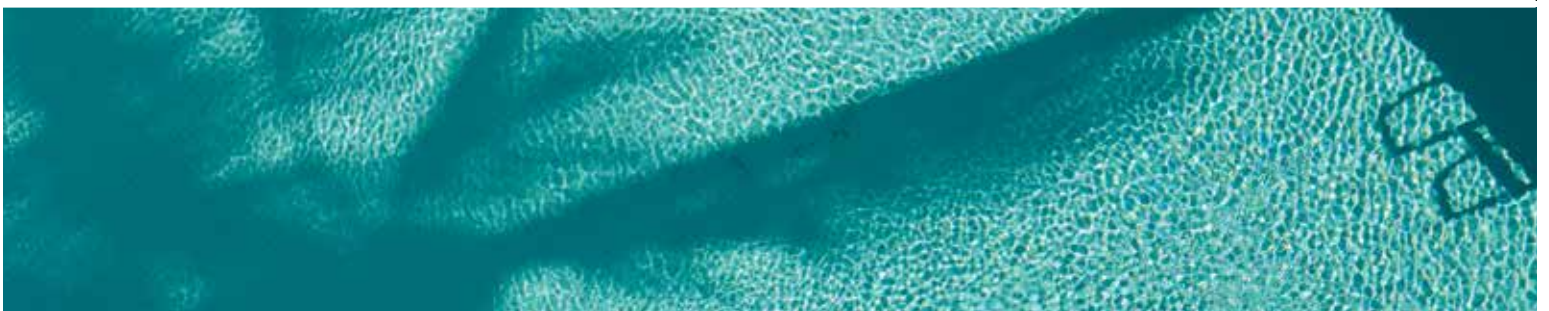


CONVENTION SALES & SERVICES PROGRAM OF WORK

2017 2018



MIAMI

GREATER MIAMI CONVENTION & VISITORS BUREAU

The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches. CS02458

Convention Sales

Program of Work

2017/2018

Greater Miami Convention & Visitors Bureau

2017/2018 Convention Sales Programs

Venue Reviews

Corporate Venue Review

January 18-21, 2018

Meeting executives from corporate companies are invited to participate in a familiarization tour in order to learn what makes Greater Miami and the Beaches a top-rate meeting/event destination.

Spring Venue Review

March 2018

Familiarization tour for association and corporate meeting planners showcasing Miami specifically the Downtown area.

MBCC Venue Review

June 7-10, 2018

Convention and meeting executives from organizations and associations with future citywides are invited to participate in a familiarization tour of our newly Miami Beach Convention Center and learn the overall

destination that makes Greater Miami and the Beaches the perfect place for their conventions.

MBCC Venue Review

September 27-30, 2018

Convention and meeting executives from organizations and associations with future citywides are invited to participate in a familiarization tour of our newly Miami Beach Convention Center and learn the overall destination that makes Greater Miami and the Beaches the perfect place for their conventions.

Fall Venue Review

October 12-15, 2017

September 20-23, 2018

Ten customers will be hosted in Miami to experience a local arts and cultural event. While in Greater Miami, clients will be able to visit hotels, take tours of our unique communities, learn about all the new offerings in our destination.

Sales Blitzes

Boston Sales Blitz

August 21-24, 2018- Boston, MA

This blitz will incorporate two full days of organized individual and group calls (corporate and association) to the Boston area with participating hotels.

Carolina's Sales Mission

April 2-6, 2018

Charlotte, NC

GMCVB staff and participating hotels will make group sales calls and host a client luncheon and receptions for pre-qualified corporate and association customers in Charlotte and another city in the Carolina's.

Chicago Mini Sales Blitz

April 10-12, 2018– Chicago, IL

Annual blitz to the "Windy City." Targeted group and individual sales calls with our hotel partners. Sales presentations to clients in downtown Chicago and in the suburbs. Exclusive events are planned in each location.

