

► Convention Sales



Program of Work 2011-2012



Greater Miami Convention & Visitors Bureau 2011-2012 Convention Sales Programs

Venue Reviews

Corporate Venue Review January 25-28, 2012

Meeting executives from corporate companies 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.

Spring Venue Review March 1-4, 2012

This event highlights Greater Miami and the Beaches for association and corporate meeting planners.

Convention Center/Multi Hotel User Venue Review June 27-30, 2012

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

Fall Venue Review September 19-22, 2012

Convention and meeting executives from cultural organizations, sports groups and associations 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.

Sales Blitzes

Boston Sales Blitz

September 10-12, 2012 – Boston, MA

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

Chicago Mini Sales Blitz

July 2012 – 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.

Connecticut Sales Blitz

September 12-14, 2012 – Hartford/Stamford, CT

This blitz will incorporate two full days of organized individual and group calls (corporate and association) to the Hartford/Stamford areas with participating hotels.

Midwest Sales Blitzes

November 15-17, 2011 – St. Louis/Kansas City, MO

March 13-15, 2012 – Minneapolis, MN

May 14-18, 2012 – Cleveland, Columbus, Cincinnati, OH

September 17-18, 2012 – Milwaukee, WI

November 13-15, 2012 – St. Louis/Kansas City, MO

These blitzes will consist of sales calls to corporate, association and incentive companies with participating hotels. Plan for three or four days of calls with well-qualified accounts.

Northeast Sales Blitzes

November 16-18, 2011 – New Jersey

February 6-8, 2012 – New Jersey & Pennsylvania

May 1-2, 2012 – New York November 7-9, 2012 – New Jersey

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

North Carolina Sales Blitz

June 5-8, 2012 – Charlotte/Raleigh, NC

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.

Virginia Sales Mission

February 15-16, 2012 – VA Mini Sales Mission

December 11-12, 2012 – VA Mini Sales Mission

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.

Texas Sales Blitz

October 10-14, 2011 – Dallas/Houston, TX

October 16-19, 2012 – Dallas/Houston, TX

GMCVB staff and participating hotels will make group sales calls and host a client luncheon and reception for pre-qualified corporate and association customers in Dallas and Houston.

Washington, DC Sales Blitz

May 8-10, 2012 – 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 2011 – 2012

EVENTS	OCTOBER 2011	NOVEMBER 2011	DECEMBER 2011	JANUARY 2012	FEBRUARY 2012	MARCH 2012	APRIL 2012
VENUE REVIEWS				Corporate Venue Review 25-28		Spring Venue Review 1-4	
SALES BLITZES	Texas Sales Blitz Dallas/Houston, TX 10-14	Midwest Sales Blitz St. Louis/Kansas City, MO 15-17 Northeast Sales Blitz New Jersey 16-18			Northeast Sales Blitz Pennsylvania/ New Jersey 6-8 Virginia Sales Mission Alexandria, VA 15-16	Midwest Sales Blitz Minneapolis, MN 13-15	
TRADE SHOWS	Travel Events & Mgmt in Sports (TEAMS) Las Vegas, NV 3-6 IMEX Americas Worldwide Exhibition for Incentive Travel Mtgs and Events Las Vegas, NV 11-13 Tallahassee Soc. of Assn. Executives Education Day (TSAE) Tallahassee, FL 19 Plan Your Meetings (PYM) Chicago, IL 19	Florida Encounter Daytona, FL 13-15 EXL Pharma Mtg. Planners Summit New Brunswick, NJ 14-15 National Coalition of Black Meeting Planners (NCBMP) Las Vegas, NV 16-20 Meetings Quest Washington, DC 22	Intl. Assn. of Exhibits & Events (IAEE Expo Expo) Las Vegas, NV 6-8 Association Forum Holiday Showcase Chicago, IL 15	Helms Briscoe Annual Business Conference Reno, NV 25-27	Meetings Exploration Conference (MEC) Atlanta, GA 22-24 Destinations Showcase Washington, DC 28	ConferenceDirect Annual Partners Meeting Orlando, FL 25-29	
INDUSTRY EVENTS	Life Insurance Marketing and Research Association (LIMRA) Annual Conference New York, NY 23-25	Financial & Insurance Conference Planners (FICP) Annual Conference San Antonio, TX 13-16 Nursing Organizations Alliance (NOA) Miami, FL 17-19		Executive Director Incorporated Milwaukee, WI TBD Prof. Conv. Mgmt. Assn. (PCMA) San Diego, CA 8-11	Assn. Management Companies Institute Rancho Mirage, CA 8-10 Life Insurance Marketing and Research Association (LIMRA) Distribution Conf. Jacksonville, FL 22-24 Destination Marketing Assn. Int'l (DMAI) Foundation Dinner Washington, DC 27		

