

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Sales Team Promotes Region at Tradeshows *Events are part of effort to bring new visitors to the community*

FOR IMMEDIATE RELEASE

December 21, 2011

ROCKFORD, IL — The RACVB Sales Team attended two industry tradeshows in December. The shows provided a unique opportunity to promote and market the Rockford Region to targeted audiences. Attendance and participation in such tradeshows is a key step in the sales process which results in bringing more visitors to the region.

Attracting Meetings and Conferences

Meeting Sales Manager Cheryl Burggraf attended the Connect Leadership Summit in Las Vegas, Nev. from December 4-6. The event provided an opportunity to meet individually with 24 different meeting planners from around the country, generating eight viable leads. "This trade show was set up in the speed dating venue making it more conducive to meeting planners and suppliers outside the standard meeting setting," said Burggraf. "It is so important to continue to participate in these events to maintain current connections and build new relationships, which can lead to new business."

Targeting Sporting Events

Sports Sales Manager Lindsay Arellano worked to expand the sports market by exhibiting at the Sports Congress in San Diego, Calif. on December 5-8. This event had 39 exhibitors and was attended by 22 rights holders. Arellano met with the College Table Tennis National Championship, USA Taekwondo, Youth Golf of America, USA Badminton, USA Cycling and the National Collegiate Roller Hockey Association.

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy.

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FOR MORE INFORMATION:

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