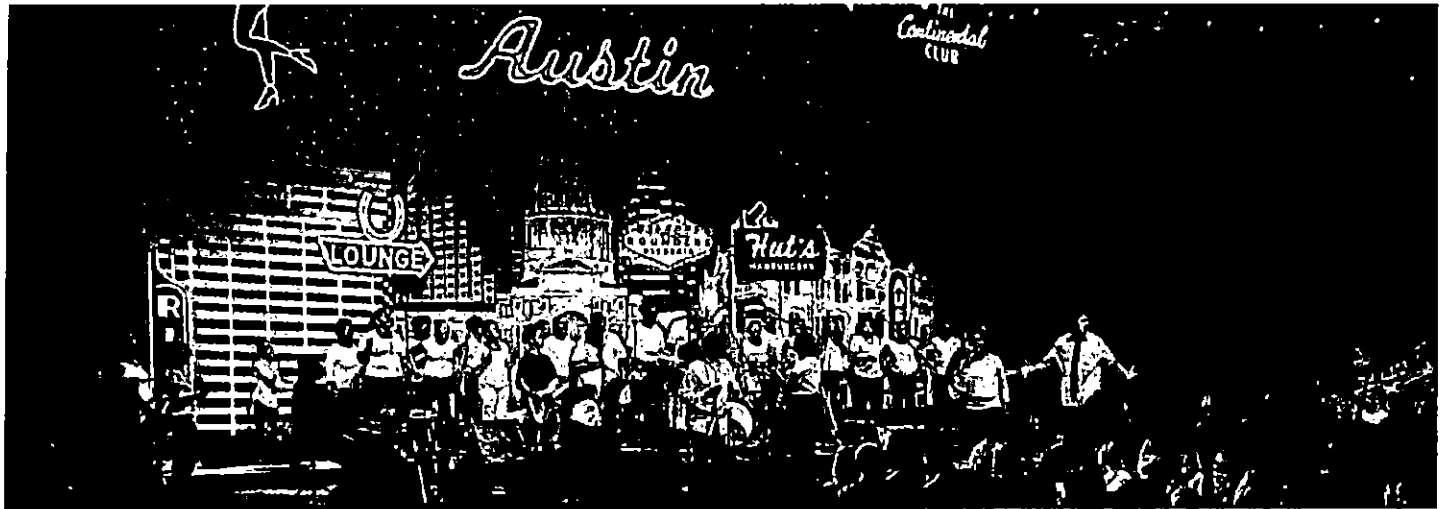
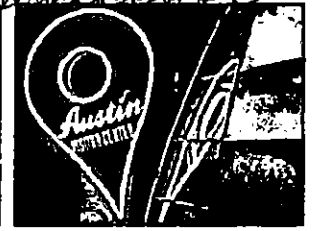


Late Backup

#15 Visit Austin

Barbara Woodcock



2017 PARTNER PROGRAMS

Austin
— LIVE MUSIC CAPITAL OF THE WORLD —



2017 PARTNER PROGRAMS

JANUARY - DECEMBER, 2017

INDIVIDUAL PRESS TRIPS

Throughout the year, Austin CVB hosts individual press trips for freelance journalists and editorial staff reaching an audience of 75,000 or more. We seek partners to help with accommodations (comp or media rate, depending on availability and timing), meals and attraction passes. Partners will have the opportunity to meet with all sponsored journalists.

AUSTIN, TX

Limited

Partner: In-kind

Marketing Communications

JANUARY - DECEMBER, 2017

TOURISM FAMILIARIZATION TOURS/SITE VISITS

Throughout the year, the Austin CVB hosts familiarization trips and site visits for domestic and international travel trade. The tourism department seeks partners to assist with accommodations (comp or discounted rates, depending on availability), meals, transportation, tours and attractions passes. Partners will have an opportunity to meet with all sponsored travel trade.

AUSTIN, TX

Limited

Partner: In-kind

Tourism

JANUARY - DECEMBER, 2017

CONVENTION SALES FAMILIARIZATION TOURS/SITE VISITS

The Austin CVB hosts familiarization trips and site visits for qualified meeting professionals. The Convention Sales department seeks partners to assist with complimentary accommodations (10 guest rooms), group meals and transportation for these site visits. Partners will have the opportunity to showcase their property to each meeting professional.

AUSTIN, TX

Limited

Partner: In-kind

Convention Sales

JANUARY - DECEMBER, 2017

ACVB PARTNER EDUCATION/TRAINING

Austin CVB holds education and training seminars throughout the year in an effort to build knowledge and marketing capability within the local hospitality industry and strengthen the relationship between ACVB and its vendors and local partners.

