

SFCVB 2009/10 Member Opportunities

SFCVB Member Opportunities 2009/10									
Event/Program Name	Description	Website	Bureau Activity/ Member Participation	Audience	Audience Size or Distribution	Location	Deadline for Participation	Date of Event, publication, etc.	Contact
<b>SFCVB Programs for Marketing to Meeting Planners</b>									
American Society of Association Executives (ASAE) Annual Meeting & Exposition	Annual meeting that combines a tradeshow with educational sessions and networking events. The Bureau hosts a booth at the trade show with participating members in order to promote San Francisco as a meeting destination for prominent association executives. Booth participation or brochure distribution ensures that ASAE executives and meeting planners are aware of your business and services when they plan their next meeting in in San Francisco.	<a href="http://www.asaeannualmeeting.org">www.asaeannualmeeting.org</a>	Distribution of 300 brochures (\$300). Representative from your business at the SFCVB 20x20 tradeshow booth (\$2,100).	Chief executive officers and meeting planners of national, regional and state professional, trade and technical associations	1,500	Los Angeles, CA	Fall 2010 Dates TBD	August 21-24, 2010	Kimberly Lee klee@sanfrancisco.travel 415-227-2672
Affordable Meetings Exhibition and Conference	Two-day event includes a tradeshow combined with educational seminars. Attended by a diverse group of meeting planners in the Washington, DC area, brochure distribution at the SFCVB tradeshow booth allows meeting planners to obtain information about your business while the Bureau promotes San Francisco as a meeting destination.	<a href="http://www.affordablemeetings.com">www.affordablemeetings.com</a>	Distribution of 200 brochures (\$300).	Association, corporate and government meeting planners in the Washington, DC area	1,700	Washington, DC	Deadline has passed for 2009; September 2010 Dates TBD	September 9-10, 2009; September 2010 TBD	Kimberly Lee klee@sanfrancisco.travel 415-227-2672
The Motivation Show	Three-day tradeshow combined with educational sessions, The Motivation Show is the world's largest show of its kind, designed for corporate and incentive meeting planners. Exhibitors represent products and services that companies use to motivate and reward employees. San Francisco is a popular destination for incentive travel and the Bureau hosts a booth at the tradeshow. Booth participation or brochure distribution ensures that these buyers are aware of your business and services when they plan their next trip to San Francisco.	<a href="http://www.motivationshow.com">www.motivationshow.com</a>	Distribution of 200 brochures (\$300). Representative from your business at the SFCVB 20x20 tradeshow booth (\$2,500). Additional booth representative (\$750). Participation form: <a href="http://www.sfcvb.org/media/downloads/members/motivation_show.doc">http://www.sfcvb.org/media/downloads/members/motivation_show.doc</a> .	Corporate and incentive buyers and meeting planners	9,000	Chicago, IL	September 8, 2009	September 29-October 1, 2009	Oleg Nakonechny onakonechny@sanfrancisco.travel 415-227-2679
Meeting & Event Planner's Guide	This is the Bureau's guide to everything San Francisco for meeting planners. It is published annually and is the exclusive go-to resource for anyone planning a meeting in San Francisco. Advertising in the guide ensures that your business is visible to planners bringing their meetings to San Francisco.	<a href="http://www.weaver-group.com">www.weaver-group.com</a>	Listing included as a benefit of membership (\$0); additional display advertising opportunities are available to make a more substantial impact on meeting and event planners.	Meeting and event planners	15,000	Published book	Member inclusion April 23, 2010; advertising June 2, 2010.	September 2010	Weaver Multimedia Group sf@weaver-group.com 415-646-0080
Holiday Showcase	One-day tradeshow produced by the Association Forum of Chicago and targeting association executives and meeting planners in the Chicago area. Brochure distribution at the SFCVB tradeshow booth gives your business visibility among key executives and planners before they bring their meetings to San Francisco.	<a href="http://www.holidayshowcase.org">www.holidayshowcase.org</a>	Distribution of 200 brochures (\$300).	Association executives and meeting planners based in the Chicago area	1,600	Chicago, IL	November 18, 2009	December 15, 2009	Kimberly Lee klee@sanfrancisco.travel 415-227-2672
