



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

MIAMI
shines

GREATER MIAMI AND THE BEACHES

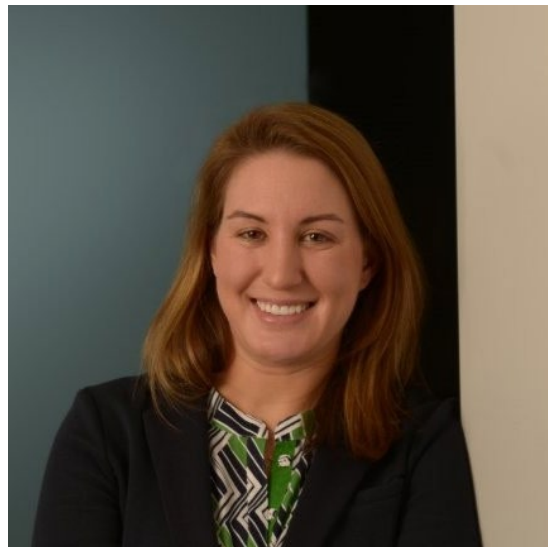


Meeting & Convention Services

Please join us to collaborate and strategize on ways to assist meeting planners, maximize business, and execute safe and successful events



Sponsor



Lindsey Graham
Client Success Manager

bandwangoTM
The Destination Experience Engine



Guest Speaker



Katrina Canady, CEM

Vice President

Jewelry & Business Development



informamarkets



Meet the Team

Vanessa Tamas

Director, Meeting & Convention Services

Teresa Dumas

Coordinator, Meeting & Convention Services



Convention Services Overview

1. We service every Meeting and Convention that comes to Greater Miami & Miami Beach
2. We are Destination Experts – share our knowledge of local businesses and resources
3. We are an extension of the Meeting Planner's Team



Services Provided...

Referrals: Venues, restaurants, event space, staffing, caterers, DMCS - all suppliers to cover all meeting services

Recommendations: Tours, events, cultural institutions, heritage neighborhoods, attractions – indoor and outdoor

Welcome Messaging: Banners, airports, bus shelters, billboards and more



Services Provided...

Digital Content: Photos, videos, B-roll and other content to help build attendance

Promotional Tools: Banner ads, convention microsites, e-vites, and postcards to build attendance

Brochures: Delegate, Multicultural, Family Fun Guides and more...

Maps & Logistical Information: Maps of Miami, custom Hotel locator maps and more



Services Provided

Virtual or In-Person Site Inspection Planning Assistance: Assisting our clients and supporting our GMCVB Partners

Special Offers: Work with partners to create special group offers to help our businesses

Community Liaison: Work with Chambers, BIDs, Neighborhood Associations, Municipalities, Community partners, and our Magnet Program

Social Responsibility and Team Building: Activities that resonate with the times

Familiarization Trips: Support Convention Sales in planning Familiarization Trips to meeting planners showcasing our destination



Community Partnerships

- ✓ Supporting our Businesses
- ✓ Providing the latest Partner information
 - ✓ Educating the Customer
- ✓ Connecting Partners and Customers

