

Virginia Beach Convention & Visitors Bureau

Presents

“Have you dated your attraction lately?”

Marketplace 2012

Thursday, March 15, 2012

Virginia Beach Convention Center

**YOUR CHANCE TO MEET THE VIRGINIA BEACH
HOSPITALITY INDUSTRY FACE-TO-FACE....**

Why should I participate? :

To sell your product or service to the Virginia Beach Tourism Industry, hotels, receptive operators, CVB staff and many more. Come face-to-face with over 40 industry reps who can sell your attraction/restaurant around the world. One-on-one speed dating with 7-minute intervals will be the format and will provide you the opportunity to promote any new events, changes or programs.

Where is the Marketplace:

The Virginia Beach Convention Center

Date of Marketplace:

Thursday, March 15, 2012

Time:

1:00pm to 4:00pm

Participation Fees:

FREE! The Virginia Beach CVB will sponsor all costs of this opportunity.

- Who May Attend? :** All regional attraction representatives and Virginia Beach restaurants are invited to participate. Only two people per organization are permitted. Participation will be on a first-come, first-served basis.
- Marketplace Procedures:** Speed-dating – each hotel/industry rep will spend 7 minutes at your table and then move to their next date. This will give you the opportunity to discuss your attraction, or restaurant, new events etc... with the goal of doing business with each other. Please arrive at 1:00pm to register and locate your booth space.
- Marketplace Materials:** Please provide an 8.5" x 11" profile sheet or brochure with rates for both leisure and group tours. If your attraction/restaurant has food options, please bring a menu of items available for group events. Booth displays are welcome but must be set on the floor behind your table.
- Marketplace Attire:** Please dress in business casual attire. If you have a shirt with your property logo or prefer to come dressed in period costume, we would encourage you to do so.
- Marketplace Hours:** You will have a series of one-on-one appointments of 7 minutes each with approximately 40 Virginia Beach hotel/industry representatives. The Marketplace begins at 1:30pm and ends at 4:00pm. Please arrive at 1:00pm to register and locate your booth space.
- Marketplace Door Prizes:** Drawings for the industry reps/door prizes will be drawn and announced during the marketplace. Door prize examples are t-shirts, hats, complimentary attraction passes, lessons, gift baskets, etc. Please let us know if you have any other suggestions; your thoughts are welcome!
- Cost:** **This Marketplace opportunity is FREE!** The Virginia Beach CVB will absorb all costs associated with the Marketplace. Refreshments will be available; we encourage all attractions to bring samples of any items such as chocolates, taffy, etc...
- Program:**
- | | |
|-----------------|---|
| 1:00pm – 1:30pm | Attractions/Restaurants Exhibitors Set-Up |
| 1:30pm – 4:00pm | One-on-One Appointments/Dates |

Registration Form

Yes! We would like to participate in the
"Have your dated your attraction lately?" Marketplace on
Thursday, March 15, 2012.

No We have chosen not to participate in the Marketplace.

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____ **Email:** _____

Name of Attending Representative:

_____/_____
/

(Space limited to two per attraction/organization)

Authorized Signature: _____ **Title:** _____

Yes, I will bring samples of my specialty such as chocolates, taffy, etc....
Please list your item(s) _____.

Yes, I will donate one (1) prize giveaway: _____.
(List donation)

****Please note that the speed-dating format consists of attraction/restaurant representatives being seated at booths, and the Virginia Beach Hospitality Industry will visit with you during 7 minute pre-scheduled appointments(dates). If you have any questions, please contact:**

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