



MARKET SEGMENTS

Leisure, Meeting & Conventions, Tour & Travel

CVB Advertising Opportunities

Website Advertising

Starting at \$150 and up

Advertising available month to month

Visitor Guide 2012/2013

Starting at \$1100 and up

Contracts Due: December 9, 2011

VisitSpokane Map 2013 (listings on the 2012 map have already been sold)

Cost: \$400 per business listed

Contracts Due: Late September 2012

Contact: Julianne Kerley- 363-6832

Publication Advertising Opportunities

Washington State Visitor Guides:

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

Published January 2012

The CVB will be purchasing a full page destination ad.

Full page rate: \$10,933 Possible reduction in that rate if co-op is paired with CVB's destination spread. Based upon participation, we could create additional shared pages with either 4 or 6 partners

Rates and sizes vary – contact Jeff Adams – jadams@sagacitymedia.com

- **Scenic Washington published by Destination Media Alliance**

Published January 2012

The CVB will be purchasing a full page destination ad.

Full page rate: \$14,025 Possible reduction in that rate if co-op is paired with CVB's destination spread. Based upon participation, we could create additional shared pages with either 4 or 6 partners

Rates and sizes vary – contact John DeLeva – jdeleva@hcc.net

Alaska/Horizon in flight magazine

Published February 2012

The CVB is reserving a two page destination spread with additional co-op pages available to our partners.

Full page rate: \$12,215 Possible reduction in that rate if co-op is paired with CVB's destination spread.

Based upon participation, we could create additional shared pages with either 4 or 6 partners

Rates and sizes vary – contact Becca Conversano – beccac@paradigmcg.com

MEETINGS & CONVENTIONS

CVB Advertising Opportunity

Plan Spokane, online Meeting Planner Handbook

Still pricing

Contract Due: Mid March

Contact: Julianne Kerley- 363-6829

Trade Shows

DMAI Destination Showcase

Feb 28, 2012, Washington DC

Partners: 1

Fees: \$1,000 per participant, plus \$350 registration

Held annually in Washington, D.C., Destination Showcase boasts 225 exhibiting destinations and attracts over 1100 highly qualified meeting and convention planners worldwide.

American Society of Association Executives - Springtime in the Park

May 3, 2012, Washington DC (Meet in Washington State Team)

Partners: 3

Fees: \$2,000 per participant

The 2012 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.

Meeting Professionals International (MPI) - World Education Conference

July 28-31, 2012, St. Louis, MO

Partners: 3

Fees: \$2,500 per participant

WEC is your prime opportunity to meet one-on-one with the industry's most savvy planners through pre-set one on one appointments. The trade show is gone. 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.

American Society of Association Executives - ASAE Annual Meeting

August 11-14, 2012, Dallas, TX (Meet in Washington State Team)

Partners: 3

Fees: \$2,500 per participant

The nation's premier association industry expo. More than 5,300 association industry executives attended St. Louis in 2011. 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.

Connect Marketplace*

August 16-18, 2012, New Orleans, LA

Partners: 1

Fees: \$2,500 per participant

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

Trade Shows Cont.

Association Forum of Chicagoland - Holiday Showcase

Dec 12, 2012, Chicago

Partners: 3

Fees: \$1,500 per participant

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. One day trade show.

Contact: Ann Gillespie- 742-9386

MEETINGS & CONVENTIONS

Religious Conference Management Association – RCMA (Religious Market)

Jan 24-27, 2012, Kansas City, MO

Partners: 2 open

Fees: \$1,000 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.

Rejuvenate Marketplace (Religious Market)*

October 23-25, 2012, Columbus, OH

Partners: 1

Fees: \$2,500 per participant

Rejuvenate marketplace targets meeting planners for the faith based market. The planners are pre-qualified and must utilize 50 rooms on peak night with their event rotating state to state. This is a reverse tradeshow with pre-set appointments in a "speed dating" type setting.

Contact: Ann Gillespie- 742-9386

Special Events/Sales Missions

Spokane Hospitality Event*

2nd week in May, 2012, Seattle/Olympia

Partners: 10

Fees: \$1,000 per participant

Experience Spokane. Reception/meal function for 30-35 targeted, regional meeting planners, association executives, tour operators and media.