AUSTIN, TX

Limited

Partner:\$500 each/
In-kind considered

Strategic Alliances

2017 PARTNER PROGRAMS

JANUARY 8- 11, 2017

PCMA CONVENING LEADERS- HOST CITY SPONSORSHIPS

The Professional Convention Management Association (PCMA) has selected Austin as host city for their 2017 Convening Leaders annual meeting. PCMA is the leading member-based association for the meetings and convention industry. Convening Leaders will bring approximately 4500 attendees, representing meeting professionals from a wide variety of associations and corporations, in 42 countries. This meeting is truly the "super bowl" of our industry. Strong investment from the Austin community is essential to Austin's success. Don't miss out!

AUSTIN, TX
30 Partners*
Presenting Sponsor: \$250,000+
Diamond Sponsor: \$100,000+
Gold Level: \$50,000+
Silver Level: \$25,000+
Bronze Level: \$10,000+
*Sponsorships at the \$50,000 level or higher can be customized for each partner. Additional event sponsorships are available. Details to be provided upon request.
Convention Sales

JANUARY 8- 11, 2017

PCMA- CLIENT EVENT (PWAP)

Austin once again will be the official music sponsor for Professional Convention Management Association's (PCMA) *Party With A Purpose*. Austin CVB will offer partners a networking opportunity that will provide unique and exciting experiences for you to connect with meeting professionals.

AUSTIN, TX
10 Partners
Partner: \$2,000
Convention Sales

FEBRUARY, 2017

CITYWIDE SERVICE/SUPPLIER MEETING

The February Citywide Service/Supplier Meeting will bring together vendor partners in the community to educate them on working with booked convention groups and prepare them for major events that will affect their business. We are looking for a partner to host the meeting space and provide refreshments.

AUSTIN, TX
1 Partner
Partner: In-kind
Convention Services

MARCH, 2017

DESTINATIONS SHOWCASE DC

Destination Marketing Association International's (DMAI) Destinations Showcase offers the meetings industry's largest forum exclusively bringing corporate, government, association, and independent meeting professionals together with exhibiting destinations from across North America and beyond.

WASHINGTON, DC
2 Partners
Partner: \$1,500
Convention Sales

MARCH, 2017

LOCAL CLIENT APPRECIATION EVENT

Join Austin CVB in saying thank you and expressing our appreciation to our local customer base for their continued support of Austin. This event provides networking opportunities with key meetings staff and organization leaders from locally based associations, corporations, the University of Texas at Austin, government agencies, and sports organizations.

AUSTIN, TX
Unlimited
Partner: \$1,500
Convention Sales

2017 PARTNER PROGRAMS

APRIL/MAY 2017

AUSTIN CVB REGISTRATION ASSISTANT APPRECIATION LUNCHEON

This is an annual opportunity to show appreciation to our contract registration assistance staff who provide support to the conventions held in Austin. They serve as ambassadors for the city assisting groups with registration and Austin information.

AUSTIN, TX

1 Partner

Partner: \$2,000 or In-kind

Convention Services

MAY 23-24, 2017

XPERIENCE DESIGN PROJECT (FORMERLY ASAE SPRINGTIME) HOSTED BUYER EVENT

This is a two day business focused event for association professionals and suppliers. More information to be provided upon receipt.

**GAYLOR NATIONAL,
NATIONAL HARBOR MD**

Partners:TBD

Partners: \$TBD

Convention Sales

JUNE 3-7, 2017

U.S. TRAVEL ASSOCIATION'S IPW

U.S. Travel Association's IPW is one of the travel industry's premier international marketplaces and largest generator of travel to the U.S. During three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations and approximately 1,200 International and Domestic Buyers from more than 70 countries conduct business representing \$3.5 billion in future travel to the United States.

WASHINGTON, DC

2 Partners

Partner: \$2,000

Tourism

SPRING, 2017

CHICAGO SALES MISSION & CLIENT EVENT

Each year the central regional team works to create unique opportunities for partners to network with existing and new clients. In the past, Austin CVB has hosted clients at live music events and educational luncheons. Join us in 2017 for another creative event providing access to the top clients in the Chicago area.

CHICAGO, IL

Unlimited

Partner: \$2,500

Convention Sales

SPRING, 2017

SOUTHEAST SALES MISSION & CLIENT EVENT

Austin CVB will continue to offer new and exciting opportunities to showcase Austin to our southeast based clientele. Please join us for a joint sales effort to include group sales calls and a high profile client event.

