



# DESTINATION COLORADO

A great state for meetings... naturally.

Destination Colorado is a vibrant organization of sales & marketing executives whose primary purpose is to bring group business to Colorado. Our 130+ members collaborate to tell the story of WHY Colorado is **the** place to conduct conferences, retreats, sales meetings and more. As a member, your team of sales & marketing professionals are invited to participate in our educational sessions, in-state tradeshow, customer appreciation event and out-of-state annual roadshows, IMEX and more. Your company will also benefit by reaching our database of 16,000+ industry professionals.

## Sales Membership Benefits

### QUALIFIED LEADS AND RFP'S

- Our organization consistently uncovers 250 + group leads annually through our robust website, tradeshow efforts and marketing campaigns.

### NETWORKING AND EDUCATIONAL EVENTS

- MEMBERSHIP MEETINGS: Bi-monthly Membership Meetings are exclusive to Destination Colorado members and provide educational and networking opportunities.
- CUSTOMER APPRECIATION EVENT: Members host their best clients in a fun & unique atmosphere, and everyone gets a chance to network with other meeting planners in attendance.

### TRADE SHOWS

- FRONT RANGE TRADE SHOW: 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. December 5<sup>th</sup> at Broncos Stadium.
- DESTINATION COLORADO ROAD SHOW: Destination Colorado produces a dynamic Colorado representation at Road Shows providing discounted pricing through our partnerships. May 2020 cities TBA. Exhibit Cost: \$895.
- IMEX AMERICA: September 15 – 17 in Las Vegas. This is America's exclusive worldwide exhibition for incentive travel, meetings and events. The Destination Colorado team meets with over 450 vetted buyers at this event! Cost to attend with Destination Colorado is \$3900 – a significant savings over individual participation.

## Marketing Membership Benefits

### 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](#), [LinkedIn](#). Additionally, free and [paid advertising](#) is available on Destination Colorado's website, monthly eNewsletter, and customized eBlasts currently distributed to over 16K meeting planners and industry professionals. Members also receive a complimentary listing in the *Destination Colorado Meeting Planner Guide*, which is distributed at all events and trade shows that we attend or produce.

### 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.

## IT ONLY TAKES ONE!

Only ONE NEW GROUP to pay for your membership!

**ANNUAL MEMBERSHIP:** \$695

Interested in joining but need a test drive? Join us for a complimentary luncheon! [stacy@Destinationcolorado.com](mailto:stacy@Destinationcolorado.com)

**Join Now!**