DC Sales Blitz/Special Event - With GSI DC Fly in

April 24-27, 2012, Washington, DC

Partners: 6

Fees: \$1,500 per participant

3-4 day sales mission in partnership with Greater Spokane Incorporated. Appointments are set with planners around the DC area, each evening finishes with a client reception or dinner.

Contact: Ann Gillespie- 742-9386

Industry Event Sponsorships (Attendance not required)

Meeting Professional International (MPI) Cascadia Conference - Gold Level Sponsorship

March 4-6, 2012, Tacoma, WA

Partners: 5

Fees: \$500

Cascadia Educational Conference organized jointly by Washington State and Oregon chapters of MPI each year in March. Attendees include Meeting planners from Washington, Oregon and Idaho, as well as suppliers from the area.

Washington Society of Association Executives (WSAE) Annual Meeting Speaker Sponsorship

June 3-5, 2012, Vancouver, WA

Partners: 5

Fees: \$500

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.

Contact: Ann Gillespie- 742-9386

MEETINGS & CONVENTIONS

Professional Conference Management Association (PCMA)/Meeting Planners International (MPI) Summit

September 2012, Seattle, WA

Partners: No limit

Fees: \$500

Sponsors of the PCMA-MPI Summit access a targeted audience (340 attendees in 2011) and showcases their product to regional planners and hospitality associates. This event reaches both PCMA and MPI members and increases your visibility in both organizations.

Council of Engineering & Scientific Society - CESSE CEO Mid-Winter Meeting (Scientific Market)

February 26-29, 2012, Banff Springs, AB

Partners: 5

Fees: \$250

CESSE has a membership of 185+ societies, whose combined memberships total approximately 4 million, representing \$1 billion in annual meeting, convention and ancillary business. The midwinter CEO meeting draws approximately 60 – 75 CEO's. Sponsorship provides your organization with direct exposure to these key individuals.

Council of Engineering & Scientific Society - CESSE Annual Meeting

July 24-27, 2012, Louisville, KY - Host Coffee Break

Partners: 5

Fees: \$500

CESSE has a membership of 185+ societies, whose combined memberships total approximately 4 million, representing \$1 billion in annual meeting, convention and ancillary business. The CESSE annual meeting draws approximately 500 – 600 attendees including association executives, meeting planners and vendors to attend the 2012 meeting. Sponsorship provides your organization with direct exposure to these key individuals. Spokane is hosting this meeting in 2014

Contact: Ann Gillespie- 742-9386

Co-op Advertising

Professional Conference Management Association (PCMA/Convene Magazine) - Publication/Web - Target 4 placements per year

Fees: \$1000 per placement

Convene magazine is the leading meetings industry trade publication for education content and timely, relevant information from PCMA. Convene is a 2009 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.

American Society of Association Executives (ASAE/Association Now Magazine) - Target 4 placements per year

Fees: \$1000 per placement

ASAE is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. At the core of ASAE, is Associations Now—the industry leading, award winning, monthly flagship magazine. Readership is listed as 17,852. Opportunity to place co-op advertising in same issues as Meet in Washington State ad's to increase awareness of Spokane and benefit from additional exposure in this valued market segment.

Northwest Meetings + Events - Publication/Web - Target 4 placements per year

Fees: \$500 per placement

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.

Fees & Disclaimers

Fees listed for tradeshow help to offset cost of booth space rental and give-aways.

Fees listed for sales missions help to offset cost of meal function, invitation and client gifts.

Participants are responsible for any additional conference registration fees, individual travel & expenses.

Number of participants for each industry event sponsorship will determine sponsorship level.

**** If not enough partner participation Spokane CVB will not contract.***

Contact: Ann Gillespie- 742-9386

LEISURE

Consumer Advertising Opportunities

Restaurant Week

February/March 2012

A new event is coming to Spokane! Imagine ten days with as many as 60 restaurants offering three-course, prefixed dinners at TBA price. The CVB in conjunction with the Inlander will be promoting this ten day food extravaganza!

