Destination Colorado is a statewide membership association of more than 120 companies targeting meeting planners and incentive buyers. Our non-profit organization educates and updates planners on meeting venues, activities and resources in Colorado, and provides several networking events for one-on-one opportunities in key meeting markets. Our members gain 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 2017, more than 250 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 members on a regular basis.

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 19,000 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 produces a coordinated and dynamic Colorado representation at Road Shows and National Shows, and we are able to provide discounted pricing through our partnerships and industry relationships. Additionally, show leads are shared with exhibiting members immediately following the event(s).

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.

DESTINATION COLORADO MEMBER EXCLUSIVE EVENTS AND OPPORTUNITIES

MEMBERSHIP MEETINGS: 6/22/2018 and 11/2/2018. Membership meetings are exclusive to Destination Colorado members and provide for educational and networking opportunities. Cost: $40 each for your lunch.

CUSTOMER APPRECIATION EVENT: September 13th and 14th in Vail. 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.

DESTINATION COLORADO ROAD SHOW: August 8th in Saint Paul and Minneapolis. The cost to exhibit is $895 and includes both events.

IMEX AMERICA: October in Las Vegas. 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.

ANNUAL DUES: $695

Interested in joining but need a test drive? We'd love to offer you a complimentary entry to one of our membership meeting luncheons.
CONTACT US: 970-331-6063/stacy.daeffler@destinationcolorado.com

JOIN Now!