meeting Planning Expo Gainesville, FL 2 CBI's 6th Annual Pharmaceutical Forum Philadelphia, PA 15-17	New England Meetings Industry Conference & Exposition (NEMICE) Boston, MA 5-6 Affordable Meetings Chicago, IL 14-15
INDUSTRY EVENTS	LIMRA Annual Conference New York, NY 25-28	Financial & Insurance Conference Planners (FICP) Toronto, Canada 15-19 Meeting Masters Invitational Palm Beach Gardens, FL 18-22		Association for Convention Operations Management (ACOM) Dallas, TX 7-10 Professional Convention Management Association (PCMA) Dallas, TX 10-13	Association Management Companies Institute San Antonio, TX 10-12 Destination Marketing Association International (DMAI) Foundation Dinner Washington, DC 24 LIMRA Distribution Conference Las Vegas, NV 24-26		PCMA Partnership Summit Fairmont Turnberry Isle Resort & Club Aventura, FL 8-11

MAY 2010	JUNE 2010	JULY 2010	AUGUST 2010	SEPTEMBER 2010	OCTOBER 2010	NOVEMBER 2010	DECEMBER 2010
Convention Center Venue Review 15-17			Multi Cultural & Sports Venue Review TBD				
Washington Sales Blitz Washington, DC 4-6 Atlanta Sales Blitz Atlanta, GA 13-14	Mini Midwest Sales Blitz Cleveland & Cincinnati, OH 1-4 Mini Northeast Sales Blitz New York, NY 1-3	Mini Midwest Sales Blitz Chicago, IL 27-30	Mini Sales Blitz Hartford, CT & Massachusetts 17-19		Texas Sales Blitz 19-21 Chicago Mini Sales Blitz Chicago, IL 19-21	Mini Northeast Sales Blitz New Jersey 15-17 Mini Sales Blitz Maryland & Virginia 16-18	Boston Sales Blitz Boston, MA 7-10 Association Forum Holiday Showcase Chicago, IL TBD
National Coalition of Black Meeting Planners (NCBMP) TBD Conference Direct Partner Meeting & Tradeshow Atlanta, GA 11-12 Society of Government Meeting Professionals (SGMP) Kansas City, MO 19-22 Springtime Washington, DC 27	Hinton & Grusich 11th Annual Elevate Denver, CO TBD Affordable Meetings West Long Beach, CA 16-17 Destinations Showcase Chicago, IL TBD	Fraternity Executives Association (FEA) Bellevue, WA 7-11 Florida Society of Association Executives (FSAE) Naples, FL 14-17 Meeting Professionals International (WEC) Vancouver, Canada 24-27	Incentive Works Toronto, Canada 17-18 American Society of Association Executives (ASAE) Los Angeles, CA 21-24 Successful Meetings University TBD Meeting Professionals International Florida Chapters Southeast Educational Conference TBD The Kellen Co. Leadership Conference TBD	Affordable Meetings Washington, DC 8-9 Meetings Quest Raleigh, NC TBD Connect Marketplace Louisville, KY 15-18	Incentive Travel & Meeting Executives Show (ITME) Chicago, IL 12-14 Travel Events & Management in Sports (TEAMS) TBD	Florida Encounter TBD	International Association of Exhibitions & Events (IAEE Expo Expo) New Orleans, LA 7-9 National Coalition of Black Meeting Planners (NCBMP) TBD Association Forum Holiday Showcase Chicago, IL TBD
Meeting Industry Ladies Organization (MILO) TBA	FICP Education Forum St.Louis, MO 16-18 ASAE Fellows Retreat Doral Golf Resort and Spa, a Marriot Resort Doral, FL 17-20	Council of Engineering and Scientific Society Executives (CESSE) Pittsburgh, PA 13-16 Destination Marketing Association International (DMAI) Hollywood, FL 21-23		American Society of Association Executives (ASAE) Dinner Washington, DC TBD	LIMRA Annual Conference Washington, DC 24-27	Financial & Insurance Conference Planners (FICP) Miami Beach, FL 16-20 Meeting Masters Invitational TBD Hospitality Industry Golf Organization (HIGO) TBD	

Trade Shows

Affordable Meetings

April 14-15, 2010 - Chicago, IL
June 16-17, 2010 - Long Beach, CA
September 8-9, 2010 - Washington, DC

Association executives and meeting planners in the market for moderately priced and mid-ranged hotel packages generally attend these two-day tradeshows. Estimated attendance: 2,000-2,500 attendees. GMCVB staff and hotel members participate.

American Society of Association Executives (ASAE) Annual Meeting and Exposition

August 21-24, 2010 - Los Angeles, CA

Three-day trade show exhibiting and networking with more than 3,000 association executives. GMCVB staff and member hotels participate.

