

MARKETING OUTLOOK MEETING



SPONSORSHIP OPPORTUNITIES

JULY 23, 2009
WALTER E. WASHINGTON
CONVENTION CENTER



VISIT US ONLINE AT DestinationDC.com

★ MARKETING OUTLOOK MEETING 2009

Join your fellow hospitality leaders for Destination DC's annual Marketing Outlook Meeting. This year's meeting will be sure to highlight key visitor statistics and tourism forecasts, along with critical information that will help your organization during this national and global economic downturn.

★ ABOUT DESTINATION DC

Destination DC serves as the lead organization to successfully manage and market Washington, DC as a premier global convention, tourism and special events destination, with a special emphasis on the arts, cultural and historical communities. By developing and executing centralized and cohesive sales and marketing strategies, Destination DC generates economic development for the city through tourism and meetings.

★ 2009 SNAPSHOT

Walter E. Washington Convention Center Thursday, July 23, 2009 8:00AM - 2:30PM

Attendee Rates: \$75 Member, \$125 Non-member

Estimated Attendance: 450

Who attends? Hospitality Industry Professionals including Hoteliers, Restaurateurs, Service Providers, City Officials, Tour Guides, Transportation Providers, Event & Meeting Planners and much more.

★ MEETING SCHEDULE

8:00AM - 8:30AM **Breakfast & Networking** (*Refreshment Break*)

8:30AM - 9:45AM **General Session I: Introduction of Senior Staff & DC's Key Travel Statistics**

9:45AM - 10:00AM (*Refreshment Break 2*)

10:00AM - 11:00AM **General Session II: DC Insider: The Year Ahead & Cooperative Opportunity Review**

11:00AM - 11:15AM (*Refreshment Break 3*)

11:15AM - 12:15PM **Breakout Sessions: Connection to Conventions, Marketing Trends and Application, Impact of International Visitation**

12:15PM - 12:30PM (*Refreshment Break 4*)

12:30PM - 1:45PM **Keynote Luncheon**

12:30PM - 12:40PM *Opening remarks*

12:40PM - 1:20PM *A Political Insider's View from Washington featuring Chris Matthews*

1:20PM - 1:45PM *Closing remarks from Destination DC*

1:45PM - 2:30PM **Destination DC Networking Reception**

★ PAST ATTENDEES

AAA, Executive Vice President ★ Alexandria Convention and Visitors Association, President & CEO ★ American Airlines, District Sales Manager ★ American Association of Airport Executives, Vice President of Meetings ★ American Association of University Women, Field Relations Manager ★ American Express, Manager of Account Developments ★ American Society of Microbiology, Director of Meetings and Industry Relations ★ Amtrak, Marketing Manager ★ Arena Stage, Audience Development Manager ★ Arthur Frommer's Budget Travel, Account Executive ★ ASAE, Marketing Representative ★ B.F. Saul Company Hotel Division, V.P. Sales and Marketing ★ Bed and Breakfast Accommodations, Manager ★ Bike and Roll, Owner ★ BizBash Washington, Account Executive ★ Busch Gardens, Geographic Marketing Manager ★ BWI Marshall Airport, Manager Passenger Sales ★ Capitol Restaurant Concepts Ltd., Corporate Sales & Marketing Manager ★ Continental Airlines, Sales Manager ★ Corcoran Gallery of Art, Manager, Media Relations ★ Cultural Tourism DC, Event Associate ★ Downtown DC Business Improvement District, Transportation Program Director ★ Embassy Suites Washington, DC Convention Center, Director of Sales ★ Employee Stock Ownership Plan Assn of America, VP, Conference & Meetings ★ Entertainment Cruises, Event Producer ★ Four Season Hotel, Director of Revenue ★ George Washington University, Professor ★ GEP Washington, Director of Sales ★ Grand Hyatt Washington, Business Travel Sales Manager ★ Guest Services, Inc, Communication Director ★ Hard Rock Café, Sales & Marketing Manager ★ Hilton Arlington, Director of Sales ★ International Spy Museum, Chief Operating Officer ★ JetBlue Airways, Marketing Manager ★ Kimpton Hotels, Area Director of Operations ★ Macy's Metro Center, Regional Tourism Manager ★ Madame Tussauds, General Manager ★ Mie N Yu, Marketing & Events Coordinator ★ National Museums of Women in the Arts, Director of Special Events ★ NBC4, President & GM ★ New World Tours, Director of Marketing ★ Oxford Communication, President ★ Posh Supper Club, Catering & Sales Manager ★ Reiter's Book, Manager ★ Ritz Carlton, Group Sales Manager ★ Ronald Reagan Building and International Trade Center, Marketing Manager ★ Smithsonian Enterprise, COO Retail Operations ★ The Dixon Group, President ★ The Endocrine Society, Director of Marketing ★ The Jefferson Hotel, Director of Sales ★ Travelocity, Regional Director ★ USAToday.com, Aviation Reporter ★ Washington Business Journal, Publisher ★ Washington Convention Center Authority, Sales Manager ★ Washington Sports & Entertainment, VP Booking & Entertainment ★ Westin Grand, Sales Manager ★ Zengo DC, Director of Operations ★

