



**2011 Destination Showcase
Chicago
June 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 350 planners. 2010 show generated one RFP with estimated Revenue of \$83,790, 3 prospects for future dates and booth traffic of 94 planners.

Details: ACVA will coordinate a themed 10x10 booth to include ACVA and two partners. Individuals may distribute personal collateral and giveaways. Joint sales calls will be coordinated to targeted planners in the Chicago area.

Date: June TBD

Location: Rosemont Convention Center (Chicago area)

Participant benefits:

- Participation in booth at tradeshow/face-to-face meetings with planners
- Destination Showcase On-Line
- Inclusion in pre-mailings & post mailings
- First option on leads generated
- Distribution of collateral

Rates/Fees: Booth share fee: The cost with three exhibitors is \$950 each excluding individual travel expenses, miscellaneous booth charges and additional sponsorship opportunities if applicable.

Additional Opportunity: Association Forum of Chicagoland, Association Week June 13 – 17, Annual Meeting June 14th – Registration Fees Apply (Member - \$369.00/person Non-member - \$469.00/person)

- Each year as part of Association Week, Association Forum holds its Annual Meeting. This one-day event will be held at Navy Pier and is expected to attract more than 400 association executives (CEOs, CFOs, and other C-Level executives), association professionals, and supplier partners for both education and networking opportunities. Our morning and afternoon breakout sessions and networking lunch are designed to keep you up to date with the most current association happenings!

ACVA Contact: Robin Roane@703.746.3307 or RRoane@VisitAlexVA.com

_____ Yes, we will exhibit with ACVA at the 2011 Destination Showcase, Chicago. 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 LLloyd@VisitAlexVA.com or fax to 703.746.3314