



DESTINATION COLORADO

A great state for meetings... naturally.

Destination Colorado is a statewide membership association of more than 100 companies targeting meeting planners and incentive buyers. Destination Colorado educates and updates planners on meeting venues, activities and resources in Colorado and provides a number of networking events for one-on-one opportunities in key meeting markets. Members benefit from Destination Colorado through increased awareness and group bookings.

Membership Benefits

QUALIFIED LEADS AND RFP'S

Destination Colorado members gain access to valuable leads generated from all trade shows attended or produced by Destination Colorado. In 2015, more than 180 qualified RFP's and 1,000 new leads were generated. Additionally, RFPs from meeting planners are sent out from Destination Colorado's website and CVENT to appropriate members on a regular basis.

PARTNER BENEFITS AND DISCOUNTS

Destination Colorado members receive benefits and discounts through business partners: Plan Your Meetings, MPI, NorthStar-Successful Meetings/M&C and Colorado Meetings + Events.

MARKETING BENEFITS

Members are provided with a directory listing on Destination Colorado's website which includes a direct link to their website, driving qualified business to each individual member. DestinationColorado.com is #1 on Google when searching terms like "Meetings in Colorado" and "Colorado Meeting Facilities".

FREE AND PAID ADVERTISING

As a free service, members are highlighted on all Destination Colorado social media platforms including Facebook, Twitter, Instagram, Google Plus and LinkedIn. Additionally, free and paid advertising is available on Destination Colorado's website and monthly eNewsletter, currently distributed to over 12,000 meeting planners and industry professionals. Members of Destination Colorado receive a complimentary listing in the *Destination Colorado Meeting Planner Guide*, which is distributed at trade shows across the country.

NETWORKING AND EDUCATIONAL EVENTS

Members of Destination Colorado have an opportunity to meet and network with other industry professionals at bi-monthly membership meeting lunches which include keynotes and educational speakers.

TRADE SHOWS INCLUDING DESTINATION COLORADO'S SIGNATURE FRONT RANGE TRADE SHOW

Members have the exclusive opportunity to participate in shows Destination Colorado produces, including the immensely popular Front Range Trade Show. Destination Colorado also produces road shows in targeted cities. Past cities include Atlanta, Dallas, Houston, Chicago, California and Minneapolis. Additionally, members are able to co-op with Destination Colorado in a coordinated and dynamic Colorado presentation at any of the national trade shows attended, at reduced costs. All show leads are shared with the entire membership.

2016 DESTINATION COLORADO MEMBER EXCLUSIVE EVENTS AND OPPORTUNITIES

MEMBERSHIP MEETINGS: 02/26/2016, 04/29/2016, 06/24/2016 and 10/28/2016. Cost: \$40 each for your lunch.

CUSTOMER APPRECIATION EVENT: Late summer/early fall (location TBD). This event provides members with an opportunity to host their best clients in a casual and fun atmosphere and to network with other meeting planners in attendance. Past events have included golf, an Amazing Race, Iron Chef competitions, and photo safaris.

NORTHERN CALIFORNIA SHOWCASE: Fall, 2016. Shows will include 1-3 locations in the Bay area. Estimated Cost: \$995.

IMEX AMERICA: October 18-20, 2016 in Las Vegas. In its sixth year, this is America's exclusive worldwide exhibition for incentive travel, meetings and events. Cost to attend with Destination Colorado is \$3900 – a significant savings over individual participation.

FRONT RANGE TRADE SHOW: Early December in Denver. This is the most popular trade show of the year and presents Destination Colorado members with an opportunity to meet with hundreds of Front Range meeting planners in a festive atmosphere. Costs start at \$895, with sponsorship opportunities beginning at \$300.

NEW WEBSITE: Spring of 2016. Website advertising opportunities are available beginning at \$300/quarter. eNewsletter advertising opportunities are available beginning at \$150/month to a database of over 12,000 meeting and industry professionals.

ANNUAL DUES: \$695

JOIN Now!

Interested in joining? We'd love to offer you a complimentary entry to one of our membership meeting luncheons.
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