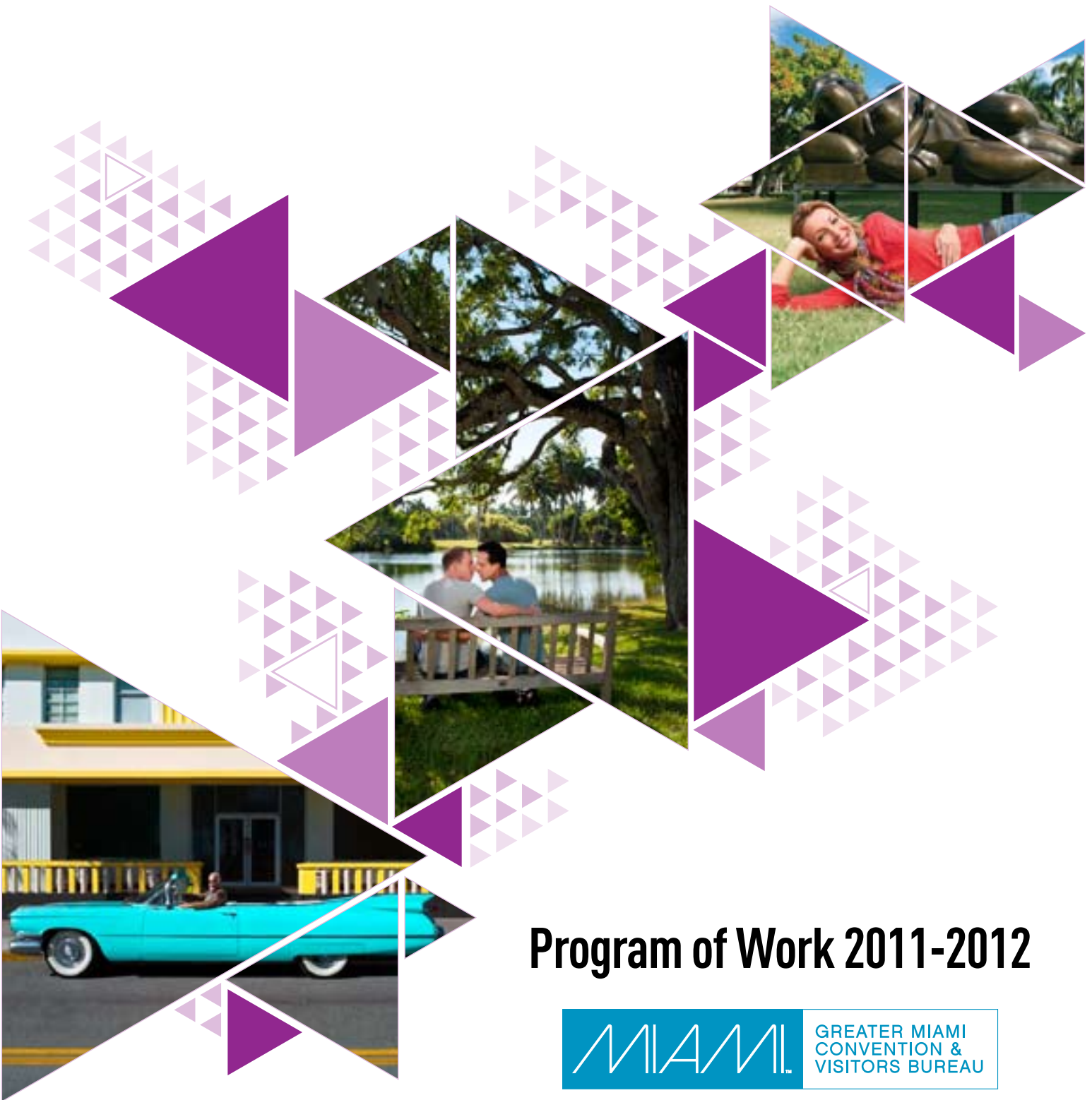


► Cultural Tourism & LGBT Marketing



Program of Work 2011-2012



Gay & Lesbian Program 2011/2012

Calendar of Trade Shows & Events

- October 15, 2011** **National Gay & Lesbian Task Force Recognition Dinner / Miami, FL**
The GMCVB's Gay & Lesbian Program, in partnership with the National Gay & Lesbian Task Force, will support this fundraising event by purchasing tickets and an ad in the program.
305/571-1924 • TheTaskForce.org
- November 2-4, 2011** **International Conference on Gay & Lesbian Tourism /Palm Springs, CA**
The GMCVB's Gay & Lesbian Program will attend this international conference by speaking and participating as a panelist, staffing a booth at the trade show and showcasing Greater Miami.
415/437-3800 • CommunityMarketingInc.com
- November 23-28, 2011** **White Party Week / Miami, FL**
The GMCVB's Gay & Lesbian Program will showcase the destination at events during this week of activities throughout Greater Miami and include the Boutique Hotel Guides in the event gift bags.
305/576-1234 • WhiteParty.org
- February 7, 2012** **GLBT Travel Expo Tour/ Ft. Lauderdale, FL**
The GMCVB's Gay & Lesbian Program will showcase the destination at events during this trade show with 5,000 attendees. Embassy Suites Hotel.
718/622-5709 • GLBTTravelExpo.com
- February 12, 2012** **Greater Miami Gay & Lesbian Chamber Trade Show and Taste of Miami / Miami, FL**