Meeting Professionals Int'l (MPI) MeetDifferent	Four-day educational meeting combined with tradeshow produced by the premiere organization for meeting planners. Brochure distribution at the tradeshow gives your business visibility among key executives and planners when they bring their meetings to San Francisco.	<a href="http://www.mpiweb.org/Events/MD2010.aspx">http://www.mpiweb.org/Events/MD2010.aspx</a>	Distribution of 200 brochures (\$300).	Meeting planners from around the world	900	Cancun, Mexico	January 20, 2010	February 20-23, 2010	Kimberly Lee klee@sanfrancisco.travel 415-227-2672

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SFCVB Sales Mission	Each year the Bureau joins participating members and hosts a Sales Mission to Chicago and Washington, DC. Events are coordinated in each city for area convention clients and meeting planners. The Bureau also conducts sale calls with our partners. When possible, San Francisco's mayor also participates. Participating members can join us for either city or both. The goal is to promote San Francisco as a premier convention destination and connect with important Chicago and DC clients.		Participation costs are determined after hosted events have been planned - members can join the Bureau in one or both cities. Additional representatives from participating member businesses may attend for an additional fee.	Meeting planners and association executives in the Chicago and Washington, DC areas	150 at hosted event in Chicago; 200 at hosted event in Washington, DC	Chicago, IL; Washington, DC	TBD	Spring 2010 - dates TBD	Kimberly Lee klee@sanfrancisco.travel 415-227-2672
Springtime Expo	One-day tradeshow produced by the American Society of Association Executives (ASAE). Targets association and government meeting planners in the Washington, DC area and from throughout the East Coast. Brochure distribution at the SFCVB booth, hosted in the Northern California section of the tradeshow, gives your business visibility with key executives and planners when they bring their meetings to San Francisco.	<a href="http://www.springtimeexpo.com">www.springtimeexpo.com</a>	Distribution of 200 brochures (\$300).	Association and government meeting planners in the Washington, DC area and throughout the East Coast	2,000	Washington, DC	TBD	May 27, 2010	Beth Melanson bmelanson@sanfrancisco.travel 202-466-4400
Trade Advertising	Inclusion in print and online trade advertising. The SFCVB places print and online ads throughout the year in meetings markets trade publications. Several levels of participation are available once trade advertising strategy is determined for 2009-10. By combining media buy resources with the SFCVB member businesses are able to receive substantial visibility in local, regional, national media buys.		Varies - TBD based on available dollars from Tourism Improvement District funding.	Readership of various print publications and online sites targeting the meetings and conventions markets	Varies - TBD based on audience of selected print publications and online sites		TBD	Ongoing - TBD	Leonard Hoops lhoops@sanfrancisco.travel 415-227-2614
Online Convention Calendar	Exclusive member access to name and contact information for incoming convention and meeting planners along with dates, attendance and peak room nights utilized. Information enables members to market to conventions/planners and schedule hours and staffing based on convention attendance in San Francisco.	<a href="http://www.onlyinsanfrancisco.com/members">www.onlyinsanfrancisco.com/members</a>	Included as benefit of membership (\$0); member ID and PIN required to access the members-only calendar on Bureau member website.	Members, meeting planners	Approximately 35,000 visits per year		Ongoing	Ongoing	David Newberry dnewberry@sanfrancisco.travel 415-227-2611
Convention Welcome Signs	Access granted to members for printable welcome signs for convention groups visiting San Francisco. Provided each month to members on Bureau member website. Displaying the signs encourages convention/meeting attendees to visit member business.	<a href="http://www.onlyinsanfrancisco.com/members">www.onlyinsanfrancisco.com/members</a>	Included as benefit of membership (\$0); member ID and PIN required to access convention welcome signs on Bureau member website.				<a href="#">Ongoing</a>	Ongoing	David Newberry dnewberry@sanfrancisco.travel 415-227-2611
