



## MARKET SEGMENTS

### Leisure, Meeting & Conventions, Tour & Travel

---

#### Visit Spokane Advertising Opportunities

##### Website Advertising

Starting at \$150 and up

Advertising available month to month

##### Visitor Guide 2014

Starting at \$1,100 and up

Contracts due: December 30, 2013

##### Visit Spokane Map 2013/2014

Cost: \$400 per business listed

Contracts due: October 11, 2013

For all Visit Spokane advertising opportunities, contact:

TJ Hake, Sr. Director of Business Development at Visit Spokane, 509.742.9378, [THake@visitspokane.com](mailto:THake@visitspokane.com)

Julianne Kerley, Business Development Sales Manager, 509.363.6832, [JKerley@visitspokane.com](mailto:JKerley@visitspokane.com)

## MEETINGS & CONVENTIONS

---

#### Industry Trade Shows

##### Religious Conference Management Association- Emerge

February 4-6, Sacramento, CA

Partners: Up to two

Fees: \$1000 per participant plus \$625 registration

The Religious Conference Management Association is a professional, nonprofit, multi-faith organization consisting of individuals who are responsible for planning and/or managing meetings, conferences, conventions, and assemblies for their religious organizations. <http://www.rcmaweb.org/rcma-events/emerge>

##### DMAI Destination Showcase Foundation Dinner & Expo

February 12, Washington, D.C.

Held annually in Washington, D.C., Destination Showcase boasts 225 exhibiting destinations and attracts over 1,100 highly qualified meeting and convention planners worldwide. Great ideas. [www.destinationsshowcase.com/washington](http://www.destinationsshowcase.com/washington)

##### NTA Travel Exchange

February 16-20 Los Angeles, CA

NTA and the United Motorcoach Association have combined their annual Convention and Expo to give you a travel industry event like no other: Travel Exchange – one show that puts the full spectrum of North American travel buyers and sellers on the same floor. [www.businessbuilder.ntaonline.com/convention/Home.aspx](http://www.businessbuilder.ntaonline.com/convention/Home.aspx)

### **Go West Summit**

February 24-27, Tacoma/Seattle

Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the Western United States and Canada. In 2014, Go West Summit partners with the Tacoma Regional Convention + Visitors Bureau and Visit Seattle to bring you the ultimate convention experience!

[www.gowestsummit.com](http://www.gowestsummit.com)

### **SGMP NEC & Expo Annual Conference**

May 6-8, Portland, OR

Partners: Up to two

Fees: \$1000 per participant plus individual registration fees

SGMP is a national association for individuals involved in planning government meetings and for the companies who provide facilities or services to those planners. The 2014 National Education Conference and expo will bring together government professionals from across the country for three days of non-stop education, resources and networking. Visit Spokane and attending partners will exhibit on the tradeshow floor and have access to all the education and networking activities. [www.sgmp.org/conference/portland.cfm](http://www.sgmp.org/conference/portland.cfm)

### **ASAE - Springtime Expo & Foundation Dinner**

May 15, Washington, D.C. (Meet in WA State Team)

Partners: Up to two

Fees: \$2000 per participant

The 2013 Springtime Expo is expected to host more than 2,300 qualified buyers representing the association and meetings industries. Exceptional education and networking opportunities offered. This tradeshow booth is part of the Meet in Washington State tradeshow concept in partnership with Seattle, Bellevue, Tacoma and Tulalip.

[www.springtimeexpo.com](http://www.springtimeexpo.com)

### **ASAE Annual Meeting**

August 9-12, Nashville, TN

Partners: Up to three

Fees: \$2500 per participant

The nation's premier association industry expo. More than 5,300 association industry executives attended Atlanta in 2013. Two days of exhibits along with education sessions and networking events. Trade show portion is part of Meet in Washington State booth in partnership with Seattle, Bellevue, Tacoma and Tulalip. [www.asaeannualmeeting.org](http://www.asaeannualmeeting.org)

### **Connect Marketplace**

August 21-23, Orlando, FL

Partners: Up to two

Fees: \$2500 per participant

Connect Marketplace specifically reaches meeting planners of the following market segments: Social, National & Specialty Associations, Educational, Fraternal, Military and Sports. Criteria for planners – must use 150 room nights on peak, event must rotate from state to state. This is a reverse trade show and there are pre-set appointments with planners in a "speed dating" style. [www.connectyourmeetings.com/marketplace](http://www.connectyourmeetings.com/marketplace)