SOUTHEAST

6 Partners

Partner: \$2,000

Convention Sales

2017 PARTNER PROGRAMS

SUMMER, 2017

TORONTO SALES MISSION AND CLIENT EVENT

Join the Austin CVB sales mission and client event in Toronto Canada for an opportunity to showcase Austin to the Canadian incentive, corporate and association market. Our joint sales effort will include group sales calls, group presentations and a unique client event.

TORONTO CANADA

4 Partners

Partner: \$2,000

Convention Sales

SUMMER, 2017

TEXAS SALES MISSION & CLIENT EVENT

Austin CVB will continue to offer new and exciting opportunities to showcase Austin to Texas-based clientele. Join us for a joint sales effort to include robust sales calls and a high profile client event.

HOUSTON/DFW TBD

6 Partners

Partner: \$1,500

Convention Sales

AUGUST 12-17, 2017

ASAE

The American Society of Association Executives (ASAE) Annual Meeting and Expo is the largest event for the meeting and convention industry. On the heels of success from the 2016 show, Austin CVB will exhibit at the tradeshow in order to meet and identify prospective clients for future business. Cost includes pre-event and on-site marketing, and opportunities to network with clients at the tradeshow booth.

TORONTO, CANADA

5 Partners

Partner: \$3,000

Convention Sales

FALL, 2017

NORTHEAST SALES MISSION & CLIENT EVENT

Austin CVB continues to offer opportunities to entertain high profile clients in the northeast market. Whether cheering alongside them during a sporting event or featuring an Austin musician at a popular music venue, partners can expect the 2017 sales mission and client event to be unique, entertaining and authentically Austin.

NORTHEAST

8 Partners

Partner: \$2,000

Convention Sales

2017 PARTNER PROGRAMS

FALL, 2017

WEST COAST SALES MISSION & CLIENT EVENT

Austin CVB continues to offer opportunities to entertain high profile clients during a range of client events in all of our crucial markets. Whether cheering along with a sporting event or hosting an event at a popular music venue, our events will be memorably Austin.

WEST COAST

10 Partners

Partner: \$2,000

Convention Sales

SEPTEMBER/OCTOBER, 2017

ANNUAL LUNCHEON

This event brings together the local industry, convention clients, business leaders, city and elected officials with national executives to discuss the state of the industry and rally around tourism and conventions as a vital economic engine for Austin.

AUSTIN, TX

14 Partners

Presenting Partner - \$20,000

Platinum - \$10,000

Diamond - \$5,500

Gold - \$2,500

Austin CVB Marquee Event

OCTOBER 10- 12, 2017

IMEX AMERICA

This will be the 5th year that the ACVB will team up with Texas Tourism to participate in IMEX America. IMEX America sets the pace for doing business on an international scale. Increasing in size and scope annually, this event features the largest Hosted Buyer Program in North America and attracts thousands of buyers and exhibitors from the U.S. and around the world. The energy at IMEX America is everywhere, connecting everyone with key players, generating innovative ideas and driving business with the force of global opportunities.

LAS VEGAS, NV

2 Partners

Partner: \$1,500

Convention Sales

FALL/WINTER 2017

MEXICO SALES AND MEDIA MISSION

Please join us for a joint sales effort to include travel trade and media sales calls and a high profile client event.

MEXICO CITY /

GUADALAJARA

4 Partners

Partner: \$1,000

2017 PARTNER PROGRAMS

NOVEMBER, 2017

DC SALES MISSION & CLIENT EVENT

Austin CVB's eastern regional sales team will host partners during multiple days of sales activities. This will also include our signature client event and key group sales presentations to promote the Austin brand in the DC marketplace. This event is expected to be, yet again, well attended by key industry decision makers.

WASHINGTON, DC

Unlimited

Partner: \$2,500

Convention Sales

NOVEMBER, 2017

AUSTIN GOLF CLASSIC

The Austin Sports Commission's 9th Annual Golf Classic raises awareness of and funds for its efforts in bringing athletic and sports events to Austin. Teams are invited to participate and enjoy scenic golf, live music, and great food while helping to promote the region as a prime sports destination. Location, TBD.

AUSTIN, TX

Limited Partnerships

\$500 Hole Sponsorship;

\$300 Individual/\$1000 Team;

\$5,000 Presenting Sponsor;

\$2,500 Associate Sponsor;

\$2,000 Beverage Sponsor

Austin Sports Commission

DECEMBER, 2017

HOLIDAY CLIENT EVENT

Join Austin CVB in celebrating the holidays with our Chicago-area clients. This family friendly celebration will be our 10th annual event and features networking opportunities, ice-skating and other fun activities. The event takes place in conjunction with the Holiday Showcase tradeshow.