Association Forum of Chicagoland Holiday Showcase

December 15, 2009 - Chicago, IL

December (TBD) 2010 - Chicago, IL

This one-day trade show is Chicago's largest and attracts more than 1,000 association executives and corporate decision-makers.

CBI's 6th Annual Pharmaceutical Forum

March 15-17, 2010 - Philadelphia, PA

Bringing together the industry's leading experts in pharmaceutical meeting planning.

Conference Direct - Partner Meeting & Trade Show

May 11-12, 2010 - Atlanta, GA

Business Meeting, Trade Show & Networking Opportunities with one of the leading 3rd party planner companies. Conference Direct has over 200 associates located throughout the U.S. and Canada representing 600 plus client accounts.

Destinations Showcase

February 25, 2010 - Washington, DC

June 2010 - Chicago, IL

These are unique tradeshows where CVB's from across the country promote their destinations to corporate and association meeting planners. Seminars and luncheons are included.

Florida Encounter

November 15-17, 2009 - St. Petersburg, FL

One GMCVB representative will attend scheduled appointments with pre-qualified planners who have a history of booking meetings in Florida.

Florida Society of Association Executives (FSAE)

July 14-17, 2010 - Naples, FL

Three-day conference with educational sessions for all levels of management, creative networking opportunities for conference attendees and unparalleled keynote speakers. Over 250 association executives are in attendance.

Hinton & Grusich - Elevate

June 2010 - Denver, CO

11th Annual Elevate for Colorado Meeting Professionals. This show brings over 400 attendees on the event day, which includes a reception and table-top trade show.

Hinton & Grusich - Rendezvous

November 16-18, 2009 - St. Louis/Kansas City, MO & Minneapolis, MN

These shows bring over 250 meeting professionals and include a reception and table-top trade show in each destination.

Incentive Travel & Meeting Executives Show (ITME)

October 12-14, 2010 - Chicago, IL

Two and a half-day trade show at which GMCVB sales staff and participating GMCVB members sell Greater Miami and the Beaches as an incentive destination to more than 500 top incentive and corporate meeting executives.

Incentive Works

August 17-18 2010 - Toronto, Canada

This tradeshow targets the Canadian market with a focus on corporate and incentive business. The show consists of one and a half days of educational programs and a six-hour trade show.

International Association of Exhibitions & Events (IAEE Expo Expo)

December 8-10, 2009 - Atlanta, GA

December 7-9, 2010 - New Orleans, LA

Opportunity for GMCVB and Convention Center staff to sell to meeting and tradeshow associations of over 700 planners.

The Kellen Company Leadership Conference

August 2010 - TBD

This annual event brings KCO Associates together for three days of learning, sharing best practices, and further development. Participants will comprise practically all KCO personnel from Atlanta, New York, Tucson, Washington, D.C. and Brussels offices. This will include senior management and executive directors.

Successful Meetings - University

August 2010 - TBD

Produced by Successful Meetings magazine, this annual show attracts 40-50 pre-qualified meeting planners. Provides opportunities for one-on-one appointments and networking. Educational sessions are also provided.

Meeting Professionals International (MPI)

February 20-23, 2010 - (Meet Different) - Cancun, Mexico

July 24-27, 2010 - (WEC) - Vancouver, Canada

Both held in conjunction with a trade show.

Estimated attendance: 1,500 meeting professionals at each conference.

Meetings Quest

Various Cities

A one-day Hospitality industry trade show in various markets attracting over 150 planners. These events also include session and networking opportunities with planners.

MPI Florida Chapters

Southeast Educational Conference

August 2010 - TBD

The Southeast Education Conference is a three-day conference including a one-day trade show that will provide accessible educational resources for the meeting professional with great networking and business opportunities to promote the Miami brand.

Fraternity Executives Association (FEA)

July 7-11, 2010 - Bellevue, WA

An individual membership association consisting of the chief officials of general college fraternities and sororities. The Fraternity managed by the FEA members range in size from the smallest with 7 chapters to the largest with nearly 300.

National Coalition of Black Meeting Planners (NCBMP)

December 1-6, 2009 - Daytona Beach, FL

May 2010 - TBD

December 2010 - TBD

GMCVB staff promotes to more than 200 executives from African-American organizations and various associations during this three-day meeting and trade show.

New England Meetings Industry Conference & Exposition (NEMICE)

April 5-6, 2010 - Boston, MA

A one-day conference and trade show which draws 200 corporate and association meeting planners from the region.

Potomac Chapter for Meeting Professionals International (PMPI) Mid-Atlantic Conference & Exposition (MACE)

December 9-10, 2009 - Washington, DC

The Mid-Atlantic Conference & Exposition. An Educational Forum and marketplace for the meetings industry is presented by Meeting Professionals International Potomac Chapter (PMPI), which will attract 200 meeting professionals.