MAY 2012	JUNE 2012	JULY 2012	AUGUST 2012	SEPTEMBER 2012	OCTOBER 2012	NOVEMBER 2012	DECEMBER 2012
	Convention Center/ Multi Hotel User Venue Review 27-30			Fall Venue Review 19-22			
Northeast Sales Blitz New York 1-2 DC Sales Blitz Washington, DC 8-10 Midwest Sales Blitz Ohio 14-18	North Carolina Blitz Charlotte/Raleigh, NC 5-8	Chicago Sales Blitz Chicago, IL TBD		Boston Sales Blitz Boston, MA 10-12 Connecticut Sales Blitz Hartford/Stamford, CT 12-14 Midwest Sales Blitz Milwaukee, WI 17-18	Texas Sales Blitz Dallas/Houston, TX 16-19	Northeast Sales Blitz New Jersey 7-9 Midwest Sales Blitz St. Louis/Kansas City, MO 13-15	Virginia Sales Mission Reston, VA 11-12
National Coalition of Black Meeting Planners (NCBMP) TBD Springtime Washington, DC 3 Society of Govt. Mtg. Prof. (SGMP) New Orleans, LA 16-19	Affordable Meetings San Jose, CA 13-14 The Americas Incentive, Business Travel & Meetings Exhibition (AIBTM) Baltimore, MD 19-21	Fraternity Executives Assn. (FEA) Palm Springs, CA 7-11 Meeting Professionals International (MPI) St. Louis, MO 28-31	The Kellen Co. Leadership Conference Atlanta, GA 1-3 American Society of Association Executives (ASAE) Dallas, TX 11-14 Connect Marketplace New Orleans, LA 16-18 Plan Your Meetings (PYM) Raleigh/Durham, NC TBD	Affordable Meetings Washington, DC 5-6	Travel Events & Mgmt in Sports (TEAMS) TBD Tallahassee Soc. of Assn. Executives Education Day (TSAE) Tallahassee, FL 17	EXL Pharma Mtg. Planners Summit New Brunswick, NJ 12-13 FL Encounter TBD	Intl. Assn. of Exhibits & Events (IAEE Expo Expo) Orlando, FL 4-6 National Coalition of Black Meeting Planners (NCBMP) TBD Association Forum Holiday Showcase Chicago, IL TBD
Professional Convention Mgmt Assn (PCMA) Dinner Washington, DC 2	PCMA Education Conference San Antonio, TX 10-13 CIC Hall of Leaders Dinner TBD Association Forum Association Week Chicago, IL 18-22 Financial & Insurance Conference Planners (FICP) Education Forum Charleston, SC 20-22	Florida Soc. of Assn. Exec. (FSAE) Orlando, FL 11-14 Council of Engineering and Scientific Society Executives (CESSE) Louisville, KY 24-27				Financial & Insurance Conference Planners (FICP) Annual Conference Los Angeles, CA 11-14 Nursing Organizations Alliance (NOA) TBD	

Trade Shows

Affordable Meetings

June 13-14, 2012 – San Jose, CA

September 5-6, 2012 – 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. Combination of appointments and drop by.