Connecticut Sales Blitz

June 26-28, 2018- Hartford & Stamford, CT

This blitz will incorporate two full days of organized individual and group calls (corporate and association) to the Hartford/Stamford areas with participating hotels.

Midwest Sales Blitz

September 2018-TBD

The blitz will consist of sales calls to corporate, association and incentive companies with participating hotels. Plan for three or four days of calls with well-qualified accounts.

Northeast Sales Blitz

October 24-26, 2017 – (NY)

February 27- March, 2018- (NY & NJ)

May 16-18, 2018- (NY & NJ)

GMCVB along with participating hotels will attend pre-qualified group calls and hosted client lunches and or Events in designated cities in New York and New Jersey.

Texas Sales Blitz

July 23-28, 2018

Dallas & Austin or Houston, TX

GMCVB staff and participating hotels will make group sales calls and host a client luncheon and receptions for pre-qualified corporate and association customers in Texas.

Washington DC/Virginia Sales Blitz

May 2018 - Washington, DC/ Virginia

GMCVB staff, along with partner Hotels, will conduct 2 days of group calls, group lunches and events in Washington DC. and Virginia. Group Meeting Professionals are target audience

Washington DC Area

Client opportunities

MBCC Focused mini-events

TBD

Convention Sales 2017/2018

EVENTS	OCTOBER 2017	NOVEMBER 2017	DECEMBER 2017	JANUARY 2018	FEBRUARY 2018	MARCH 2018	APRIL 2018
VENUE REVIEWS	Fall Venue Review 12-15			Corporate Venue Review 18-21		Spring Venue Review TBD	
SALES BLITZES	Northeast Sales Blitz NY 24-26			Client event "On your Feet" Kennedy Center Washington, DC Week of Jan-22	Northeast Sales Blitz Feb 27- Mar 1 NY & NJ		Chicago Mini Sales Blitz Chicago, IL 10-12 Carolina's Sales Mission Charlotte, NC 2-6
TRADE SHOWS	America's Worldwide Exhibition for Incentive Travel Meetings and Events (IMEX) Las Vegas, NV 10-12 Travel Events & Mgmt. in Sports (TEAMS) Orlando, FL Oct 30- Nov 2 FSAE Education Expo Tallahassee 4	GAMPI Golf Cumming, GA 6 HPN Global Partner Conference San Francisco, CA Nov 29- Dec 1 Intl. Assn. of Exhibits & Events (IAEE Expo Expo) San Antonio, TX 28-30	Association Forum Holiday Showcase Chicago, IL 14 CONNECT DC Washington, DC 13	Healthcare Convention & Exhibitors Assn (HCEA) TBD	XSite Tallahassee, FL 20 Collinson Diversity Summit Portland, OR 4-6	14 th Annual Pharma Forum Philadelphia, PA 25-28 ConferenceDirect Annual Partners Meeting Los Angeles 24-29 Destinations Showcase Washington, DC TBD	Helms Briscoe Annual Business Conference Orlando, FL April 30- May 2 ASAE Xperience Design Project Washington, DC 19-20
INDUSTRY EVENTS	Life Insurance Marketing and Research Assn. (LIMRA) Annual Meeting National Harbor, MD 22-24 ASAE Annual Summit Awards Dinner Washington DC 4	Financial & Insurance Conference Planners (FICP) Annual Conference San Diego, CA 12-15 National Coalition of Black Meeting Planners(NCBMP) Oakland, CA Nov 29- Dec- 2 Nursing Organizations Alliance (NOA) Birmingham, AL 16-18	CVB Reps Holiday Lunch Reception Washington, DC TBD Tallahassee Client Holiday Party 7 Elite Meetings Alliance Orlando, FL 9-12	Prof. Conv. Mgmt. Assn. (PCMA) Nashville, TN 7-10	Assn. Management Companies Institute (AMCI) Winter Meeting Vancouver, BC 7-9 Life Insurance Marketing and Research Assn (LIMRA) Distribution Conference Ponte Vedra, FL Feb 28- Mar 2	Experient Envision Detroit, MI 14-16 (DI) Destination International Spirit of Hospitality Reception TBD	Society of Independent Show Organizers (SISO) CEO Summit Las Vegas, NV 16-19 SITE TX Technology Summit Miami, FL 26-28