Show Your Badge Program	Build sales for your business by offering a special discount or added value offer to attendees of meetings, conventions and events at Moscone Center.	<a href="http://www.sfcvb.org/members/memb_events.asp">http://www.sfcvb.org/members/memb_events.asp</a>	Included as a benefit of membership (\$0); participation form required.	Attendees of events at Moscone	Hundreds of thousands of people attending events at Moscone	Member Businesses	Ongoing	Ongoing	David Newberry dnewberry@sanfrancisco.travel 415-227-2611
San Francisco Values Program	Extended to Convention Services Members only; gives added value offers and discounts to meeting planners.	<a href="http://www.sfcvb.org/convention/meeting_discounts.asp">http://www.sfcvb.org/convention/meeting_discounts.asp</a>	Included as benefit of membership (\$0); participation form required.	Convention Planners	Convention and Meeting Planners holding events in San Francisco	N/A	Ongoing	Ongoing	David Newberry dnewberry@sanfrancisco.travel 415-227-2611
<b>SFCVB Programs for Marketing to Consumers</b>									
Event/Program Name	Description		Bureau Activity/ Member Participation			Location		Date	

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American Express Exclusive Offers	From complimentary desserts, appetizers and free wine tasting to 15% off San Francisco tour event tickets for consumers who use their AmEx card.	<a href="http://www.onlyinsanfrancisco.com/offers">www.onlyinsanfrancisco.com/offers</a>	Included as benefit of membership (\$0).	Consumers	AmEx Cardholders	Member Businesses	Ongoing	Ongoing	Hannah O'Brien hobrien@sanfrancisco.travel 415-227-2663
Online Reservation Booking through ARES	Inclusion in online booking engine on Bureau Web site.		Room reservations and attraction ticketing priced on a per transaction basis.	Consumers	Over 3 million users per year		Ongoing	Ongoing	Justin Stratford justin.stratford@aresdirect.com 415-227-2621
Eco 411	Posting on Eco 411 Blog at <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> . Submit green business news, highlighting green business initiatives and activities for readers. Enables you to target businesses and travelers interested in eco-tourism.	<a href="http://www.onlyinsanfrancisco.com/green/eco411/">www.onlyinsanfrancisco.com/green/eco411/</a>	Included as benefit of membership (\$0).	Visitors to the <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> web site seeking information on eco-tourism.			Ongoing	Ongoing	green@sanfrancisco.travel
TasteSF Micro site Enhanced Business Listing	Enhanced business listing on the TasteSF micro-site, hosted on <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> , targeting culinary tourists. Micro-site includes information on food, wine and other culinary-themed activities, featured stories, a calendar of events, and a blog by "The Tablehopper" Marcia Gagliardi.	<a href="http://onlyinsanfrancisco.com/taste">onlyinsanfrancisco.com/taste</a> ; Sample listing: <a href="http://www.onlyinsanfrancisco.com/taste/member.aspx?MemberID=934&amp;CatTypeID=1">http://www.onlyinsanfrancisco.com/taste/member.aspx?MemberID=934&amp;CatTypeID=1</a>	Annual enhanced listing is top-listed with a photo in its respective category and linked to a dedicated page for your business. This page includes a link to your Web site, a detailed description, photos, a profile of chef, sommelier, or tour guide, a sample menu or itinerary, and room for reviews and an OpenTable link where applicable (\$500).	Visitors to the <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> web site seeking information on culinary experiences.	85,000 targeted visitors annually to TasteSF micro-site		Ongoing	Ongoing	Xavier Cobos, xcobos@sanfrancisco.travel 415-227-2665
TasteSF e-newsletter Advertisement	E-newsletter advertisement in the quarterly TasteSF e-newsletter.	Sample e-newsletter: <a href="http://links.mkt2553.com/servlet/MailView?ms=MjExMj1NgS2&amp;r=NTc3NTAwOTA5MQS2&amp;j=MTU1MzM4NTIwS0&amp;mt=1&amp;rt=0">http://links.mkt2553.com/servlet/MailView?ms=MjExMj1NgS2&amp;r=NTc3NTAwOTA5MQS2&amp;j=MTU1MzM4NTIwS0&amp;mt=1&amp;rt=0</a>	Promote your business in the quarterly TasteSF e-newsletter sent quarterly to 12,000 double opt-in subscribers. Advertisement is linked to your website. Inventory is limited to two spaces per e-newsletter (\$250).	12,000 culinary enthusiasts who have subscribed to receive the e-newsletter.	12,000 double opt-in subscribers		1 month prior to distribution	July, October, January, April	Xavier Cobos, xcobos@sanfrancisco.travel 415-227-2665