★ PROGRAM SPONSORSHIP

KEYNOTE LUNCHEON

A Political Insider's View from Washington featuring Chris Matthews



Chris Matthews is not shy about asking the tough questions as he uncovers the reality behind the spin. As host of MSNBC's Hardball with Chris Matthews, NBC News' The Chris

Matthews Show and as a frequent commentator and expert analyst on NBC's Today, Matthews is as entertaining as he is insightful. Matthews learned the political game while working on the frontlines as a speechwriter for President Carter and as top aide to the legendary House Speaker Tip O'Neill.

Provided by the Washington Speakers Bureau

\$7,500 (\$10,000 non-member)

The Keynote Luncheon with notable speaker, Chris Matthews, is the closing session to the meeting and is your chance to make a lasting impression with the attendees.

Your investment includes:

- Four (4) full meeting registrations.
- One (1) premier tables for ten during the Keynote Luncheon (VIP seating).
- Company recognition at the opening the Keynote Luncheon.
- Opportunity to say a few words and introduce the Keynote Speaker.
- Logo projected prominently on screen in session room before and after presentation.
- Signage with corporate logo at the entrance of the Keynote Luncheon.
- Opportunity to distribute promotional literature at the Keynote Luncheon.
- Acknowledgement in Marketing Outlook Meeting printed materials.

GENERAL SESSION I

Introduction of Senior Staff & DC's Key Travel Statistics

Get an introduction to Destination DC's senior management team and hear the latest travel trends and statistics, when DDC joins its research partners to present findings from the 2008 domestic visitor study. This session will also feature a DC tourism forecast for 2009 and 2010.

Speaker(s): TBD

\$4,500 (\$7,000 non-member)

General Session is the kick-off event to the meeting and it is your first opportunity to make a lasting impression with attendees.

Your investment includes:

- Three (3) full meeting registrations.
- One (1) premier tables for ten during the Opening General Session (VIP seating).
- Company recognition at the opening General Session.
- Opportunity to say a few words and introduce the presentation.
- Logo projected prominently on screen in session room before and after presentation.
- Signage with corporate logo at the entrance of the General Session.
- Opportunity to distribute promotional literature at the General Session.
- Acknowledgement in Marketing Outlook Meeting printed materials.

★ PROGRAM SPONSORSHIP CONTINUED

GENERAL SESSION II

DC Insider: The Year Ahead & Cooperative Opportunity Review

Destination DC will, for the first time, offer DC Insider: The Year Ahead to all attendees in a general session format. Come learn about major DC events and happenings taking place in the next 18 months. Major cooperative opportunities will also be covered, offering you ways to get engaged with DDC efforts including advertising, convention exhibiting, tourism events and more.

Speakers: Vicki Isley, Sr. Vice President of Marketing & Communications, Destination DC; Elliott Ferguson, Sr. Vice President, Sales & Service, Destination DC; Bruce Gudenberg, Vice President of Partnerships & Alliances, Theresa Belpulsi, Vice President of Tourism, Destination DC

\$4,500 (\$7,000 non-member)

General session is a conference highlight and features speakers and top Destination DC leadership. With all attendees participating, this is a high profile event

Your investment includes:

- Three (3) full meeting registrations.
- One (1) premier tables for ten during General Session II (VIP seating).
- Company recognition at the opening General Session.
- Opportunity to say a few words and introduce the presentation.
- Logo projected prominently on screen in session room before and after presentation.
- Signage with corporate logo at the entrance of the General Session.
- Opportunity to distribute promotional literature at the General Session.
- Acknowledgement in Marketing Outlook Meeting printed materials.