MEETING SERVICES

Your Meeting & Event Planning Toolkit

MEETING & EVENT PLANNING TOOLKIT

CONVENTION
SERVICES

PHOTO & MEDIA
LIBRARY

SUPPLIERS

SPECIAL EVENT
VENUES

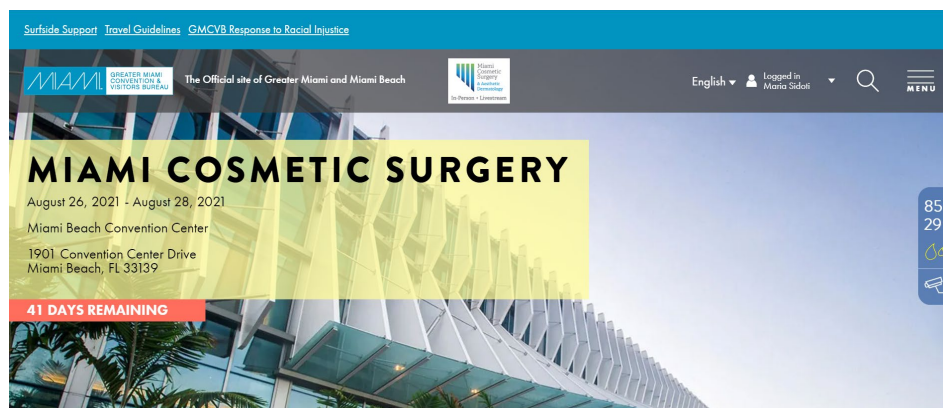
MIAMI AND THE
BEACHES GUIDES

MEETING PLANNER
GUIDE

GETTING AROUND

TRAVEL GUIDELINES

SPECIAL OFFERS
FOR GROUPS



Join us in sunny Miami, Florida for our Global Convention.

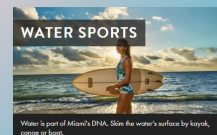
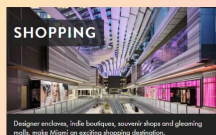
Together we will share extraordinary experiences, spark unexpected conversation, and expand perspectives.

Be sure to book your discounted room at Nobu Hotel Miami Beach.

BOOK NOW

THINGS TO DO

Plan your extra time in Miami. Explore our world renowned beaches, attractions, watersports and more.



WHAT'S HOT

MIAMI'S HOTTEST EVENTS IN JULY

Greater Miami's July calendar sets the area ablaze with the largest hot-top festival in the world, wedding art happenings and two amazing dinosaur-themed events.

EXPLORE NOW >



MIAMI SHINES

Now is the perfect time to enjoy amazing deals on everything from resort and boutique hotels to luxurious spas, outdoor dining, attractions, museums and more.

PLAN YOUR VISIT >



MIAMILAND

Explore wild and untamed mangrove forests, dive deep into an ocean adventure, and immerse yourself in the splendor of nature.

START YOUR ADVENTURE >



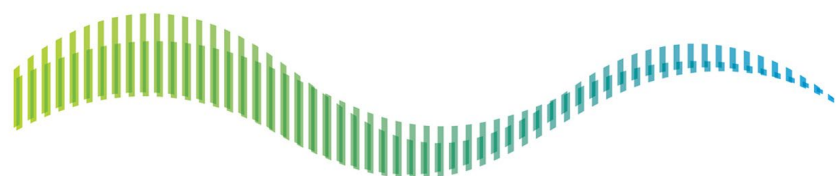
Convention Microsites

- Can be created 1 year + in advance
- Link to Hotel Block directly
- Pulls from our Main GMCVB Website:
 - Things to Do
 - Top Articles
 - Events & Special Offers
 - Webcams
 - Weather



Upcoming Events

August - December 2021



MIAMI BEACH
CONVENTION CENTER

- 40 Events
- 260,000 Attendees



Guest Speaker



Katrina Canady, CEM

Vice President

Jewelry & Business Development



informamarkets



About Informa

Informa is a leading international events, intelligence and scholarly research group.

Our purpose is to champion the specialist. Through hundreds of powerful brands we work with businesses and professionals in specialist markets, providing the connections, intelligence and opportunities that help customers grow, do business, make breakthroughs and take better informed decisions.

Informa is listed on London Stock Exchange and a member of FTSE 100, with over 11,000 colleagues working in more than 30 countries.

Informa: An Overview

FTSE 100

Publicly traded company, listed on the UK's London Stock Exchange and a member of the FTSE 100

Operating internationally

Offices in 30+ countries, serving customers in 170 countries

100s

Informa operates through hundreds of specialist brands

1998

The Informa name first appeared in 1998; many of our brands date back decades and centuries

Growth

Growth-focused; 2018 revenues of \$3bn and 3.7% growth rate

11,000

colleagues located all over the world; 4,000 in the US

Leading

World's largest organiser of exhibitions, and one of the world's foremost research publishers

Five

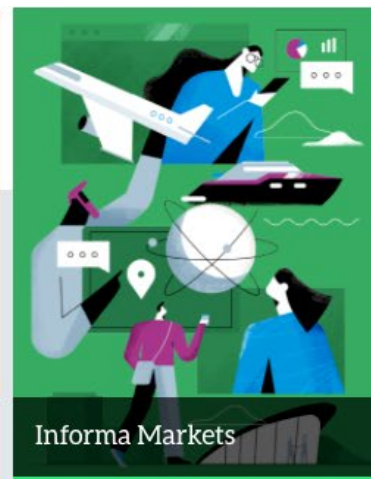
Organised into five operating divisions

What We Do

To grow, do business, make breakthroughs, develop careers and take better informed decisions, specialists look for highly relevant, quality and trusted knowledge, information and connections.

