



**2011 Destination Showcase DC
February 24th, 2011**

Description: A one-day, fast-paced event sponsored by DMAI open to destination exhibitors (and partners) only. Attendees represent a 4:1 ratio of corporate, association and government meeting planners to destinations. The show includes seminars, lunch and exhibits and provides an excellent forum to reach over 1,250 planners. The 2010 show generated three RFPs with estimated revenue of \$ 48,590 and 36 general interest leads. (2009 -12RFPs with an estimated revenue of \$947,353, one proposal (pending dates) and 95 general interest leads).

Details: ACVA will coordinate a themed 10x10 booth including ACVA and two partners. Individuals may distribute personal collateral and giveaways. Additional sponsorship opportunities may be available.

Date: February 24th, 2011

Location: Washington Convention Center

Participant benefits:

- Participation in booth at tradeshow/face-to-face meetings with planners
- Destination Showcase On-Line
- Inclusion in pre-mailings
- Leads generated
- Distribution of collateral

Rates/Fees: Booth share fee: The cost with three exhibitors is \$1,000 each excluding expenses, miscellaneous booth charges and additional sponsorship opportunities if applicable.

ACVA Contact: Lorraine Lloyd @703.746.3003 or Lloyd@VisitAlexVA.com

_____ Yes, we will exhibit with ACVA at the 2011 Destination Showcase DC. Once confirmed, an invoice will be forwarded with payment due upon receipt.

Organization Name: _____

Contact Name: _____ **Contact Title** _____

Contact Phone: _____ **Contact E-mail** _____

Signed _____

PLEASE RETURN NO LATER THAN September 30, 2010
Email form to Lorraine Lloyd Lloyd@VisitAlexVA.com or fax to 703.746.3314