BREAKOUT SESSION

Connection to Conventions

Increased scrutiny has been placed on convention and business travel, but how has DC fared? Destination DC will present its convention booking pace, major shows in 2010 and an update on the Convention Center headquarter hotel. Plus, the team will showcase its new strategy to convert tentative and new business via its 2009 Powersavings promotion. Meeting planners will also be on hand to give you an inside look at current industry challenges and provide details on what they're seeking in a host city.

Speaker(s): TBD

\$2,000 (\$3,500 non-member)

Customize your exposure by sponsoring a session that uniquely meets the goals and objectives of your company.

Your investment includes:

- One (1) full meeting registration.
- Recognition during the session.
- Opportunity to say a few words and introduce the presentation.
- Logo projected prominently on screen in session room before and after the presentation.
- Signage at the entrance of the session.
- Acknowledgement in Marketing Outlook Meeting printed materials.

BREAKOUT SESSION

Marketing Trends and Application

What are the major trends in marketing? From Facebook to Twitter, millions of businesses are using social media vehicles to their advance. Join DDC's marketing staff to learn about ways to engage your customers through social media to better your business.

Speaker(s): TBD

\$2,000 (\$3,500 non-member)

Customize your exposure by sponsoring a session that uniquely meets the goals and objectives of your company.

Your investment includes:

- One (1) full meeting registration.
- Recognition during the session.
- Opportunity to say a few words and introduce the presentation.
- Logo projected prominently on screen in session room before and after the presentation.
- Signage at the entrance of the session.
- Acknowledgement in Marketing Outlook Meeting printed materials.

★ PROGRAM SPONSORSHIP CONTINUED

BREAKOUT SESSION

Impact of International Visitation

Fluctuating exchange rates and growing distress in the European economy will likely impact international visitation to DC. Get an in-depth look at global travel trends and the powerful impact of international visitation to the DC and the Capital Region

Speaker: Matt Gaffney, President, CRUSA

\$2,000 (\$3,500 non-member)

Customize your exposure by sponsoring a session that uniquely meets the goals and objectives of your company.

Your investment includes:

- One (1) full meeting registration.
- Recognition during the session.
- Opportunity to say a few words and introduce the presentation.
- Logo projected prominently on screen in session room before and after the presentation.
- Signage at the entrance of the session.
- Acknowledgement in Marketing Outlook Meeting printed materials.

RECEPTION

Networking Reception

\$3,000 (\$4,500 non-member)

A “must attend” event for all attendees, this is the gathering place for those interested in meeting other representatives from the industry. Enjoy refreshments while mingling with colleagues.

Your investment includes:

- One (1) full meeting registration.
- Opportunity to welcome the attendees and introduce company.
- Signage with company logo at the entrance of the event.
- Acknowledgement in Marketing Outlook Meeting printed materials.

REFRESHMENT

Breakfast & Networking 8:00AM - 8:30AM

Refreshment Break 9:45AM - 10:00AM

Refreshment Break 11:00AM - 11:15AM

Refreshment Break 12:15PM - 12:30PM

\$850* (\$1,200 non-member) each

A refreshing way to increase your company’s recognition among attendees. Four available refreshment breaks for sponsorship.

Your investment includes (Four breaks available):

- Signage with company logo at the entrance of the event.
- Acknowledgement in Marketing Outlook Meeting printed materials.

★ OTHER SPONSORSHIP OPPORTUNITIES

COLLATERAL PRINTING

in-kind or cash

Sponsor the printing for this year's meeting collateral (includes signage, conference program)

Your investment includes:

- Option to include a premium giveaway item or company literature in the attendee registration bag.
- Acknowledgement in Marketing Outlook Meeting printed materials.

CONFERENCE TOTE BAGS

Exclusive: \$4,000 (\$6,500 non-member) *Co-sponsorship opportunities available*

You'll have the visibility "in the bag" with your corporate logo on approximately 450 attendee and exhibitor tote bags.