Informa's leading brands and expert teams deliver events and exhibitions, create intelligence-based products and data-driven services, convene communities in person and digitally and provide access to cutting-edge research for customers working in specialist markets, worldwide.

Each of our five operating divisions has a distinct focus.



Specialist Markets & Brands

<p>Agriculture</p> <p>Farm Futures. Business Summit 2020</p> <p>Sahara</p> <p>FEEDS EXPO PHILIPPINES</p> <p>Growtech 20th INTERNATIONAL, GREENHOUSE, AGRICULTURAL TECHNOLOGY AND LIVESTOCK EQUIPMENT FAIR</p>	<p>Art, Design, & Furniture</p> <p>CONTEXT art palm beach aqua miami modern + contemporary art wynwood</p> <p>MIFF MALAYSIAN INTERNATIONAL FURNITURE FAIR</p> <p>kbb</p> <p>FURNITURE MANUFACTURING & SUPPLY CHINA 2020</p>	<p>Aviation & Aerospace</p> <p>AVIATION WEEK NETWORK</p> <p>AeroEngines AMERICAS</p> <p>SpeedNews CONFERENCES</p> <p>Routes routes americas</p>	<p>Beauty & Aesthetics</p> <p>COSMOPACK ASIA HONG KONG 亞太區美容展</p> <p>china beauty expo 中國美容博覽會</p> <p>supply world china 2020 美妝供应链博覽會</p> <p>AMWC BRAZIL Aesthetic Medicine World Congress</p> <p>beauty expo Malaysia International Beauty Show</p>	<p>Energy, Utilities & Resources</p> <p>WasteExpo TOGETHER ONLINE</p> <p>RenewX</p> <p>THE BATTERY SHOW EUROPE 2021</p> <p>RE RENEWABLE ENERGY ASIA</p>	<p>Engineering, Manufacturing, Equip</p> <p>PLASTEC EAST A PLASTICSTODAY EVENT</p> <p>P&V PUMPS AND VALVES ASIA</p> <p>electric & hybrid vehicle technology expo europe 2021</p>	<p>Fashion & Apparel</p> <p>MAGIC POP-UP Orlando</p> <p>FASHION ACCESS</p> <p>COTERIE DIGITAL</p> <p>Miami Cosmetic Surgery an Institute of Dermatology</p>
<p>Health & Nutrition</p> <p>Vitafoods Europe</p> <p>SupplySide WEST</p> <p>NBJ SUMMIT</p> <p>Natural Products EXPO WEST</p>	<p>Healthcare & Pharmaceuticals</p> <p>PHARMAPACK Drug Delivery & Packaging</p> <p>FIME By Informa Markets</p> <p>Health Care IT</p> <p>CPhI north america</p> <p>Omnia Health By Informa Markets</p>	<p>Hospitality, Food, & Beverage</p> <p>INTERNATIONAL FRANCHISE EXPO SHANGHAI</p> <p>THE LIFESTYLE SHOW 生活方式上海秀 2021 Shanghai - China</p> <p>HOFEX</p> <p>SATTE South Asia's Leading Travel Show</p>	<p>Infrastructure, Construcion, Real Estate</p> <p>WORLD OF CONCRETE</p> <p>Member of the Global IFSEC Group</p> <p>SECON</p> <p>INTERNATIONAL ROOFING EXPO Sponsored by NFRC</p> <p>ISS INSIDE SELF-STORAGE WORLD EXPO</p>	<p>Jewelry</p> <p>JEWELLERY & GEM</p> <p>JEWELLERY ARABIA BAHRAIN</p> <p>ISTANBUL JEWELRY SHOW</p>	<p>Maritime, Transportation & Logistics</p> <p>FL FORT LAUDERDALE INTERNATIONAL BOAT SHOW</p> <p>PALM BEACH INTERNATIONAL BOAT SHOW</p> <p>mys MONACO YACHT SHOW</p> <p>Seatrade europe</p>	<p>Media & Entertainment</p> <p>MARKETING TECHNOLOGY FAIR</p> <p>FUTURECOM</p> <p>RETAIL ASIA CONFERENCE & EXPO</p> <p>CallCenter CRM TOKYO</p>