TasteSF Campaign Sponsorship	Customized sponsorship of the TasteSF campaign.	<a href="http://www.onlyinsanfrancisco.com/taste">www.onlyinsanfrancisco.com/taste</a>	Activation of your sponsorship may include an online banner on the TasteSF micro-site, dedicated listings in the event calendar, advertising or editorial inclusion in the TasteSF quarterly e-newsletter, and other customized integration where appropriate (Call for pricing).	Visitors to <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> web site seeking information on culinary experiences and subscribers to the TasteSF quarterly e-newsletter.	85,000 targeted visitors annually to TasteSF micro-site. 12,000 double-opt-in subscribers to the TasteSF quarterly e-newsletter		Ongoing	Ongoing	Xavier Cobos, xcobos@sanfrancisco.travel 415-227-2665
LGBT (Lesbian, Gay, Bi-sexual, Transgender) Micro site Listing	Business listing on the LGBT micro-site hosted on <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> . Micro-site features lodging, transportation options, tours and activities targeted to the high-spend LGBT segment.	<a href="http://www.onlyinsanfrancisco.com/gaytravel">http://www.onlyinsanfrancisco.com/gaytravel</a>	Only members participating in the micro-site may have their business listing hosted. Content is ideally targeted to the LGBT segment. Includes a business description, photo, logo, URL, map and booking/purchase link where appropriate (\$250).	Visitors to the <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> web site seeking information specific to the LGBT traveler.	200,000 targeted visitors annually to the LGBT micro-site		Ongoing	Ongoing	Xavier Cobos, xcobos@sanfrancisco.travel 415-227-2665
LGBT (Lesbian, Gay, Bi-sexual, Transgender) e-newsletter Advertisement	e-newsletter advertisement in quarterly LGBT e-newsletter.	Sample e-newsletter: <a href="http://recp.rm02.net/servlet/MailView?ms=MTU4NDM3MgS2&amp;r=NTc3NTAwOTA5MQS2&amp;j=MTUxNzAxNzg4S0&amp;mt=1&amp;rt=0">http://recp.rm02.net/servlet/MailView?ms=MTU4NDM3MgS2&amp;r=NTc3NTAwOTA5MQS2&amp;j=MTUxNzAxNzg4S0&amp;mt=1&amp;rt=0</a>	Promote your business in LGBT e-newsletter sent quarterly to 8,000 double opt-in subscribers. Advertisement is linked to your website. Inventory is limited to two spaces per e-newsletter (\$300)	8,000 LGBT travelers who have subscribed to LGBT e-newsletter.	8,000 double opt-in subscribers		1 month prior to distribution	July, October, January, April	Xavier Cobos, xcobos@sanfrancisco.travel 415-227-2665
LGBT (Lesbian, Gay, Bi-sexual, Transgender) Campaign Sponsorship	Customized sponsorship of the LGBT campaign. Campaign channels include web, print, and others.		Activation of your sponsorship may include integration into the national print campaign, customized content on the LGBT micro-site, inclusion in sweepstakes promotions targeting the LGBT segment, integration into the LGBT e-newsletter, and other customized integration where appropriate (Call for pricing).	Domestic LGBT travelers	Over 50 million impressions annually through print and online advertising, the LGBT micro-site, e-newsletter, and cross-promotions with other partners		Jan-10	Year-Round/Multi-Year Opportunities	Xavier Cobos, xcobos@sanfrancisco.travel 415-227-2665

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Official Bureau Partnership	Position your business at the forefront of the SFCVB's marketing efforts as an Official Bureau Partner. Partners' promotion is customized from the various channels detailed in this document, in addition to other exclusive channels.		Partnership activation may include customized integration on <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a> , inclusion in the Bureau's various print campaigns targeting consumers, meetings and trade, and other channels which align with the partners objectives (Call for pricing).	Consumer, Meetings, Membership and Trade	Contingent on the channels selected.		Ongoing	Ongoing	Xavier Cobos, <a href="mailto:xcobos@sanfrancisco.travel">xcobos@sanfrancisco.travel</a> 415-227-2665