Your investment includes:

- Two (2) full meeting registrations.
- Logo prominently placed on the conference totebag.
- Opportunity to place an insert or giveaway item in the totebag.
- Acknowledgement in Marketing Outlook Meeting printed materials.

TOTEBAG INSERT

\$450* (\$600 non-member)

Your premium giveaway or company literature is provided to each attendee in their registration tote bag.

Your investment includes:

- Opportunity to reach approximately 450 attendees.
- Acknowledgement in Marketing Outlook Meeting printed materials.

AUDIO/VISUAL SUPPORT

\$6,000 (\$8,500 non-member)

Your company will receive prime recognition as the conference audiovisual provider.

Your investment includes:

- Three (3) full meeting registrations.
- Company recognition in all sessions.
- Logo projected prominently on screen in session room before the presentation.
- Acknowledgement in Marketing Outlook Meeting printed materials

STAFF APPAREL

\$3,500 (\$5,000 non-member) *Co-sponsorship opportunities available*

Destination DC staff will be on hand to assist attendees when needed. There are over 40 Destination DC that will be present during the meeting. Have a mobile advertisement by placing your company's logo on staff uniforms. Destination DC will work with you on product, logo placement, etc.

Your investment includes:

- One (1) full meeting registration.
- Company logo placed on staff uniforms.
- Acknowledgement in Marketing Outlook Meeting printed materials.

TABLE FLORAL

\$3,500 in-kind or cash **(\$5,000 non-member)**

Floral arrangements add a special touch to any event.

Your investment includes:

- One (1) full meeting registration.
- Signage with company logo at each location floral is placed.
- Acknowledgement in Marketing Outlook Meeting printed materials

TABLETOP EXHIBIT

\$500* (\$850 non-member)

Showcase your company by reserving exhibit space at the 2009 Marketing Outlook Meeting.

Your investment includes:

- 6ft skirted table.
- Opportunity to network with industry colleague and share information on your business.
- Company listed on a check card attendees must complete to be entered into drawings.
- Note: Power is not included

**Does not include registration fee. All participants must be a paid registrant in order to exhibit*

DESTINATION DC MARKETING OUTLOOK MEETING
SPONSORSHIP RESPONSE FORM



STEP 1: CONTACT INFORMATION

COMPANY _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

PRIMARY CONTACT'S NAME _____

TITLE _____ **E-MAIL** _____

PHONE _____ **FAX** _____

STEP 2: SELECT SPONSORSHIP OPPORTUNITY

PROGRAM SPONSORSHIP

- General Session I \$4,500 (\$7,000)
- SOLD** General Session II \$4,500 (\$7,000)
- Keynote Luncheon \$7,500 (\$10,000)
- Breakout Session \$2,000 (\$3,500)
 - Connection to Conventions
 - Trends and Application
 - Impact on International Visitation
- Networking Reception \$3,000 (\$4,500)
- Refreshment Break \$850 (\$1,200)
 - 8:00AM - 8:30AM 9:45AM - 10:00AM
 - 11:00AM - 11:15AM 12:15PM - 12:30PM

OTHER SPONSORSHIP OPPORTUNITIES

- Collateral Printing (In Kind or Cash)
- Conference Totebags Exclusive \$4,000 (\$6,500)
- Totebag Insert \$450 (\$600)
- AV Support \$6,000 (\$8,500)
- Staff Apparel \$3,500 (\$5,000)
- Table Floral \$3,500 (\$5,000)
- Tabletop exhibit \$500 (\$850)

STEP 3: PAYMENT METHOD

PAYMENT METHOD

Company Name: _____ Contact Name: _____

Phone: _____

Total due: \$ _____ Check or money order enclosed. Please make check payable to "Destination DC"

Please charge: \$ _____ to the credit card specified: American Express Mastercard Visa Discover

Credit Card Number: _____ EXP date: _____ V-Code: _____ (numeric code on back of card)

Name as it appears on card: _____

Authorized Signature: _____

Cancellation Policy: >25 days out - 50% refund. 24 days or less - no refund. Destination DC has the right to limit the number of sponsors.

PLEASE FAX FORM TO DAMELIA SHAW AT (202) 448-8590

For more information, please contact:

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