### **Teams Conference & Expo**

November 4-7, Salt Lake City, UT

Partners: Up to two

Fees: \$1000 per participant plus individual registration fees

The world's leading conference and expo for the sports-events industry – 300 plus exhibitors, networking, education and one-on-one appointments with event organizers who are considering future locations for meetings and events. This is a three day tradeshow with education and networking opportunities. [www.teamsconference.com](http://www.teamsconference.com)

### **Assn. Forum of Chicagoland - Holiday Showcase**

TBD  
Partners: Up to two  
Fees: \$1000 per participant plus individual registration fees  
Chicagoland is the No. 1 healthcare association market and the No.2 association headquarters city. More than 1,500 associations and nonprofits, 79 percent of which are national or international in scope, call Chicago home. One day trade show. [www.associationforum.org](http://www.associationforum.org)

### **IAEE Expo! Expo!**

December 9-11, Los Angeles, CA  
Partners: Up to two  
Fees: \$1000 plus individual registration fees  
For thousands of exhibition and event professionals who know the essential value of staying current and connected, the industry's most important annual gathering is their one "must-attend" event every year. Expo! Expo! assembles the brightest and best in the business to set the standard for the industry—delivering innovative ideas, vital resources, new opportunities and creative thought leadership that helps exhibition organizers guide their own meetings and events to long-running success. [www.iaee.com/events--education/expo-expo-annual-meeting/](http://www.iaee.com/events--education/expo-expo-annual-meeting/)

### **Industry Events**

#### **PCMA Annual Meeting**

Jan 12-15, Boston, MA  
Partners: Unlimited  
Fees: All attendees on own for all expenses  
PCMA represents more than 6,000 meeting industry leaders including planner professionals, suppliers, faculty and students. The annual meeting brings together 3,500 plus attendees for top notch education and networking opportunities over the course of three days. This meeting is truly all education and network, no tradeshow. While we don't require partners to sign up with us we do encourage going as a group to increase our presence throughout the conference. (Must be a member of PCMA) [www.conveningleaders.pcma.org](http://www.conveningleaders.pcma.org)

#### **PCMA Education Conference**

June 22-25, Toronto, Canada  
Partners: Unlimited  
Fees: All attendees on own for all expenses  
PCMA represents more than 6,000 meeting industry leaders including planner professionals, suppliers, faculty and students. The annual education meeting brings together 800 plus attendees for top notch education and networking opportunities over the course of three days. This meeting is truly all education and network, no tradeshow. While we don't require partners to sign up with us we do encourage going as a group to increase our presence throughout the conference. (Must be a PCMA Member to attend) [www.pcma.org](http://www.pcma.org)

#### **Meeting Professionals International (MPI) - WEC**

August 2-5, Minneapolis, MN  
Partners: Unlimited  
Fees: \$2000 per participant plus individual registration fees  
The trade show is gone but a host buyer program has replaced that section of the show. Gained are rich business conversations, more professional development experiences and greater insights into what it takes to be successful in a fast-evolving industry. MPI planner members have a buying power of USD \$16.9 billion alone. WEC is your prime opportunity to meet one-on-one with the industry's most savvy planners through pre-set one on one appointment. [www.mpiweb.org](http://www.mpiweb.org)

## **RCMA ASPIRE**

TBD November 2014

Aspire regional events are designed to connect small groups of planners and suppliers in their own region. Inspirational general sessions, a trade show, networking receptions and educational opportunities are the few of the exciting things we have planned for these ground breaking new conferences!

[www.rcmaweb.org](http://www.rcmaweb.org)

## **CESSE CEO Mid-Winter Meeting**

February 23-26, Phoenix, AZ

CESSE has a membership of 185+ societies, whose combined memberships total approximately four million, representing \$1 billion in annual meeting, convention and ancillary business. The midwinter CEO meeting draws approximately 60 – 75 CEOs. Sponsorship provides your organization with direct exposure to these key individuals.

## **MPI Cascadia Conference**

March 9-11, Spokane, WA

Partners: Up to five

Sponsorships options range from \$500 to \$1000 each

Cascadia Educational Conference is organized jointly by Washington State and Oregon chapters of MPI each year in March (200 attendees in 2013). Attendees include meeting planners from Washington, Oregon & Idaho, as well as suppliers from the area.