Thank you

[Informa.com](https://www.informa.com)







NEW! GMCVB “Show Your Badge” Mobile Pass



bandwango[™]
The Destination Experience Engine



Show Us Your Badge Pass

- Mobile exclusive
- Instantly delivered via text and email, no apps to download
- New deals added regularly
- Save on the best of Indy

FREE

GET YOURS



135

DMO clients

9,500+

Merchants in network

580,220

Total redemptions/check-ins processed

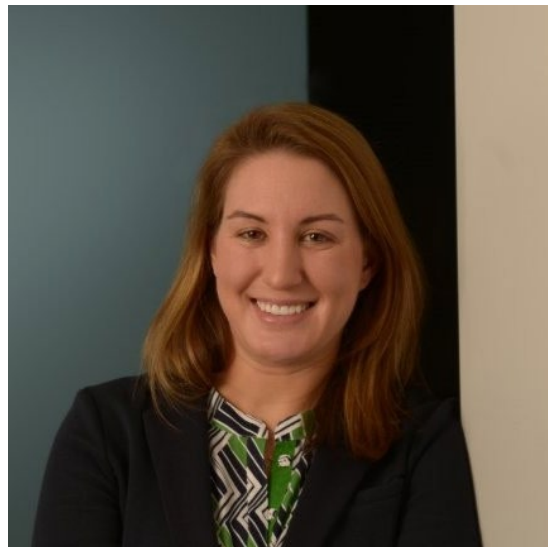
\$22,719,419.00

Total payouts to local businesses

bandwangoTM
The Destination Experience Engine



Sponsor

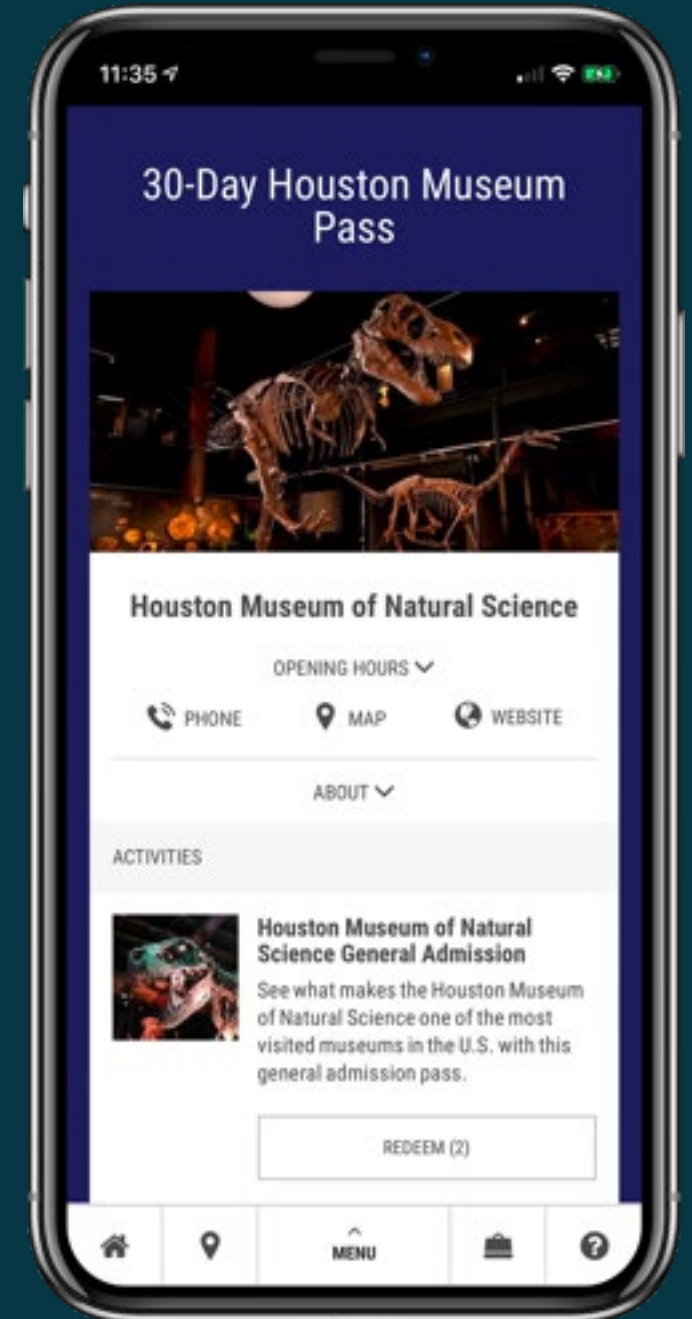


Lindsey Graham
Client Success Manager

bandwangoTM
The Destination Experience Engine

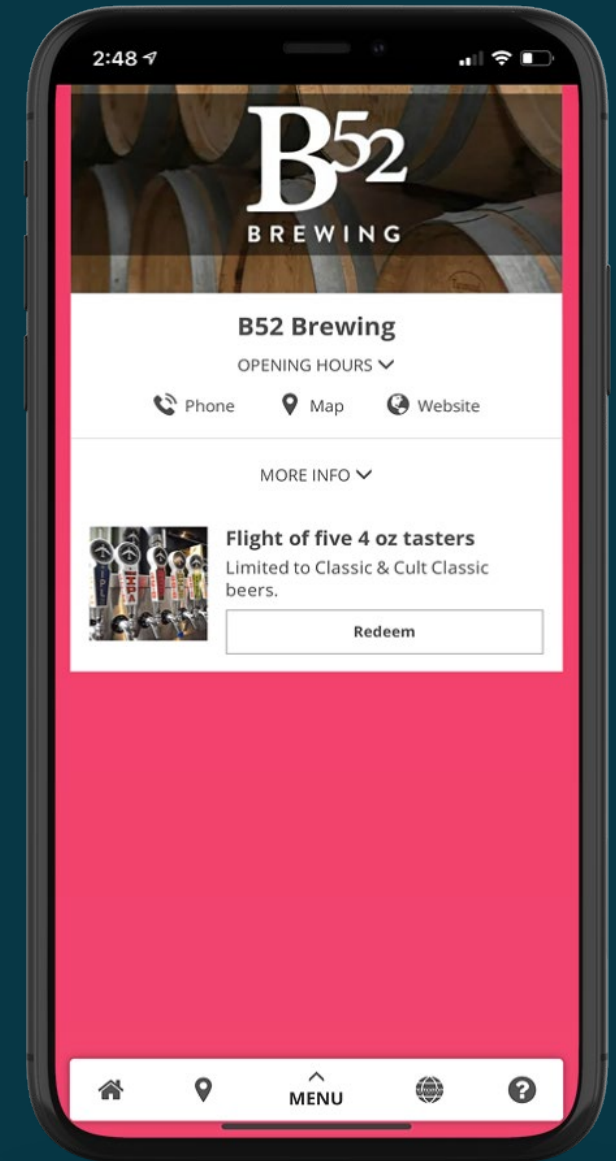
Who is Bandwango?

- Our platform takes all of the things-to-do in a destination and combines them into experience passes
 - Paid and Free
 - Breweries/Wineries/Distilleries, Retail, Attractions, Tours, etc.
- Mobile-optimized website; there's no app to download
- Passes are instantly delivered to the consumer via text and email and ready to use immediately
- Everything is white-labeled for the client; Bandwango is a B2B company
- Merchant services team handles all onboarding, accounting and customer service



Why Create a Digital Pass?

- Creation of a tangible product that is more widely marketed and distributed in today's e-commerce world
- Optimize DMO marketing dollars to drive economic impact to partner businesses
- Enhance the user/visitor experience
- Create a value proposition for the visitor
- Capture redemptions and revenue



What Kind of Data?