Dine About Town Sponsorship	Customized sponsorship of the 9th Annual Dine About Town promotion.	<a href="http://www.onlyinsanfrancisco.com/dineabouttown">http://www.onlyinsanfrancisco.com/dineabouttown</a>	Activation of your sponsorship may include integration into the print campaign, customized content on the Dine About Town micro-site, promotion at Launch event and other customized integration where appropriate (Call for pricing).	Local consumers and leisure travelers	Over 2.6 million impressions through print, online, radio, e-newsletter, in-market, and cross-promotions with other partners.		30-Nov-09	January and June	Xavier Cobos, <a href="mailto:xcobos@sanfrancisco.travel">xcobos@sanfrancisco.travel</a> , 415-227-2665
Official Visitor Guide	Two versions produced: one for pre-planning (includes hotel listings) and one for in-destination (no hotel listings)	<a href="http://www.weaver-group.com">www.weaver-group.com</a>	Listing Included as benefit of membership (\$0); additional display ad space available.		400,000 annually	Published book	Member inclusion: February 26, 2010 and July 16, 2010; advertising: March 22, 2010	Winter/Spring and Summer/Fall editions	Weaver Multimedia Group <a href="mailto:sf@weaver-group.com">sf@weaver-group.com</a> 415-646-0080
SFCVB Web site	Listings and advertising on <a href="http://onlyinsanfrancisco.com">onlyinsanfrancisco.com</a>		Listing Included as benefit of membership (\$0); Premium placement and additional ad space available.	Consumer, members, meeting planners, media, travel trade	Over 3 million per year		Ongoing	Ongoing	Premium Placement: contact your SFCVB Account Executive; Ad space: Weaver Multimedia, (415) 646-0080
Brochure Distribution	Display brochures to San Francisco visitors at Visitor Information Center (VIC) at Hallidie Plaza. Displaying brochures at the VIC provides exposure for your business to those visiting San Francisco.	<a href="http://www.sfcvb.org/members/promo_ops.asp">http://www.sfcvb.org/members/promo_ops.asp</a>	Included as benefit of membership (\$0); Additional space available annually (\$150).	San Francisco visitors	Over 400,000 visitors annually	Visitor Information Center	Ongoing	Ongoing	John Ontiveros <a href="mailto:jontiveros@sanfrancisco.travel">jontiveros@sanfrancisco.travel</a> 415-227-8106
Brochure Distribution at Moscone Center	Brochures displayed, on rotational basis, at San Francisco Information desks at Moscone Center.		Included as a benefit of membership (\$0).			Moscone Center	Ongoing	Ongoing	Jenny Thi <a href="mailto:jthi@sanfrancisco.travel">jthi@sanfrancisco.travel</a> 415-227-2666
Visitor Information Center Showcase Presentations	Meet with personnel at the Visitor Information Center to orientate SFCVB staff about your business and services so that staff may better refer your business to leisure travelers.		Included as benefit of membership (\$0).	Visitor Information Personnel	10 staff members who provide visitor information to over 400,000 visitors annually	Visitor Information Center	Ongoing	Ongoing	John Ontiveros <a href="mailto:jontiveros@sanfrancisco.travel">jontiveros@sanfrancisco.travel</a> 415-227-8106
Visitor Information Center Advertising End cap Display Space	Showcase your company's advertisement in the end cap frames positioned at eye level on the top of the brochure racks for easy viewing of visitors to the VIC.	<a href="http://www.sfcvb.org/members/promo_ops.asp">http://www.sfcvb.org/members/promo_ops.asp</a>	Individual end cap space, 8 1/2" x 11" frame (\$900) annually. Space is limited.	San Francisco visitors	Over 400,000 visitors annually	Visitor Information Center	Ongoing	Ongoing	John Ontiveros <a href="mailto:jontiveros@sanfrancisco.travel">jontiveros@sanfrancisco.travel</a> 415-227-8106
Visitor Information Center Duratrans (Light Box) Advertisements	Enhance your exposure to visitors by advertising in the Duratrans (Light Box).	<a href="http://www.sfcvb.org/members/promo_ops.asp">http://www.sfcvb.org/members/promo_ops.asp</a>	Two sizes of Duratrans are available: 16"W x 20"L boxes (\$2,000) annually. 43"W x 62"L in boxes(\$3,000) annually. Space is limited.	San Francisco visitors	Over 400,000 visitors annually	Visitor Information Center	Ongoing	Ongoing	John Ontiveros <a href="mailto:jontiveros@sanfrancisco.travel">jontiveros@sanfrancisco.travel</a> 415-227-8106