CHICAGO, IL

10 Partners

Partner: \$1,500

Convention Sales

DECEMBER, 2017

HOLIDAY SHOWCASE CHICAGO

The Association Forum's annual Holiday Showcase offers partners the opportunity to network with meeting planners in a one day event. More than 750 exhibitors and qualified professionals attended in 2015. Help Austin sell to this critical Midwest market by attending this year's event.

CHICAGO, IL

6 Partners

Partner: \$2,500

Convention Sales

Amplify your exposure to our incoming visitors, meeting attendees, and meeting professionals planning their Austin meeting or event with Austin CVB's 2017 advertising programs. For more information, contact Daja Gegen at daja.gegen@mllespartnership.com or 702 - 340 - 6745. Packages start as low as \$299.

YES, SIGN ME UP!

PLEASE PUT A CHECK MARK NEXT TO EACH PROGRAM YOU ARE INTERESTED IN PARTICIPATING IN:

<input type="checkbox"/> Jan-Dec 2017	Individual Press Trips	In-kind	Marketing
<input type="checkbox"/> Jan-Dec 2017	Tourism Fam. Tours/Site Visits	In-kind	Tourism
<input type="checkbox"/> Jan-Dec 2017	Convention Sales Familiarization Tours/Sites	In-kind	Sales
<input type="checkbox"/> Jan-Dec 2017	ACVB Partner Education/Training	\$500	Strategic Alliances
<input type="checkbox"/> Jan. 8-11, 2017	PCMA Convening Leaders 17 Host City Sponsorships	\$10,000-\$250,000	Strategic Alliances
<input type="checkbox"/> Jan.8-11, 2017	PCMA- Client Event (PWAP)	\$2,000	Sales
<input type="checkbox"/> Feb. 2017	Citywide Service/Supplier Meeting	In-kind	Services
<input type="checkbox"/> Mar. 2017	Destinations Showcase DC	\$1,500	Sales
<input type="checkbox"/> Mar. 2017	Local Client Appreciation Event	\$1,500	Sales
<input type="checkbox"/> April/May 2017	Registration Appreciation Luncheon	\$2,000/In-kind	Services
<input type="checkbox"/> May 23-24, 2017	Xperience Design Project (formerly ASAE Springtime) Hosted Buyer Event	TBD	Sales
<input type="checkbox"/> June 3-7, 2017	U.S. Travel Association's IPW	\$2,000	Tourism
<input type="checkbox"/> Spring 2017	Chicago Sales Mission & Client Event	\$2,500	Sales
<input type="checkbox"/> Spring 2017	Southeast Sales Mission & Client Event	\$2,000	Sales
<input type="checkbox"/> Summer 2017	Toronto Sales Mission and Client Event	\$2,000	Sales
<input type="checkbox"/> Summer 2017	Texas Sales Mission & Client Event	\$1,500	Sales
<input type="checkbox"/> Aug. 12-17, 2017	ASAE	\$3,000	Sales
<input type="checkbox"/> Fall 2017	Northeast Sales Mission & Client Event	\$2,000	Sales
<input type="checkbox"/> Fall 2017	West Coast Sales Mission & Client Event	\$2,000	Sales
<input type="checkbox"/> Sept./Oct. 2017	Annual Luncheon	\$2,500-\$20,000	Marquee Event
<input type="checkbox"/> Oct. 10-12, 2017	IMEX America	\$1,500	Sales
<input type="checkbox"/> Fall/Winter, 2017	Mexico Sales and Media Mission	\$1,000	Tourism
<input type="checkbox"/> Nov. 2017	DC Sales Mission & Client Event	\$2,500	Sales
<input type="checkbox"/> Nov. 2017	Austin Golf Classic	\$200-\$3,500	Sports
<input type="checkbox"/> Dec. 2017	Holiday Client Event	\$1,500	Sales
<input type="checkbox"/> Dec. 2017	Holiday Showcase Chicago	\$2,500	Sales

Full Property Name

Address

Print name/Title

Email

Phone

Signature

Date

Austin CVB sets program budgets based on anticipated partner participation. By signing and returning this participation form, you are committing to the programs you have selected. Cancellations will not be permitted unless there are extenuating circumstances to be reviewed and approved by the Senior Vice President, Sales and Vice President, Strategic Alliances. Thank you for your partnership.

Austin