## **WSAE Annual Convention Speaker Sponsorship**

June 1-3, Tacoma, WA

Partners: Up to five

Fees: \$500 per participant

WSAE is a great way to reach the key decision makers in Washington State's association community. WSAE members make buying decisions daily – regarding convention and meeting sites, member benefits and services, products and technology.

## **CESSE Annual Meeting**

July 14th-16th Spokane WA

Partners: Up to five

Fees: Maximum of \$6500 per partner

"The Council of Engineering and Scientific Society Executives consists of chief executive officers and mid- to senior-level staff members of scientific and engineering societies who have the potential to book future conventions in this region. The Spokane hospitality community agreed to host the closing event, provide 15 volunteers daily, operate a restaurant/info desk, and host a number of events for the board in November 2013. The Spokane Convention Center and Centerplate are donating substantial products and services. The Davenport Hotel, as the headquarters, has entered into an in-kind and monetary agreement and will host the opening event. "

## **Convention Related Co-op Advertising Opportunities**

### **Professional Conference Management Association (PCMA/Convene Magazine)**

Publication/Web - Target four placements per year

Cost: \$6,830 per page/\$1,500 per partner per placement/limit two partners

Visit Spokane is placing four Destination/Convention Center related ads. A co-op page can be created or we can review options to share the existing full page placements. Convene magazine is the leading meetings industry trade publication for education content and timely, relevant information from PCMA. Convene is a three-time Society of National Association Publications' Silver EXCEL Award winner. Each issue has a circulation of more than 35,000 meeting industry professionals. Convene readers book more than 300,000 meetings annually with a mean economic value of \$3.2 million to the host destination.

### **Northwest Meetings + Events - Publication/Web**

Target four placements per year

Cost: \$1,000 per partner/limit two partners

Visit Spokane is placing four Destination/Convention Center related ads. A co-op page can be created or we can review options to share the existing full page placements. Northwest Meetings + Events is one of seven regional titles published across the country. It is edited and written locally promoting only Northwest resources. Northwest Meetings + Events is supported by a national network of editors, writers, event producers and sales people. Annual Best of Readers Choice Awards program drives reader loyalty.

### **Association Forum Magazine/Weekly e-news**

Target four placements per year

Cost: \$3,060 per page/\$750 per partner per placement/limit two partners

Visit Spokane is placing four Destination/Convention Center related ads. A co-op page can be created or we can review options to share the existing full page placements.

Chicagoland is the number one healthcare association market and the number two association headquarters city. More than 1,500 associations and nonprofits, 79% of which are national or international in scope, call Chicago home.

## **LEISURE**

---

### **Consumer Trade Shows**

For all Consumer Trade shows, contact: Jeanna Hofmeister – 742-9372

#### **Seattle Golf Show**

February 28-March 2, 2014

Century Link Field Event Center, Seattle

Participation fee: \$500 – limit four partners

The **Seattle Golf & Travel Show** is the largest consumer golf & travel show on the West Coast with nearly 15,000 attendees and more than 200 exhibitors, travel destinations, manufacturer's representatives and demonstrators. It is supported and endorsed by the Washington State Golf Association, The Pacific Northwest Section of the PGA of America and the Washington State Superintendents Association.

#### **Golf Fest Phoenix**

February 14-15, 2014

Longbow Golf Club, Phoenix, AZ

Participation fee: \$500 – limit four partners

Golf Fest Phoenix is a consumer show geared to the avid golf enthusiast. Destinations, manufacturers and product designers gather to share information, expertise and a good time with thousands of golfers.

#### **Calgary Golf Show**

March 22-23, 2014

Calgary, AB, Canada

Participation fee: \$750 – limit two partners

Alberta has become one of Spokane's top feeder markets for visitation, with many Canadian travelers coming to the destination to shop, dine and of course, golf! This show offers the opportunity to promote your products to the lucrative Canadian marketplace.

## Consumer Advertising Opportunities

### Official Washington State Visitors Guide published by WTA, WLA and Saga City Media

Published January 2014

Visit Spokane will be purchasing a full page destination ad.