		PCMA Capital Chapter Annual Meeting Washington, DC 6						
EVENTS	MAY 2018	JUNE 2018	JULY 2018	AUGUST 2018	SEPTEMBER 2018	OCTOBER 2018	NOVEMBER 2018	DECEMBER 2018
VENUE REVIEWS		MBCC Venue Review 7-10			Fall Venue Review 20-23			
SALES BLITZES	Washington DC/Virginia Sales Blitz TBD Northeast Sales Blitz 16-18 NY & NJ	Connecticut Sales Blitz Hartford & Stamford, CT 26-28	Texas Sales Blitz Dallas & Austin, TX 23-28	Boston Sales Blitz Boston, MA 21-24	Midwest Sales Blitz TBD Washington DC Area Client opportunities MBCC Focused mini- events TBD			

TRADE SHOWS	<p>Incentive Travel, Meetings, Events Expo (IMEX) Frankfurt, Germany 15-17</p> <hr/>	<p>Meeting Professionals International (MPI) WEC Indianapolis, IN 2-5</p> <hr/> <p>Cvent CONNECT Las Vegas TBD</p> <hr/> <p>Society of Govt. Meeting Prof. (SGMP) NEC & EXPO Norfolk, VA 5-8</p> <hr/>	<p>Fraternity Executives Assn. (FEA) San Diego, CA 5-9</p> <hr/>	<p>The Kellen Managers Summit Conference Atlanta, GA 28-30</p> <hr/> <p>American Society of Association Executives (ASAE) Annual Meeting & Exposition Chicago, IL 18-21</p> <hr/> <p>IncentiveWorks Mtg. Toronto, Canada 21-23</p> <hr/> <p>Connect Marketplace Salt Lake City, Utah 23-25</p> <hr/> <p>Healthcare Convention & Exhibitors Assn (HCEA) TBD</p> <hr/>		<p>America's Worldwide Exhibition for Incentive Travel Meetings and Events (IMEX) Las Vegas, NV TBD</p> <hr/> <p>Travel Events & Mgmt. in Sports (TEAMS) Louisville, KY 1-4</p> <hr/>	<p>GAMPI Golf Cumming, GA TBD</p> <hr/> <p>HPN Global Partner Conference TBD</p> <hr/>	<p>Assn. Forum Holiday Showcase Chicago, IL 13</p> <hr/> <p>Intl. Assn. of Exhibits & Events (IAEE Expo Expo) New Orleans, LA 11-13</p> <hr/> <p>CONNECT DC Washington, DC TBD</p> <hr/> <p>Elite Meetings Alliance TBD</p> <hr/>
INDUSTRY EVENTS	<p>Professional Convention Mgmt. Assn. (PCMA) Foundation Visionary Awards Washington, DC 2</p> <hr/>	<p>Association Forum Association Week & Honors Gala Chicago, IL TBD</p> <hr/> <p>Financial & Ins. Conference Planners (FICP) Education Forum Vancouver, BC 11-13</p> <hr/> <p>Minnesota MPI June Event Minneapolis, MN TBD</p>	<p>Florida Soc. of Assn. Exec. (FSAE) 11-13 Ft. Lauderdale, FL</p> <hr/> <p>Council of Engineering and Scientific Society Executives (CESSE) Pasadena, CA 10-12</p> <hr/> <p>Destination International Annual Conference (DI) 13-18 Anaheim, CA</p>	<p>CVB Reps Summer Reception Washington, DC TBD</p> <hr/>	<p>ASAE Annual Summit Awards Dinner Washington DC TBD</p> <hr/>	<p>Life Insurance Marketing and Research Assn. (LIMRA) Annual Meeting TBD</p> <hr/>	<p>Financial & Insurance Conference Planners (FICP) Annual Conference TBD</p> <hr/> <p>National Coalition of Black Meeting Planners(NCBMP) TBD</p> <hr/> <p>Nursing Organizations Alliance (NOA) Fall Summit TBD</p> <hr/> <p>PCMA Capital Chapter Annual Meeting Washington, DC TBD</p>	<p>CVB Reps Holiday Lunch Reception Washington, DC TBD</p> <hr/>