Contact: Polly Phelan- 742-9378

2011-12 Winter Season Co-op Packages

- **35x** :30 television commercials in Spokane DMA, plus Seattle, Portland and Boise via NWCN
- **100x** Animated banner ads which link to your special on SummerInSpokane.com or GolfInSpokane.com
- **1x** 300 x 250 banner ad plus one feature story in Visitor E-News (You will need to design your banner ad.)
- **4mo.** Pop up in favorites list (People who like this, also like...) on www.WinterInSpokane.com

Package Price: \$1,500 including production costs

Contact: Jeanna Hofmeister – 742-9372

Spokane Regional CVB
801 W Riverside, Ste 301
Spokane, WA 99201
(509) 624-1341

Consumer Advertising Opportunities Cont.

2012 Summer Season Co-op Packages

- **35x** :30 television commercials in Spokane DMA, plus Seattle, Portland and Boise via NWCN
- **100x** Animated banner ads which link to your special on SummerInSpokane.com or GolfInSpokane.com
- **1x** 300 x 250 banner ad plus one feature story in Visitor E-News (You will need to design your banner ad.)
- **4mo.** Pop up in favorites list (People who like this, also like...) on www.SummerInSpokane.com or www.GolfInSpokane.com

Package Price: \$1,500 including production costs

Contact: Jeanna Hofmeister – 742-9372

Washington Wine Commission State Wine Guide

Published January 2012

The CVB is reserving a two page destination spread with additional co-op pages available to our partners.

Full page rate: \$4,350 Possible reduction in that rate if co-op is paired with CVB's destination spread. Based upon participation, we could create additional shared pages with either 4 or 6 partners.

Rates and sizes vary – contact Adam Rubens – adam@smallworldpublications.com

Golf Today Magazine

Published Monthly – Spokane Edition May 2012

The CVB is reserving a two page destination spread, two page editorial in May - with three additional 1/4 page co-op ads available to our partners in July, August, September

Overall Cost: \$5500, Reservation Deadline: 2/15/2012, Artwork due: 4/15/2012

Cost to participate and receive ¼ page ad - \$650; Cost for golf courses featured in editorial including ¼ page ad: \$1,000

Contact: Jeanna Hofmeister – 742-9372

Spokane Wine Magazine

Published September 2012

The CVB is reserving a two page destination spread with additional co-op pages available to our partners.

Full page ad: \$1,500, ½ page \$750, ¼ page \$375, Reservation Deadline: 7/15/2012, Artwork due: 8/15/2012

Contact: Jeanna Hofmeister – 742-9372

Consumer Trade Shows

Seattle Golf and Travel Show

February 10-12, 2012

Qwest Field Event Center

10 x 20 booth \$2,500

Co-op Cost: \$500 per partner

If we do not get at least 4 sharing partners we will not attend this show.

Contact: Jeanna Hofmeister – 742-9372

Vancouver Golf and Travel Show

March 3-4, 2012

Vancouver Convention Center

10 x 20 booth \$2,900

Co-op Cost: \$600 per partner

If we do not get at least 4 sharing partners we will not attend this show.

Contact: Jeanna Hofmeister – 742-9372

TOUR & TRAVEL

Consumer Advertising Opportunities

Golf Today Magazine

Published Monthly – Spokane Edition May 2012

The CVB is reserving a two page destination spread, two page editorial in May - with three additional 1/4 page co-op ads available to our partners in July, August, September

Overall Cost: \$5500

Reservation Deadline: 2/15/2012

Artwork due: 4/15/2012

Cost to participate and receive ¼ page ad - \$650

Cost for golf courses featured in editorial including ¼ page ad: \$1,000

Contact: Jeanna Hofmeister – 742-9372

Spokane Wine Magazine

Published September 2012

The CVB is reserving a two page destination spread with additional co-op pages available to our partners.

Reservation Deadline: 7/15/2012

Artwork due: 8/15/2012

Full page ad: \$1,500, ½ page \$750, ¼ page \$375

Contact: Josh Wade – josh@nectarcoffeeandwine.com

Group Sales/Destination Marketing Tradeshow

Cruise3sixty

April 27-28, 2012, Ft. Lauderdale, FL

Partners: 3

Fees: \$1,000 per participant

The two-day Cruise3sixty trade show will highlight the successful marriage of cruise ships and their partners, and will feature more than 300 exhibitors plus 25 cruise lines. Cruise3sixty is an opportunity for suppliers to develop and expand relationships with travel agents.