The GMCVB's Gay & Lesbian Program will showcase the destination at this trade show. This inaugural event will highlight businesses, events, and hospitality and travel venues that welcome gays and lesbians.
305/673-4440 • GoGayMiami.com
- Feb. 29-Mar. 5, 2012** **Winter Party / Miami, FL**
The GMCVB's Gay & Lesbian Program will partner with the National Gay & Lesbian Task Force to showcase the destination and include the Boutique Hotel Guides in the event gift bags.
323/857-8747 • WinterParty.org
- March 10-11, 2012** **PrideFest 2012 / Oakland Park, FL**
The GMCVB's Gay & Lesbian Program will showcase Greater Miami's signature GLBT events by staffing a trade show booth and showcasing the destination to more than 20,000 attendees.
954/561-2020 • PrideSouthFlorida.org
- March 17-18, 2012** **The 19th International Gay & Lesbian Business & Entertainment Expo / New York, NY**
This two-day event attracts more than 15,000 attendees including tour operators, journalists, tour professionals and consumers. The GMCVB will be exhibiting at this important trade show promoting the destination and all its assets.
800/243-9774 • RdpGroup.com
- March 31, 2012** **Miami-Dade Gay & Lesbian Chamber of Commerce Gala / Miami, FL**
The GMCVB's Gay & Lesbian Program will partner with the Chamber to sponsor the invitations, purchase a table and purchase ads in the directory and program.
305/573-4000 • GoGayMiami.com