Trade Shows

American Society of Association Executives (ASAE) Annual Meeting and Exposition August 18-21, 2018- Chicago, IL

Two-day trade show exhibiting and networking with more than 3,000 association executives. GMCVB and partner hotels participate.

America's Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX America) October 10-12, 2017 - Las Vegas, NV

October 16-18, 2018- Las Vegas, NV

The worldwide exhibition for incentive travel, meetings and events. The show will run the largest hosted buyer program in North America with more than 2,500 buyers expected.

14th Annual Pharma Forum

March 25-28, 2018 – Philadelphia, PA

Annual Event on Life Sciences Forum for Biotech Medical Device and Pharmaceutical meeting managers.

Association Forum of Chicagoland Holiday Showcase

December 14, 2017-Chicago, IL

December 13, 2018- Chicago, IL

This one-day trade show is Chicago's largest and attracts more than 1,000 association executives and corporate decision-makers.

Collinson Diversity Summit

February 4-6, 2018-Portland, OR

In partnership with Marriott International, the three-day show features workshops, networking and appointments with approximately 150 planners focused on multicultural business.

ConferenceDirect Annual Partners Meetings & Trade Show

March 24-29, 2018- Los Angeles, CA

Business meeting, trade show and networking opportunities with one of the leading 3rd party planner companies. Conference Direct has more than 200 associates located throughout the U.S. and Canada representing 600 plus client accounts.

Connect Marketplace

August 2018-TBD

Connect is an appointment-based reverse tradeshow focusing on planners representing the social, military, education, religious, fraternal and association meetings markets.

Cvent Connect

June 2018-TBD-Las Vegas, NV

Cvent CONNECT is an annual conference where group business, corporations and associations come together to connect, learn and engage with like-minded professionals.

Connect DC

December 13, 2017

Destinations Showcase

March 2018 – Washington, DC

This is a unique tradeshow where CVBs from across the country promote their destinations to corporate and association meeting planners. Seminars and luncheons are included.

Fraternity Executives Association (FEA)

July 5-9, 2018- San Diego, CA

An individual membership association consisting of the chief officials of general college fraternities and sororities. The fraternities managed by the FEA members range in size from the smallest with seven chapters, to the largest with nearly 300

FSAE Education Expo

October 4, 2017- Tallahassee, FL

FSAEs Education Expo features top education from association industry experts. Engage with your colleagues and learn best practices from our speakers and each other. Suppliers have an exclusive opportunity to share their brand.

GAMPI Golf

November 6, 2017-Cumming, GA

2018-TBD

The Georgia chapter of MPI holds an Annual Golf classic every year that brings meeting planners and suppliers together for a day of golf and fun. The tournament provides opportunities for extended face to face networking.

HCEA (Healthcare Convention & Exhibitors Association)

January and August, 2018-TBD

The HCEAConnect is the pinnacle event for the industry's leading healthcare exhibit marketers, medical association meeting and exhibition directors, as well as exhibit design, creative marketing and convention services companies. Nearly a quarter of the entire meetings industry is healthcare related and the HCEAConnect convenes the thought leaders who are innovating healthcare conventions and exhibitions.

HelmsBriscoe Annual Business Conference

April 30-May 2, 2018– Orlando, FL

This annual business conference is for the associates and industry partners. This reverse trade show offers an opportunity to connect with the 1,000 plus HB Associates.