Full page rate: \$12,633

Possible reduction in that rate if co-op is paired with Visit Spokane's destination spread. Based upon participation, we could create additional shared pages with either four or six partners.

Rates and sizes vary

Contact: Jeff Adams – [jadams@sagacitymedia.com](mailto:jadams@sagacitymedia.com)

### Alaska/Horizon In-flight magazine

Two Opportunities

Publish dates:

February 2013-Spokane section

April 2013-Golf section

Visit Spokane is reserving a one page destination spread with additional co-op pages available to our partners.

Full page rate: \$10,950/net

Possible reduction in that rate if co-op is paired with Visit Spokane's destination spread.

Based upon participation, we could create additional shared pages with either four or six partners.

Rates and sizes vary

Contact: Becca Conversano – [beccac@paradigmcg.com](mailto:beccac@paradigmcg.com)

### Golf Today NW

Three Opportunities

Publish Dates:

June 2014 Spokane Special, July 2014, August 2014

Package cost: \$1,495 – includes three full page display ads which could be split in half

Online Golf magazine delivered throughout the Northwest and California targeting high income enthusiasts who travel to golf, eat and enjoy.

Contact: Jeanna Hofmeister, Visit Spokane, [jhofmeister@visitspokane.com](mailto:jhofmeister@visitspokane.com)

## Visit Spokane Consumer Programs

### Inlander Restaurant Week presented by Visit Spokane

February 21-March 2, 2013

Imagine ten days with as many as 100 restaurants offering three-course, prefixed dinners. Visit Spokane in conjunction with the Inlander will be promoting this ten day regional food extravaganza!

**Early Registration Deadline:** November 29 (\$450, goes up to \$550 after Nov. 29)

**Drink Local:** This year participating restaurants will be required to offer one local product during restaurant week. The participation fee for drink local participants is \$450 and includes representation in the sales materials, event guide and table at the kick-off event.

**Event Guide & Extended Distribution:** The event guide (cover attached) will be distributed to a 150+ mile radius around Spokane and Kootenai Counties to cities including, Lewiston/Clarkston, Missoula, Tri Cities and more. This guide will be a visitors' roadmap to experiencing Restaurant Week and the Inland Northwest with information on events during the week, sales, hotel specials and activities.

Contact: TJ Hake, Visit Spokane - 742-9378 or Raevyn West, Inlander – 325-0634 x222

## **STAKEHOLDERS(Market Education/Networking)**

---

### **Professional Development**

#### **Inland NW ACE Team**

Price: \$25

Join the scores of Inland Northwest professionals enhancing their customer service skills and knowledge of the destination through class work and experiential tours! Classes run monthly or can be scheduled individually to meet the needs of your business.

Contact: Gina Campbell- 744-3340

### **Market Education/Networking**

#### **Holiday Open House**

December 3, 2013

Location: 801 W Riverside, Spokane Regional Business Center, Third Floor

Contact: Brooklyn Gibson- 742-9382

#### **Vendor Showcase**

February 6, 2014

Price: FREE

Location: CenterPlace Regional Event Center

Are you thinking of a robust travel season ahead? How do you plan to make it your best season yet? Visit Spokane is here to help! From wine tasting to white water rafting to world class symphony concerts, visitors to this region can enjoy a long list of activities, but often, we don't make it easy for them to enjoy it all! We want your business to be top of mind and one of the best ways to make that happen is through packaging!

Contact: Brooklyn Gibson- 742-9382

#### **Inland NW Tourism Awards**

Date: TBD

Location: TBD

Each year during National Travel and Tourism Week, the Inland Northwest Tourism Awards recognizes individuals, businesses, and organizations that make a difference.

Contact: Brooklyn Gibson- 742-9382

#### **The BIG Meeting, Annual Meeting and Marketing Outlook Forum**

Date: TBD

Time: TBD

Location: Spokane Convention Center

The program will start with our priorities for 2015 for all four of our program areas followed by an introduction of the 2015 cooperative marketing and sales opportunities.

Contact: Brooklyn Gibson- 742-9382

### **Event Sponsorship Opportunities**

The Big Meeting

Inland Northwest Tourism Awards

Inlander Restaurant Week presented by Visit Spokane

Vendor Showcase

We offer several different sponsorship packages for each event. Please contact Julianne Kerley at 363-6829 for more information.