Visitor Information Center Hanging Advertising Display	Hanging banners offer the most available advertising space at the VIC to San Francisco visitors.	<a href="http://www.sfcvb.org/members/promo_ops.asp">http://www.sfcvb.org/members/promo_ops.asp</a>	96"Wx36"L banners are available (\$3,000) annually. Space is limited.	San Francisco visitors	Over 400,000 visitors annually	Visitor Information Center	Ongoing	Ongoing	John Ontiveros <a href="mailto:jontiveros@sanfrancisco.travel">jontiveros@sanfrancisco.travel</a> 415-227-8106
Top 100 Travel Editors Media List	Specialized list that you may use to distribute press releases and other news.		Electronic list (\$100).	Travel Editors	100	Emailed by request	Ongoing	Monthly	Tanya Houseman <a href="mailto:thouseman@sanfrancisco.travel">thouseman@sanfrancisco.travel</a> 415-227-2651
<b>SFCVB Programs for Marketing to the Travel Industry</b>									
Japan Association of Travel Agents (JATA)	Japan's biggest travel fair and consumer show. Alignment with California and SFCVB by exhibiting in the California booth enables your business maximum exposure in front of international travel agents.	<a href="http://www.jata-wtf.com">www.jata-wtf.com</a>	Distribution of 200 brochures (\$350).	Japan travel trade and Japanese consumers	100,000	Tokyo, Japan		September 17-20, 2009	Helen Tsui <a href="mailto:htsui@sanfrancisco.travel">htsui@sanfrancisco.travel</a> 415-227-2653

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Discover America Expos	Discover America Committees in Australia and New Zealand organize educational seminars, media luncheon, B2B sessions and table top tradeshows in Melbourne, Brisbane, Sydney, Wellington & Auckland. Partner with California Travel Tourism Commission (CTTC) in California delegation.	<a href="http://www.seeamerica.com.au">www.seeamerica.com.au</a>	Exhibit with CTTC, <a href="http://www.tourism.visitcalifornia.com/b2b">www.tourism.visitcalifornia.com/b2b</a> for cost. Distribution of 750 brochures by SFCVB (\$600).	Australia and New Zealand travel trade	200 to 400 in each city	Australia/New Zealand	January 8, 2010	February 15-23, 2010	Helen Tsui htsui@sanfrancisco.travel 415-227-2653
World Travel Market (WTM)	WTM is the world's largest English-speaking global travel trade exhibition and is recognized as the primary opportunity to reach UK travel trade (San Francisco's #1 European market). Exhibit with CCTC in the California-branded stand.	<a href="http://www.wtmlondon.com">www.wtmlondon.com</a>	Exhibit with CTTC, <a href="http://www.tourism.visitcalifornia.com/b2b">www.tourism.visitcalifornia.com/b2b</a> for cost. Distribution of 300 brochures by SFCVB (\$350).	UK and European travel trade	26,000+ trade visitors; 5,000+ exhibitors	London, UK	September 1, 2009	November 9-12, 2009	Hubertus Funke hfunke@sanfrancisco.travel 415-227-2694
China International Travel Mart & China Sales Mission (CITM)	Sales trip to China including exhibit in CITM in Kunming, is China's largest travel tradeshow. Prior to CITM, a sales mission to Chengdu which is the third largest outbound city and one of five U.S. Consulate General Offices (travel visa processing) in China. The mission also includes a VIP dinner for the travel trade in Shanghai after CITM. Note: CTTC is also offering sales mission including CITM.	<a href="http://www.citm.com.cn/en">www.citm.com.cn/en</a>	Register sales mission with East West Marketing: info@liontours.com. Distribution of 300 brochures by SFCVB (\$400). Chinese preferred.	China travel trade, press and consumers	90,000	Kunming, Chengdu, Shanghai, China		November 15-22, 2009	Helen Tsui htsui@sanfrancisco.travel 415-227-2653
Expo Vacaciones	Expo Vacaciones is the largest travel show in Mexico promoting the United States as a travel destination. Delegates will meet with members of the Mexican trade and consumer journalists. Additionally, one-on-one appointments with top wholesalers are available. Exhibiting with CTTC in the California-branded stand aligns your business with California travel industry.	<a href="http://www.visitusa.com.mx/">http://www.visitusa.com.mx/</a>	Exhibit with CTTC, <a href="http://www.tourism.visitcalifornia.com/b2b">www.tourism.visitcalifornia.com/b2b</a> for cost. Distribution of 300 brochures by SFCVB (\$300).	Key wholesalers and travel agents of the Mexican travel trade selling the US	900 travel agents, 60 media and 50-60 wholesalers	Mexico City	January 1, 2010	February 24-26, 2010	Hubertus Funke hfunke@sanfrancisco.travel 415-227-2694