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

August 11-14, 2012 – Dallas, TX

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

America's Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX America)

October 11-13, 2011 – Las Vegas, NV

New trade show for incentive market. The new worldwide exhibition for incentive travel, meetings and events. The show will run the largest hosted buyer program ever held in North America, with more than 2,000 buyers expected.

The Americas Incentive, Business Travel and Meetings Exhibition (AIBTM)

June 19-21, 2012 – Baltimore, MD

AIBTM – The Americas Meetings & Events Exhibition – will be welcoming 2,000 hosted buyers to Baltimore. The 2,000 hosted buyers will be made up predominantly of U.S. based meeting planners with domestic and international business as well as those from Canada, Mexico, Latin America, Asia and Europe. Buyers from associations, incentive houses, corporate and independent meeting planners who organize, influence or make budgetary decisions for meetings, incentive and business travel, conventions, product launches or events, as well as meeting planners located in cities within three hours drive of Baltimore.

Association Forum of Chicagoland Holiday Showcase

December 15, 2011 – Chicago, IL

December 2012 – Chicago, IL

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

Conference Direct – Annual Partners Meeting & Trade Show

March 25-29, 2012 – Orlando, FL

Business meeting, trade show & networking opportunities with one of the leading 3rd party planner companies. Conference Direct has more than 200 associates located throughout the U.S. and Canada representing 600 plus client accounts.

Connect Marketplace

August 16-18, 2012 – New Orleans, LA

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

Destinations Showcase

February 28, 2012 - Washington, DC

This is a unique tradeshow where CVB's from across the country promote their destinations to corporate and association meeting planners. Seminars and luncheons are included.

EXL Pharma, 7th and 8th Annual Pharmaceutical Meeting Planners Summit

November 14-15, 2011 – New Brunswick, NJ

November 12-13, 2012 – New Brunswick, NJ

This is a two-day program in an intimate, relaxed setting ideal for networking and learning with a balanced audience of planners and suppliers.

Florida Encounter

November 13-15, 2011 – Daytona, FL

November 2012 – TBD

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

Fraternity Executives Association (FEA)

July 7-11, 2012 – Palm Springs, CA

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

Helms Briscoe Annual Business Conference

January 25-27, 2012 – Reno, NV

This annual business conference is for the associates and industry partners. This reverse trade show offers an opportunity to connect with the 1,000 plus HB Associates.

Intl. Association of Exhibitions & Events (IAEE ExpoExpo)

December 6-8, 2011 – Las Vegas, NV

December 4-6, 2012 – Orlando, FL

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

The Kellen Company

August 1-3, 2012 – Atlanta, GA

This annual event brings KCO Associates together for two 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.

Meeting Professionals International (MPI)

July 28-31, 2012 – St. Louis, MO

Appointment based show. Estimated attendance: 500.

Meetings Exploration Conference (MEC)

February 22-24, 2012 – Atlanta, GA

MEC is the Georgia Chapter of MPI's (GaMPI) premier southeast event. MEC attracts over 1,000 members to experience a 3-day conference that includes educational sessions, trade show and networking events.

Meetings Quest

November 22, 2011 – Washington, DC

A one-day hospitality industry trade show in various markets attracting more than 150 planners. These events also include sessions and networking opportunities with planners.

National Coalition of Black Meeting Planners (NCBMP)

November 16-20, 2011 – Las Vegas, NV

May 2012 – TBD December 2012 – TBD

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

Plan Your Meetings (PYM)

October 19, 2011 – Chicago, IL

August 2012 – Raleigh/Durham, NC

PYM LIVE Events are monthly events produced by Plan Your Meetings (PYM) held in different cities around the US. PYM LIVE are half day events particularly for corporate planners and hotel/destination partners that feature an intimate trade show, an educational breakout session and lunch.

Society of Government Mtg. Professionals (SGMP)

May 16-19, 2012 – New Orleans, LA

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 3, 2012 – Washington, DC

A one-day tradeshow which attracts 1,000 association executives from the DC, Virginia and Maryland areas. PCMA dinner is conducted May 2.

