

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 COASTAL VIRGINIA ATTRACTIONS
INDUSTRY FACE-TO-FACE....**

Why should I participate? :

To sell your product or service to the area attractions/restaurants and learn about the latest events, programs and information for 2012. Come face-to-face with over 40 attraction/restaurant reps who can sell/package your hotel around the world. One-on-one speed dating with 7-minute intervals will be the format.

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 hotel, attraction, or tourist-related businesses 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 with each attraction and then move to their next date. This will give you the opportunity to discuss how you can work together and learn about new programs, events, packaging, etc...
- Marketplace Materials:** Please provide each attraction with your business card and any other industry or business related information.
- Marketplace Attire:** Please dress in business casual attire. If you have a shirt with your property logo, we encourage that you wear it. Wear comfortable shoes as you will be walking to each appointment.
- Marketplace Hours:** You will have a series of one-on-one appointments of 7 minutes each with approximately 40 Regional and Virginia Beach attractions/Virginia Beach restaurant representatives. The Marketplace begins at 1:30pm and ends at 4:00pm.
- Cost:** **This Marketplace opportunity is FREE!** The Virginia Beach CVB will absorb all costs associated with the Marketplace. Refreshments will be available.
- Program:**
- | | |
|-----------------|-----------------------------------------------------------------|
| 1:00pm – 1:30pm | Information Meeting and Tracking Program Incentive Announcement |
| 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 hotel or tourism related business)

Authorized Signature: _____ **Title:** _____

****Please note that the speed-dating format consists of attraction 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:**

Tanisha Brown, CVB, Tourism Sales Assistant
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Kelli Norman, CVB, Director of Tourism Marketing & Sales
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