International Touristik Borse (ITB)	ITB is the largest travel-related exhibit forum in the world and is recognized as the primary opportunity to reach the European travel trade as well as the German consumer (One of San Francisco's top overseas markets). The show is open to the travel trade on designated days and the consumer on the weekend. A press room is available within the USA Pavilion for distribution of press materials. Exhibiting with CTTC in the California-branded stand aligns your business with California travel industry.	<a href="http://www.itb-berlin.com">www.itb-berlin.com</a>	Exhibit with CTTC, <a href="http://www.tourism.visitcalifornia.com/b2b">www.tourism.visitcalifornia.com/b2b</a> for cost. Distribution of 300 brochures by SFCVB (\$350).	German and European travel trade and German consumers	100,000+ trade visitors; 60,000+ consumers; 11,000+ exhibitors	Berlin, Germany	Jan 10, 2010	March 10-14, 2010	Hubertus Funke hfunke@sanfrancisco.travel 415-227-2694
Professional Travel Planners Guide	Comprehensive planning guide published each year to assist travel industry professions: tour operators, travel agents, etc.	<a href="http://www.weaver-group.com">www.weaver-group.com</a>	Member listing included as benefit of membership (\$0); additional display ad space available.		25,000 annually	Published book	Member inclusion October 16, 2009; advertising November 24, 2009	March 2010	Weaver Multimedia Group sf@weaver-group.com 415-646-0080
US Travel Association (USTA) Pow Wow 2010	SFCVB will organize the signature Gateway SFO event at Orlando Pow Wow on free evening. 1,000+ buyers and press expected. Pow Wow is the most important U.S. tradeshow for international buyers of US travel products.	<a href="http://www.powwowonline.com">www.powwowonline.com</a>	Sponsorship of San Francisco event from (\$895); additional sponsorship levels available.	Tour operators, press and media	1,000	Orlando, FL	March 19, 2010	May 18, 2010	Deborah Reinow dreinow@sanfrancisco.travel 415-227-2628
Incentive Travel Meeting and Events Exhibition (IMEX)	SFCVB will have a booth at the industry's top show for the Meetings, Incentives, Conferences, Events (MICE), attracting large numbers of qualified international buyers. Exhibit with SFCVB in a San Francisco-branded booth.	<a href="http://www.imex-frankfurt.com">www.imex-frankfurt.com</a>	Exhibit in SFCVB booth (\$3,500); Distribution of 150 brochures (\$250).	Meeting planners, incentive and corporate travel managers and associations from Western Europe and beyond	8,900 buyers; 3,500 exhibitors	Frankfurt, Germany	TBD	May 25-27, 2010	Hubertus Funke hfunke@sanfrancisco.travel 415-227-2694

SFCVB 2009/10 Member Opportunities

Event/Program Name	Description	Website	Bureau Activity/ Member Participation	Audience	Audience Size or Distribution	Location	Deadline for Participation	Date of Event, publication, etc.	Contact
US Travel Association (USTA) Pow Wow 2011	International Pow Wow is returning to San Francisco for only the first time in 19 years. Multi level sponsorship opportunities available for pre-promotion beginning Fall 2009.	<a href="http://www.powwowonline.com">www.powwowonline.com</a>	Sponsorship starts at (\$5,000) and is based on 2-year pre-promotion and participation.	Tour operators, press and media	5,500	San Francisco, CA	TBD	May 21-25, 2011	Deborah Reinow dreinow@sanfrancisco.travel 415-227-2628
Convention Update Notices	Monthly subscription service emailed monthly with listings of convention businesses that are booked further than two years out.		Subscriptions (\$50 per month and (\$325) annually.	Convention Planners	Varies	Emailed monthly	Ongoing	Ongoing	Jenny Thi jthi@sanfrancisco.travel 415-227-2666
Japanese and Chinese language websites	SFCVB in partnership with SFO has websites written and maintained in country with information for trade and consumers.	<a href="http://www.onlyinsanfrancisco.jp">www.onlyinsanfrancisco.jp</a> <a href="http://www.onlyinsanfrancisco.com.cn">www.onlyinsanfrancisco.com.cn</a>	Member listing with picture, copy and link to member site (\$800) annually per website. Renewals (\$500).	Travel trade and consumers			Dec 1, 2009	Jan - Dec 2010	Peggy Lau plau@sanfrancisco.travel 415-227-2641
