



DESTINATION COLORADO

A great state for meetings... naturally.

WHY JOIN?

It only takes one...

One group booking PAYS your membership for years.

NETWORKING & COLLABORATION

Destination Colorado offers several networking opportunities including educational **Membership Meetings/Webinars**, our annual **Meetings Showcase Tradeshow**, **Customer Appreciation Events and Road Shows** in targeted planner markets. Our members also exhibit together in co-oped space at large planner events like **IMEX America**. What sets us apart from other membership organizations is how our members come together in a unified front to represent Colorado as the ultimate meetings and events destination. Our members lead share with one another – that is something you are not likely to find anywhere else.



QUALIFIED LEADS AND RFP'S

Our organization consistently uncovers **250 + group RFP'S annually** through our robust website, tradeshow efforts and marketing campaigns. We also collect leads from all shows/events that we produce, attend or sponsor, and our database currently exceeds **20,000 industry professionals**. As a member of Destination Colorado, you gain access to lead lists from our events – even if you don't exhibit.

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 ranked **#1 on Google** when searching terms like "Meetings in Colorado" and "Colorado Meeting Facilities." Also, our members have **exclusive access to free and paid advertising!** Reach our database and social media followers (20K+).



HEALTHCARE PROGRAM FOR MEMBERS



Destination Colorado offers an exclusive healthcare solution through the Small Association Leadership Alliance (SALA) which offers a growing portfolio of healthcare alternatives that provide meaningful savings and choices for healthcare coverage.

Take the Next Step

www.DestinationColorado.com/Members | stacy@destinationcolorado.com | 970.331.6063