HPN Global Partner Conference

Nov 29- Dec 1, 2017 – San Francisco, CA

HPN'S Annual Conference is a 3-day annual Conference that brings suppliers together with the HPN associates for networking, one on one appointments and a tradeshow.

Incentive Travel, Meetings, Events Exposition

(IMEX) Annual Exhibition

May 15-17- 2018– Frankfurt, Germany

GMCVB Sales staff will exhibit at this trade show targeting meeting planners and incentive organizers. Estimated attendance: 5,000 buyers.

IncentiveWorks Meetings and Events

August 21-23, Toronto, CA

IncentiveWorks is Canada's largest event for professionals who plan, organize or influence meetings and events. This two-day event is specifically tailored for meeting planners to connect with suppliers.

Intl. Association of Exhibitions & Events (IAEE Expo Expo)

November 28-30, 2017- San Antonio, TX

December 11-13, 2018- New Orleans, LA

This is an opportunity for GMCVB and Convention Center staff to sell to meeting and tradeshow associations with more than 700 planners.

Meeting Professionals International

(MPI) WEC

June 2-5 2018- Indianapolis, IN

Appointment-based show. The World Education Congress is designed to teach meeting and event professionals to think outside the ballroom. Estimated attendance: 2,000.

Society of Government Mtg. Professionals

(SGMP) – NEC & EXPO

June 5-8- Norfolk, VA

Educational conference and trade show to profile Greater Miami and the Beaches as a venue to more than 500 government planners throughout the U.S.

The Kellen Managers Summit Conference

August 28-30, 2017-Atlanta, GA

This annual event brings KCO Associates together for two days of learning, sharing best practices, and further development.

Travel Events & Mgmt. in Sports (TEAMS)

Oct 30- Nov 2, 2017-Orlando FL

The GMCVB participates in the world's leading conference & expo for the sports event industry. More than 200 sports event suppliers participate in a unique one-on-one appointment-based tradeshow.

XSite

February 20, 2018 – Tallahassee, FL

Florida State Conference Ctr, Tallahassee, FL XSITE provides face to face appointments between qualified meeting planners and Florida's top hotels, resorts, CVB's and industry suppliers and CEU educational sessions with top industry leaders discussing the latest in trends and technology within the meeting industry.

Industry Events

ASAE Annual Summit Awards Dinner

October 4, 2017- Washington, DC

September 2018 Washington, DC

A two-day business-focused experience for association professionals and partners offering The Lab, connections, and Business Exchange.

Association Management Companies Institute (AMCI) Winter Meeting

February 7-9, 2018 – Vancouver, BC

Opportunity to learn from and network with the heads of association management companies from across the U.S.

Association Forum of Chicagoland

Association Week- Honors Gala

June 2018- Chicago, IL

Association Week is an annual week-long celebration of the association management profession by Chicagoland associations and the supplier partners that serve the community. More than 200 associations and 500 buyers/suppliers are anticipated to attend.

Council of Engineering and Scientific Soc. Exec. (CESSE)-

July 10-12- Pasadena, CA

Opportunity to promote to more than 400 decision-makers, planners, CEOs and executive directors in the engineering and scientific fields.

CVB Reps Holiday Reception

December 2017-TBD - Washington, DC

CVB Reps Summer Reception

August 2018 – TBD – Washington, DC

Destination International Annual Convention

July 13-18, 2018- Anaheim, CA

Brings together industry icons and emerging leaders from around the globe for ongoing dialogue knowledge exchange. DI is the global trade association for official Destination Organizations and advances the success of destination marketing worldwide.

Destination International Spirit of Hospitality Reception (DI)

March, 2018-TBD

Elite Meetings Alliance

December 9-12, 2017- Orlando, FL

The Cvent Elite Meetings Alliance brings together pre-qualified corporate and association planners, with leaders in the luxury hotel and hospitality industry. Prescheduled face to face meetings, education classes, and industry focused networking events fill the three day program.