Consumer Data

Redemption & Usage Data

Website Data

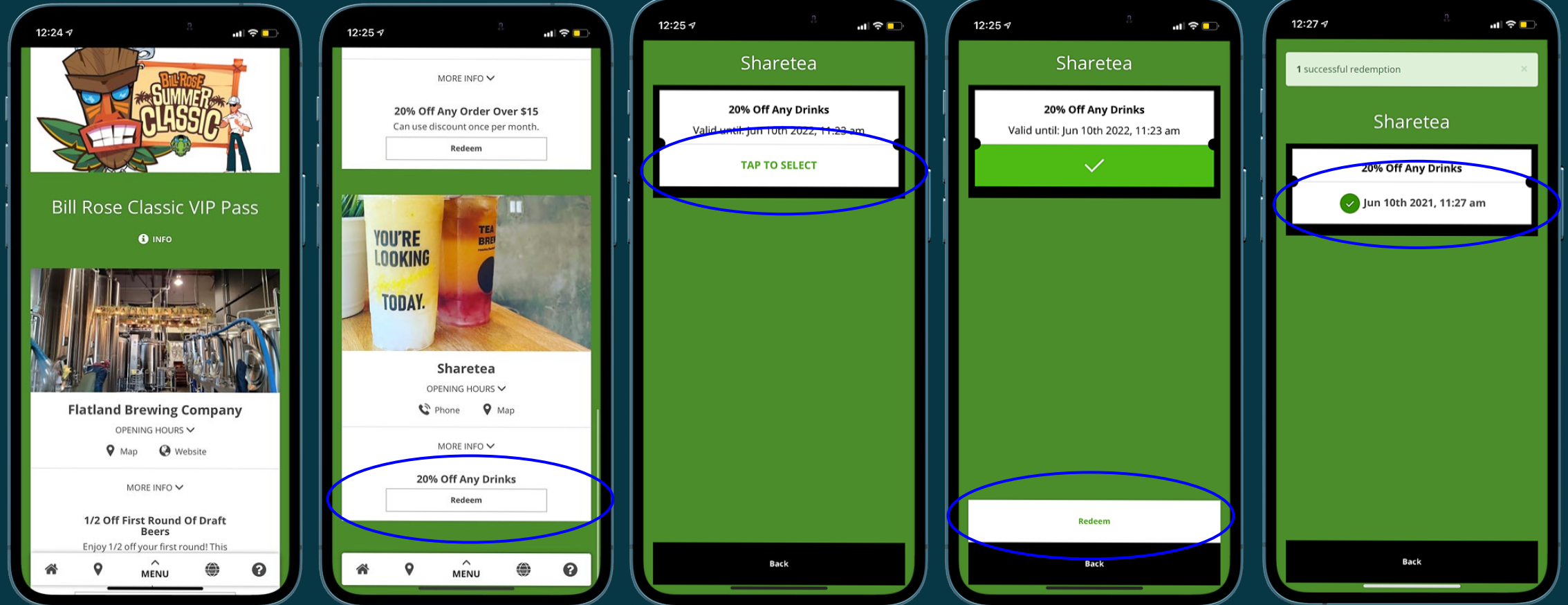
Venue Redemptions



- 21.2% Frederick Douglass-Isaac Myers Maritime Par...
- 13.5% The National Great Blacks In Wax Museum
- 11.5% Reginald F. Lewis Museum of Maryland Afric...
- 9.6% Avenue Bakery
- 7.7% Ida B's Table
- 7.7% Knits, Soy & Metal Candle Co
- 5.8% Next Phaze Cafe
- 3.8% The Urban Oyster
- 3.8% Fishnet Baltimore
- 3.8% Arena Players Incorporated
- 11.5% Other