Contact: Margaret Holmberg- 742-9383

Group Sales Regional Marketing Trip

Montana Sales Road Trip (2 Days)

August 2012

Partners: 3

Fees: \$1,000 per participant

Sales calls and hosted functions. Target market Tour Operators, Group Leaders, Travel Agents, AAA office, and Bank Clubs.

Contact: Margaret Holmberg- 742-9383

Washington State Sales Road Trip (2 Days)

September 2012

Partners: 3

Fees: \$1,000 per participant

Sales calls and hosted functions. Target market Tour Operators, Group Leaders, Travel Agents, AAA office, and Bank Clubs.

Contact: Margaret Holmberg- 742-9383

STAKEHOLDERS

Professional Development

CVB Resource Hour

Quarterly

Location: SRCVB 3rd Floor, Kalispel Tribe Board Room

Each department will be available to answer your questions or if you need instructions on navigating member login, we're here to help!

Contact: Brooklyn Branson- 742-9382

Certified Tourism Ambassador (CTA) Program Schedule for 2012

Thursday, January 19, 8:30am-12:30pm

Wednesday, February 29, 1-5pm

Thursday, April 12, 8:30am-12:30pm

Monday, May 21, 1-5p

Tuesday, June 26, 8:30am-12:30pm

Monday, August 6, 1-5pm

Wednesday, September 19, 8:30am-12:30pm

Friday, October 26, 1-5pm

Friday, November 16, 8:30am-12:30pm

Contact: Gina Mauro- 744-3340

Social Media Seminars: Josh Wade, Nectar Tasting Room

- **Planting the Seeds of Social Media Success**

January 10, 2012

Location: Nectar Tasting Room

Learn how to integrate social media tools into your engagement strategy. Plant the seeds that will yield a harvest of social media success.

- **Using Twitter to Make Your Business Fly**

January 24, 2012

Location: Nectar Tasting Room

We'll walk through the basics of creating an account, learning the terms (@, mentions, DM, re-tweet, favorites, hashtags, etc), and how to grow a following. The class will also cover the powerful Twitter search engine and how you can use it to keep track of conversations that relate to your business in your area.

- **Blogging for Better Business**

February 7, 2012

Location: Nectar Tasting Room

Websites with an active blog get 7 times more organic search engine traffic than those without a blog. Is your website getting the Google attention it deserves? Join Josh Wade of Nectar Tasting Room and learn how a well-organized blog can drive traffic and create conversions to make actual sales and gain customers.

Contact: Contact: Brooklyn Branson- 742-9382

Market Education/Networking

Vendor Showcase

February 2012

Are you thinking of a robust travel season ahead? How do you plan to make it your best season yet? Your CVB 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 Branson- 742-9382

Market Education/Networking Cont.

Diamonds in the Rough

March 2012

Location: TBA

Special reception for our Board of Directors, Gold, Platinum, Diamond and Legacy Partners

Contact: Polly Phelan- 742-9378

STAKEHOLDERS

Inland NW Tourism Awards

May 16, 2012

Location: Mirabeau Park Hotel

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

Contact: Brooklyn Branson- 742-9382

Randall Travel Marketing Industry Report

May/June 2012

Find out what the comprehensive year-long visitor research study revealed about our destination. The study covered all segments of travelers and potential travelers to Spokane County.

Contact: Brooklyn Branson- 742-9382

Community Input Session for 2013 CVB Marketing Plan

June 2012

This is your chance to share ideas as we devise our 2013 work plan and develop our marketing strategies for the upcoming year.

Contact: Brooklyn Branson- 742-9382

Marketing Outlook Forum

July 2012

The program will start with our priorities for 2013 for all four of our program areas followed by an introduction of the 2013 cooperative marketing and sales opportunities.

Contact: Brooklyn Branson- 742-9382

Annual Meeting

November 1, 2012

Doors open at 7am, program begins at 7:30

Contact: Brooklyn Branson- 742-9382

Holiday Open House

December 6, 2012

Location: SRBC Main Floor

Contact: Brooklyn Branson- 742-9382

Event Sponsorship Opportunities

Annual Meeting

Tourism Awards

Certified Tourism Ambassador Program

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