- April 12–14, 2012** **International Gay & Lesbian Travel Association Annual Meeting/ Florianopolis, Brazil**
The GMCVB's Gay & Lesbian Program will play a prominent role at this international event by speaking on a panel and staffing a trade show booth. There will be a host of exhibits and attendance will include more than 5,000 travel professionals, journalists and tour operators.
- April 14, 2012** **Miami Beach Gay Pride Parade/Festival/Expo / Miami Beach, FL**
This historic venture will bring together civic, community and business leaders to produce a one-day festival event on famous Ocean Drive with more than 20,000 people. Additionally, the GMCVB's Gay & Lesbian Program will showcase the destination by staffing a booth at the trade show and sharing the GMCVB's Diversity Guide and maps from our partners Fun Maps and G-Maps of Miami.
MiamiBeachGayPride.com
- April 26–May 6, 2012** **Miami Gay & Lesbian Film Festival / Miami, FL**
The GMCVB's Gay & Lesbian Program will promote the destination and its production opportunities during the festival. Boutique Hotel Guides and Diversity Guides and maps from our members Fun Maps and G-Maps will be distributed in each film industry bag. More than 15,000 industry members and consumers attend the festival.
305/534-9924 • MGLFF.com
- May 1, 2012** **GLBT Travel Expo / Chicago, IL**
The GMCVB's Gay & Lesbian Program will promote the destination and its production opportunities during the festival. LGBT Center on Halsted, Chicago, IL
718/622-5709 • GLBTTravelExpo.com
- May 3, 2012** **Equality Forum / Philadelphia, PA**
The GMCVB's Gay & Lesbian Program will showcase the destination at this internationally recognized event with more than 50 programs and events, top-tier panel discussions, an annual art exhibit and a trade show that attracts more than 50,000 attendees. All these events offer networking opportunities with journalists, tour professionals and consumers.
215/732-3378 • EqualityForum.com
- May 5, 2012** **GLBT Travel Expo / New York, NY**
The GMCVB's Gay & Lesbian Program will promote the destination and its production opportunities during the festival. LGBT Center, New York, NY.
718-622-5709 • GLBTTravelExpo.com
- May 2012** **Aqua Girl / Miami, FL**
This weeklong celebration, sponsored by the Gay & Lesbian Foundation of South Florida, features 14 spectacular cultural events and parties, and offers excellent opportunities to showcase the destination. The GMCVB's Gay & Lesbian Program will have Boutique Hotel Guides and the Diversity booklets placed in each attendee's bags.
305/532-1997 • AquaGirl.org
- May 24–28, 2012** **GLBT/International Trade Show / Chicago, IL**
The GMCVB's Gay & Lesbian Program will be showcasing Greater Miami at this international event by staffing a trade show booth. Expected attendance is more than 10,000, with tour operators, journalists and consumers in attendance.
800/494-8497
- May 24–28, 2012** **Sizzle Miami / Miami, FL**
Sizzle Miami was conceived ten years ago and it has grown into the most celebrated and anticipated urban gay event of the year. The GMCVB's Gay & Lesbian Program supports this mega event with signage, branding and Boutique Hotel and Diversity guides in all attendees' bags, and outreach into the gay minority population.
305/938-9612 • SizzleMiami.com

May 31–June 3, 2012

Gay Days Expo / Orlando, FL

Since 1991, Gay Days in the Magic Kingdom has grown into a powerhouse with 135,000 in attendance. This annual event is a bonanza for the GMCVB's Gay & Lesbian Program as it affords thousands the opportunity to learn about Greater Miami at the well attended trade show at which Miami has a prominent location.

888/942-9329 • GayDays.com

July 19–22, 2012

Miami Beach Bruthaz Conference / Miami Beach, FL

The GMCVB's Gay & Lesbian Program welcomes this annual conference to Miami Beach by providing every attendee with Diversity Guides, maps from our partners Fun Maps and G-Maps, and Boutique Hotel Guides.

646/528-6109 • MiamiBeachBruthaz.com

September 4–10, 2012

Gay Days Expo / Las Vegas, NV

The organizers of this event are holding the very first Gay Days Las Vegas. This event is a bonanza for the GMCVB's Gay & Lesbian Program as it affords thousands the opportunity to learn about Greater Miami at the well attended trade show at which Miami has a prominent location.

888-942-9329 • GayDays.com

September 8, 2012

Pridelines Youth Services Gala / Miami, FL

The GMCVB's Gay & Lesbian Program will partner with this nationally known gay & lesbian students' organization by buying a table showcasing the destination with signage and branding.

305/571-9601 • PrideLines.org

September 9–10, 2012

Key West Women's Festival / Key West, FL

The GMCVB's Gay & Lesbian Program will partner with this important event to highlight Miami's own Aqua Girl Foundation. For more than 20 years, the Key West Women's Festival has attracted thousands of attendees from all over the globe. The attendees will receive Diversity Guides and Boutique Hotel Guides and information on Aqua Girl events held here in Miami.