Experient Envision

March 14-16, 2018- Detroit, MI

GMCVB Sales will attend the Experient Envision show and network with more than 100 of their sales professionals from around the country. These representatives book meetings and incentives groups from 25-10,000 people.

Financial & Insurance Conference Planners (FICP) Annual Conference

November 12-15, 2017-San Diego, CA

2018-TBD

Opportunity to solicit insurance & financial industry accounts from more than 600 planners.

Financial & Insurance Conference Planners (FICP) Education Forum

June 11-13, 2018- Vancouver, BC

A three-day networking and education conference for 50+ financial and insurance meeting planners.

Florida Society of Association Executives (FSAE)

July 11-13, 2018- Ft. Lauderdale, FL

The FSAE Annual Conference is your premier opportunity for association management inspiration and enlightenment. Not only will world-class speakers deliver relevant education you can use in your associations, but our networking will also provide you the time and opportunity to meet and reconnect with peers that face your same challenges every day.

Life Insurance Marketing and Research

Association (LIMRA) Annual Meeting

October 22-24, 2017- National Harbor, MD

Annual Meeting- 2018-TBD

Distribution Conference

February 28-March 2, 2018-Ponte Vedra, FL

LIMRA International is a worldwide association providing research, consulting, and other services to nearly 850 insurance and financial services companies in more than 60 countries. LIMRA's Annual Conference allows exhibition and networking opportunities for more than 1,000 member attendees.

National Coalition of Black Meeting Planners (NCBMP)

Nov 29- Dec 2, 2017- Oakland, CA

GMCVB staff promotes to more than 200 executives from African-American organizations and various associations during this three-day meeting and trade show.

Nursing Organizations Alliance (NOA)

November 16-18, 2017 – Birmingham, AL

2018-TBD

The Alliance is open to any nursing organization whose focus is to address current and emerging nursing and health care issues. Fall Summit is to provide a forum for identification, education and

collaboration, building on issues of common interest to advance the nursing profession.

Professional Convention Management Assn. (PCMA)

January 7-10, 2018- Nashville, TN

Networking with more than 1,000 meeting professionals. We participate in unique, dynamic networking events, specialized faculty, student programs, and chapter events that will inspire us to become better leaders and get more involved.

Professional Convention Management Assn. (PCMA) Foundation Visionary Awards

May 2, 2018--Washington, DC

The PCMA Education Foundation Dinner Celebrating Professional Achievement is the industry's premier recognition dinner. Each year, the Foundation recognizes exceptional industry leaders with the lifetime achievement award.

Professional Conference Management Assn Capital Chapter Annual Meeting

November 21 2017 – Washington, DC

November 2018- Washington, DC

SISO (Society of Independent Show Organizers) CEO Summit

April 16-19, 2018- Las Vegas, NV

The SISO CEO Summit continues to be 'THE' networking and information-sharing event of the year for the global show organizers, both large and small. GMCVB staff will have the opportunity to network with approximately 300 attendees, attend roundtables and learn the latest trends and technologies in show business. The Summit continues to grow and expand globally, while still bringing together both the majors and up-and-comers, truly the top leaders in our industry.

SITE TX Technology Summit

April 26-28, 2018 -Miami, FL

The Society of Incentive Travel Excellence (SITE) Texas Technology Summit brings together meeting planners and suppliers for 3 days of networking and event technology educational sessions. This is a hosted buyer program with the ratio of buyers to suppliers being 50:50.

Tallahassee Client Holiday Party

December 7, 2017- Tallahassee, FL

Four of Florida's Convention and Visitors Bureaus come together to sponsor this Holiday Party. This party is held in the spirit of the holidays and is a chance for Bureau Sales Representatives to connect with Tallahassee Meeting Planners from all markets.

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