Tallahassee Society of Association Executives (TSAE) Trade Show/Education Day

October 19, 2011 – Tallahassee, FL

October 17, 2012 – Tallahassee, FL

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

Travel Events & Mgmt. in Sports (TEAMS)

October 3-6, 2011 – Las Vegas, NV

October 2012 – TBD

GMCVB participates in the world's leading conference & expo for the sports event industry. More than 200 sports event suppliers participate in a unique one-on-one appointment tradeshow.

Industry Events

Association Management Companies Institute February 8-10, 2012 – Rancho Mirage, CA

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

Association Forum of Chicagoland Association Week June 18-22, 2012 – Chicago, IL

Association Week is an annual week-long celebration of the association management profession by Chicagoland associations and the supplier partners that serve the community. Events include the Annual "State of the Union" & Meeting, Educational Sessions, Networking Opportunities, All-Star Day, Association Forum's Honors Gala and a Community Service Project. Over 200 associations and 500 buyers/suppliers are anticipated to attend.

CIC Hall of Leaders Dinner June 2012 – TBD

The CIC Hall of Leaders was established in 1985. For more than 20 years, CIC has honored outstanding leaders and innovators within the meetings, conventions and exhibitions industry at the Hall of Leaders Gala. This year's Hall of Leaders Gala promises to be an evening of sharing, partnership, networking and celebration. Five extraordinary individuals will be officially inducted into the CIC Hall of Leaders.

Council of Engineering and Scientific Soc. Exec. (CESSE) July 24-27, 2012 – Louisville, KY

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) Foundation Dinner February 27, 2012 – Washington, DC

Network with hundreds of industry colleagues at this premier event where DMAI will honor their 2012 Spirit of Hospitality honoree, American Express, for their long-term support of the travel industry. The Spirit of Hospitality is the industry's highest recognition and is presented annually to individuals and organizations who have shown exceptional dedication and commitment to the travel and tourism industry.

Executive Director Incorporated January 2012 – Milwaukee, WI

Executive Director Incorporated (EDI) manages over 20 associations. The Executive Directors of the associations in attendance will be available to meet with suppliers for 6 minutes each during the show.

Financial & Insurance Conference Planners (FICP) Annual Meeting

**November 13-16, 2011 – San Antonio, TX
November 11-14, 2012 – Los Angeles, CA**

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

Financial & Insurance Conference Planners (FICP) Education Forum

June 20-22, 2012 – Charleston, SC

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

Florida Society of Association Executives (FSAE) July 11-14, 2012 – Orlando, FL

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

Life Insurance Marketing and Research Association (LIMRA) Annual Meeting October 23-25, 2011 – New York, NY Distribution Conference February 22-24, 2012 – Jacksonville, FL

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 for more than 1,000 member attendees.

Meeting Masters Invitational November 30-December 4, 2011 – Hilton Head, SC November 2012 – TBD

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

Nursing Organizations Alliance (NOA) November 17-19, 2011 – Miami, FL November 2012 – TBD

The Alliance is open to any nursing organization whose focus is to address current and emerging nursing and health care issues. Fall Summit is to provide a forum for identification, education and collaboration, building on issues of common interest to advance the nursing profession. The Fall Summit is designed for the chief elected officers and chief officers of the Alliance member organizations.

Professional Convention Management Assn. (PCMA) January 8-11, 2012 – San Diego, CA

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

Professional Convention Mgmt Assn (PCMA) Dinner May 2, 2012 – Washington, DC

The PCMA Education Foundation Dinner Celebrating Professional Achievement is the industry's premier recognition dinner. Each year, the Foundation recognizes exceptional industry leaders with the lifetime achievements award.

Professional Convention Management Assn. (PCMA) Education Conference

June 10-13, 2012 – San Antonio, TX

Networking with more than 500 meeting professionals. First-time event in conjunction with CIC and AIBTM.

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