<b>SFCVB Programs for Member-to-Member Marketing, Networking and Education</b>									
Bureau Ambassadors Program	Bureau Ambassadors volunteer to greet members and provide assistant at SFCVB functions, such as the Member Business Exchanges. An annual training session is held to provide members skills required.		Opportunity to volunteer to assist members at SFCVB functions. Complimentary admission to events provided.	Bureau members	Varies	TBD	Ongoing	TBD	Jenny Thi jthi@sanfrancisco.travel 415-227-2666
CityConnections	Educational orientation and reception for current and prospective Bureau members with businesses outside San Francisco.		Included as a benefit of membership (\$0). Open to prospective members.	Bureau members and prospective members	Varies	TBD	TBD	TBD	David Newberry dnewberry@sanfrancisco.travel 415-227-2611
Member Orientation and Refresher Session	Monthly overview of the Bureau's products, services and tools for marketing your business to consumers/leisure travelers, convention planners, the travel industry, travel media and Bureau members.	<a href="http://www.sfcvb.org/members/memb_events.asp">http://www.sfcvb.org/members/memb_events.asp</a>	Included as a benefit of membership (\$0).	Bureau members.	Varies	SFCVB Boardroom	Week prior to event/Early registration encouraged - Space limited	First Thursday of every month	Jenny Thi jthi@sanfrancisco.travel 415-227-2666
Member Showcase	Opportunity to make a presentation about your business to key Bureau staff who are in a position to refer business.	<a href="http://www.sfcvb.org/members/memb_events.asp">http://www.sfcvb.org/members/memb_events.asp</a>	Included as a benefit of membership (\$0).	Bureau staff and members	Varies	SFCVB Boardroom	Week prior to event/Early registration encouraged - Space limited	Second Tuesday of every month	Jenny Thi jthi@sanfrancisco.travel 415-227-2666
Market Briefings	Quarterly briefings with tips and resources for working with group or individual travelers, convention planners and travel writers.	<a href="http://www.sfcvb.org/members/memb_events.asp">http://www.sfcvb.org/members/memb_events.asp</a>	Registration fee is \$25 per member.	Bureau staff and members	Varies	SFCVB Boardroom	TBD	TBD	Lisa Cleveland lcleveland@sanfrancisco.travel 415-227-2662
Member Business Exchanges	Bureau members networking in B2B environment in top San Francisco special event venues. Gourmet food, beverages and entertainment are included.	<a href="http://www.sfcvb.org/members/memb_events.asp">http://www.sfcvb.org/members/memb_events.asp</a>	Registration fee is \$35 per member.	Bureau members.	200 to 500 Bureau Members	Various Locations	Varies	4 per year	Lisa Cleveland lcleveland@sanfrancisco.travel 415-227-2662
Member Mailing List	Introduce your products and services to your fellow Bureau members.		One time use of printed on peel and stick labels or electronic file. Pricing range (\$190 to \$540) depending on labels specified.	Bureau Members	Up to 1,800 Members	N/A	Ongoing	Ongoing	Jenny Thi jthi@sanfrancisco.travel 415-227-2666
Centennial Annual Lunch Celebration	Celebration of the 100th Anniversary of the formation of the San Francisco Convention & Visitors Bureau. At this annual event members, City dignitaries and friends will celebrate our industry's accomplishments, introduce the new SFCVB officers and directors, and thank outgoing directors. This 100th Anniversary event will be a sell-out as we mark this very special anniversary.	<a href="http://www.sfcvb.org/members/">http://www.sfcvb.org/members/</a>	Various sponsor levels available to showcase your business and dedication to the hospitality community. Sponsorships range from (\$2,000) to (\$25,000). Luncheon tickets are (\$150) and tables range from (\$2,000) to (\$5,000).	Bureau Members, City Officials and Staff	1,000	TBD	April 10, 2010	Summer 2010	Lisa Cleveland lcleveland@sanfrancisco.travel 415-227-2662
SFCVB Foundation Educational Programs	Visitor Industry Outlook Conference and the Visitor Industry Marketing Conference are held to inform members on the current trends in the visitor industry and provide data for future trends.	<a href="http://www.sfcvb.org/members/">http://www.sfcvb.org/members/</a>	Sponsorships of these events are available and are tax deductible.	Bureau members and industry leaders	200	TBD	TBD	Bi-annually - TBD	Lisa Cleveland lcleveland@sanfrancisco.travel 415-227-2662