305/294-4603 • KeyWestWomensFest.com

Heritage & Cultural Tourism Program 2011/2012

Calendar of Trade Shows & Events

- October 19–22, 2011** **National Trust for Historic Preservation / Nashville, TN**
As a board member of this prestigious, internationally known and respected preservation organization, the GMCVB's Heritage & Cultural Tourism Program will have great visibility at this annual event. Miami will be showcased at the well attended trade show, where Boutique Hotel Guides and Miami's award-winning Heritage Guide will be available.
- November 10–13, 2011** **PINTA, The Modern and Contemporary Art Show / New York, NY**
Attendance at this prestigious art fair will give great viability to Greater Miami's art scene. Miami will be showcased at this well attended trade show, where Boutique Hotel Guides and Miami's award-winning Heritage Guide will be available. Pier 92, New York City, NY. 305/373-8110 • PintaArt.com
- December 1–4, 2011** **Art Basel Miami Beach / Miami Beach, FL**
The GMCVB's Heritage & Cultural Tourism Program will partner with the City of Miami Beach. We will provide all partner hotels with buttons, concierge desk signage and Art Basel materials. A very visible trade show booth will be staffed with materials showcasing Greater Miami's museums, galleries and cultural assets. Miami Beach Convention Center. 305/740-0050 • ArtBasel.com
- January 13–16, 2012** **Miami International Art Fair / Miami Beach, FL**
The GMCVB's Heritage & Cultural Tourism Program will staff a trade show booth at this second annual art fair. Greater Miami's cultural assets will be highlighted with materials, maps and guides. Miami Beach Convention Center. 239/949-5411 • Mia-ArtFair.com
- January 20–23, 2012** **Art Palm Beach / Palm Beach, FL**
The GMCVB's Heritage & Cultural Tourism Program will be in attendance at this prestigious cultural event, staffing a booth and showcasing Greater Miami's cultural assets. Palm Beach County Convention Center. 239/949-5411 • ArtPalmBeach.com
- February 3–12, 2012** **American International Fine Art Fair / Palm Beach, FL**
The GMCVB's Heritage & Cultural Tourism Program will showcase Miami at this premier fine art fair by staffing a booth and distributing Heritage Guides and other cultural materials. 239/949-5411 • AIFAF.com
- March 2–5, 2012** **ArteaAmericas / Miami Beach, FL**
The GMCVB's Heritage & Cultural Tourism Program will partner with Bureau member Art Circuits Magazine to staff a cultural booth at this Latin American art show. This unique art show will afford the opportunity to market to Latin Americans attending the show and showcase the destination. 305/854-3050 • ArteAmericas.com

May 16–19, 2012

Florida Trust for Historic Preservation Annual Conference / Gainesville, FL

As a board member of the Florida Trust for Historic Preservation, attending this annual event affords the GMCVB's Heritage & Cultural Tourism Program great visibility. The conference consists of educational seminars and the opportunity to highlight Miami's preservation efforts. Miami's Heritage Guide and historic Boutique Hotel Guide will be distributed at the trade show booth.

800/224-8128 • FLTrust.org

June 13–17, 2012

Art43Basel / Basel, Switzerland

The GMCVB's Heritage & Cultural Tourism Program will team up once again with the City of Miami Beach to promote the destination with a trade show booth at the 43rd annual event, distributing materials that highlight Greater Miami's cultural assets, including the Calendar of Events and maps of Miami. Basel, Switzerland.

305/740-0050 • ArtBasel.com

July 12–14, 2012

Sister Cities Conference / Jacksonville, FL

As chair of the Sister Cities program in Miami Beach, the GMCVB's Heritage & Cultural Tourism Program will have great visibility at this event. With a trade show booth, Greater Miami will be highlighted with signage and branding as well as Heritage Guides and Boutique Hotel Guides. Trade Show.

202/347-8635 • Sister-Cities.org

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