Society of Government Meeting Professionals (SGMP)

May 19-22, 2010 - Kansas City, MO

Educational conference and trade show to profile Greater Miami and the Beaches as a venue to more than 300 government planners throughout the U.S.

Springtime

May 27, 2010 - Washington, DC

A one-day tradeshow which attracts 1,000 association executives from the DC, Virginia and Maryland areas.

Helms Briscoe Annual Business Conference

January 20-23, 2010 - Las Vegas, NV

This Annual Business Conference is for the associates and industry partners. The reverse trade shows offers an opportunity to connect with the 700 plus HB Associates.

GAMPI (Georgia MPI)

February 2010 (TBD) - Atlanta, GA

The Georgia Chapter of MPI offers an annual conference and tradeshows for their 1,050 members. Programming includes educational workshops and networking.

Tallahassee Society of Association Executives (TSAE) Tradeshow/Education Day

October 21, 2009 - Tallahassee, FL

Trade show and seminars to exhibit and network with executives from more than 150 associations headquartered in Tallahassee.

Travel Events & Management In Sports (TEAMS)

October 13-17, 2009 - New Orleans

October 2010 - TBD

GMCVB participates in the world's leading conference and expo for the Sports Event Industry. More than 200 Sports Event suppliers participate in a unique one-on-one appointment tradeshow.

North Central Florida's Meeting Planning Expo

March 2, 2010 - Gainesville, FL

A luncheon and afternoon tradeshow to profile Greater Miami & the Beaches to over 150 government and Education Meeting Planners from the Gainesville and Jacksonville areas.

Connect Marketplace

September 15-18, 2010 - Louisville, KY

Connect is an appointment based reverse tradeshow focusing on planners representing the Social, Military, Education, Reunion, and Fraternal Meetings markets.

Industry Events

Association for Convention Operations Management (ACOM) Annual Conference
January 7-10, 2010 - Dallas, TX

This association provides educational seminars and an annual meeting for convention service professionals.

Association Management Companies Institute
February 10-12, 2010 - San Antonio, TX

Opportunity to learn from and network with the heads of association management companies from across the U.S.

Council of Engineering and Scientific Society Executives (CESSE)

July 13-16, 2010 - Pittsburgh, PA

Opportunity to promote to more than 400 decision-makers, planners, CEOs and executive directors in the engineering and scientific fields.

Destination Marketing Association International (DMAI)

July 21-23, 2010 - Hollywood, FL

Sessions and workshops addressing the challenges, philosophies and industry issues that impact meeting destinations and convention bureaus.

Financial & Insurance Conference Planners (FICP)

November 15-19, 2009 - Toronto, Canada

November 16-20, 2010 - Miami Beach, FL

Opportunity to solicit insurance and financial industry accounts from more than 500 planners.

FICP - Education Forum Financial & Insurance Conference Planners (FICP)

June 16-18, 2010 - St. Louis, MO

A three-day networking and education conference for a group of financial and insurance meeting planners.

LIMRA

October 25-28, 2009 - New York City, NY

February 24-26, 2010 - Las Vegas, NV

October 24-27, 2010 - Washington, DC

LIMRA International is a worldwide association providing research, consulting, and other services to nearly 850 insurance and financial services companies in more than 60 countries. LIMRA's Annual Conference allows exhibition and networking opportunities with over 1,000 member attendees.

Meeting Masters Invitational

November 18-22, 2009 - Palm Beach Gardens, FL

November 2010 - TBD

Invitation-only event provides opportunity to meet individually with those responsible for future meeting site selection. Both corporate and association planners are in attendance.

Professional Convention Management Association (PCMA)

January 10-13, 2010 - Dallas, TX

Networking with more than 1,000 meeting professionals. We participate in unique, dynamic networking events, specialized faculty and student programs, and Chapter events that will inspire us to become better leaders and get more involved.

PCMA Partnership Summit

April 8-11, 2010 - Fairmont Turnberry Isle Resort & Club - Aventura, FL

The Partnership Summit is a VIP Networking, business development, and executive level educational event for PCMA's top sponsors hosting over 150 senior meetings industry planners and executives, as well as their guests. Participants forge lasting relationships through networking excursions and educational sessions. The sponsors' contributions to this event enables the PCMA Education Foundation to further strengthen the meetings and convention industry by offering scholarships, research grants, and innovative education.

ASAE Fellows Retreat

June 17-20, 2010 - Doral Golf Resort and Spa, a Marriott Resort - Doral, FL

The retreat, exclusively for ASAE & The Center Fellows, features programming that engages and challenges the participants in addition to providing multiple networking opportunities to meet and connect with other Fellows. The Fellows program recognizes individual accomplishments and contributions by association executives and industry partners to the association community, and is a call to continued service for the profession. Over 75 association executives will be on site to experience Greater Miami.

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