



Agenda Item: Discuss and Consider Meeting Professional International Promotion for Global Meetings Industry Day and World Education Conference

Background: In order to increase brand awareness and acquire new business leads in the meetings and conventions market, staff is recommending the following sponsorship, valued at \$41,015, **for an investment of \$15,000**. This collection of activations will put our brand in front of 6000 planner's world-wide.

1. **GMID Exclusive Stretch Break Sponsor** (value \$12,000) with up to 3 wellness videos, up to 3-minutes each + additional benefits like
 - a. Inclusion in post-event resource "handouts"
 - b. Inclusion on all sponsor pages or slides to be shared with all attendees
 - c. List of registrants who have opted in to share their information including name, title, and company (GDPR guidelines apply) + email address
 - d. Logo placement registration page
 - e. Static Page following the wellness video that will be a placeholder until the session resumes (if no ads are playing during that time). We would offer a link to Zoom room where they can engage with the GICVB team and win a prize. In addition, there will be a link to the Zoom room provided in the chat box.
2. **MPI WEC Digital Expo booth and Digital Hosted Buyer program** including a set of guaranteed Hosted Buyer meetings (10 qualified meetings) + the opportunity to schedule an additional 20 appointments during the sessions. Package also includes 2 Digital WEC registration (value \$3,500)
3. **TMP (The Meeting Professional) Issue TBD** – Full page ad + Full page advertorial (value \$15,015) Recommending WEC Special issue in MAY. Package also includes an added value video on the full page ad or a survey link (value \$500)
4. **TMP (The Meeting Professional) Added Value** - Coverage of VICi in the TMP as a new engagement feature for meeting planners. Publisher would determine the storyline. Also to include coverage of the new Lead Capture Vending Machine. (Value \$10,000)

Package Cost- \$15,000

Funding Source:

2020-2021 TD 70-7002 Shoulder Season Advertising and Promotion Fund budgeted @ \$15,000.
Current balance in account approximately \$103,700.00

Tourism Development Advisory Committee unanimously approved (11-0)