



Lead Service/Opt-Out Policy for Meeting Planners and Event Organizers

Group Lead Service will be offered on a complimentary basis to all meeting and event organizers, including convention, tour and travel, sports, social planners and facilitated as follows.

If overnight stays are required, CVB sales managers will reach out to member hotels with facilities to match the needs of the group. Complimentary or reduced rates for site visits will be requested but not guaranteed.

- a) MBACC/CVB Members will be asked to indicate interest in receiving leads when completing annual membership contract yearly. Participation by any member may be added, changed, or discontinued at any time during the year by sending an e-mail to Michelle.Schollmeyer@VisitMyrtleBeach.com or via telephone at 843-916-7267.
- b) Planners will select the category of business from which to receive information – accommodations, attractions/dining or both.
- c) Planners will have the option to select receiving proposals directly from member businesses or to receive all proposals through the CVB, in which case the planner contact information will not be distributed to member businesses.
- d) Planners will have the option to receive only information from certain member businesses that meet requirements of group needs. If Planner requests that leads only be distributed to certain businesses meeting specific criteria, CVB staff will honor that request and distribute according to property descriptions.