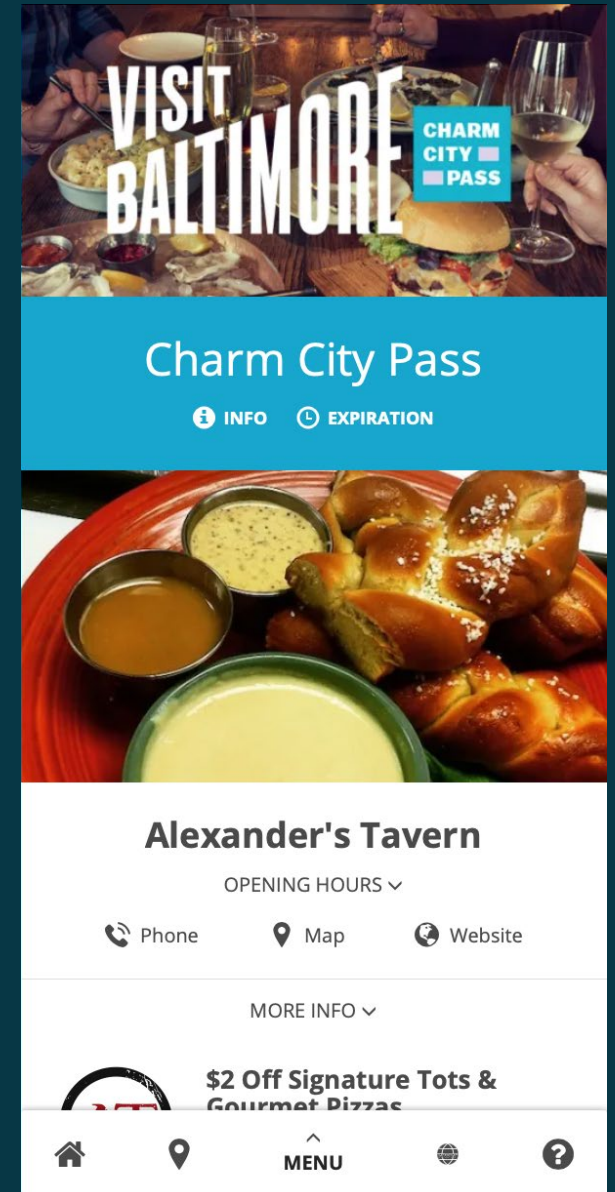


Redemption Process



Mobile “Show Your Badge” Pass Benefits

- Free to sign up
- Passes are instantly delivered to consumer via text and email and are ready to use immediately
- Passes feature real-time relevant information for each merchant
 - Operating hours
 - Phone number
 - Location and map features
- Drives attendee visitation to businesses
- Automated and trackable distribution
- 100% white-labeled and easy to customize to each conference





NEW! GMCVB “Show Your Badge” Mobile Pass

- GMCVB incurs the cost of the program and provides all marketing materials
- Initial target area – Miami Beach Convention Center District
- **FREE** to Convention Delegates
- **FREE** to BID & Neighborhood Association Members
- Additional benefits for GMCVB Members
- Bandwango delivers 100% customer service to merchants & customers:
 - Support is provided through multiple channels including telephone, email, text and live chat
- ~45 days to launch “Show Your Badge” Pass
- Target launch – September: 10,000 Delegates for *Seatrade Cruise Global 2021*



MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

The Official site of Greater Miami and Miami Beach

Miami Beach Convention Center

1901 Convention Center Drive

Miami Beach, FL 33139

41 DAYS REMAINING

MIAMI COSMETIC SURGERY

August 26, 2021 - August 28, 2021

Join us in sunny Miami, Florida for our Global Convention.

Together we will share extraordinary experiences, spark unexpected conversation, and expand perspectives.

Be sure to book your discounted room at Nobu Hotel Miami Beach.

BOOK NOW

THINGS TO DO

Plan your extra time in Miami. Explore our world-renowned beaches, attractions, watersports and more.

ATTRACTIONS



Choose your adventure among Miami's top attractions.

BEACHES



Twenty miles of white sand and turquoise waters beckon.

RESTAURANTS



There's much to savor on a culinary journey through Greater Miami.

SHOPPING



Designer enclaves, indie boutiques, museum shops and gleaming malls make Miami an exciting shopping destination.

TOURS & EXCURSIONS



Get up close and personal on a tour or excursion by air, water or land.

WATER SPORTS



Water is part of Miami's DNA. Slice the water's surface by kayak, canoe or boat.

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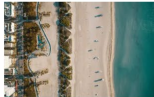
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MIAMI BEACH CONVENTION CENTER

SHOW YOUR BADGE

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* DRAFT Mock up *





Questions



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THANK YOU!

Connect with Us: ConventionServices@GMCVB.com