



**Alexandria Convention & Visitors Association**  
421 King Street, Suite 300  
Alexandria, Virginia 22314  
t: 703.746.3300 | f: 703.746.3314

**Alexandria Visitors Center at Ramsay House**  
221 King Street  
Alexandria, Virginia 22314  
t: 703.746.3301 | toll free: 800.388.9119

## Alexandria Boutique Week

The ACVA is pleased to announce the return of Alexandria's Boutique Week October 9-17, 2010. The primary goal is to increase brand awareness for Alexandria's unique shopping and contemporary flair, driving retail business.

Like last year, Boutique Week will feature participating retail members' special offers (see attached form) in a brochure that will be distributed at local events, through the Alexandria Visitors Center, on VisitAlexandriaVA.com, and in participating shops. Customers will be entered for a chance to win an Alexandria Getaway and shopping spree by visiting participating retailers, collecting stamps and submitting completed entry forms. Customers can submit the form three ways: (1) drop off flyer at participating shops, (2) Alexandria Visitors Center, (3) mail to ACVA at 421 King Street, Suite 300, Alexandria, VA 22314.

### Participation Details:

- **For Boutique Week 2009 participants:** Your existing offer will be automatically included unless you request to be removed. You are welcome to make updates to your offer by sending in the attached form before **Friday, August 6, 2010**. [View 2009 Boutique Week Offers](#)
- **For first-time participants:** Complete this form and return to the ACVA no later than **Tuesday, August 6, 2010**. Please email form to [MKirkpatrick@VisitAlexVA.com](mailto:MKirkpatrick@VisitAlexVA.com) or fax to (703)746-3314
- Display Boutique Week poster in prominent location near cash register and front window
- During promotion dates of October 9-17, 2010, participating shops will stamp (stamp is the responsibility of each shops) customers' Boutique Week brochures and collect completed forms
- Mail or drop off all completed collected forms by October 22, 2010, to ACVA, 421 King Street, Suite 300, Alexandria, VA 22314.
- **Optional-** shops who wish to offer gift cards and prizes will receive additional exposure. Materials due by **August 6, 2010**.

### Marketing Plans Include:

Local distribution of 25,000 Boutique Week brochures, featured in 50,000 fall mailers sent to geo-targeted mid-Atlantic residents, promotion on [VisitAlexandriaVA.com](http://VisitAlexandriaVA.com), monthly email blasts and Google AdWords campaign.

There is no cost to ACVA members to participate in this promotion! Simply complete this form to participate and return it to the ACVA no later than **Friday, August 6**. Please fax form to **(703) 746-3314**.

**Questions?** Contact Anna Jones at [AJones@VisitAlexVA.com](mailto:AJones@VisitAlexVA.com) or (703) 746-3305.

Sincerely,

Anna Jones  
Director of Marketing



## Boutique Week Special Offer Participation Form

- Yes! My shop will participate in Boutique Week and my offer will stay the same
- Please use new offer with the information provided below
- No, I do not want to participate

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Logo or Image sent to [MKirkpatrick@VisitAlexVA.com](mailto:MKirkpatrick@VisitAlexVA.com)

**Company Name:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Special Offer Body Copy:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (Approximately 35 words)

**Special Offer Heading Copy:** \_\_\_\_\_

\_\_\_\_\_ (Approximately 7 words)

*Description subject to editing by ACVA*

**Fax to (703)746-3314 – Deadline is Friday, August 6, 2010**