



ASHEVILLE

GROUP SALES & SERVICES PROGRAM OF WORK

2022 - 2023



GROUP SALES & SERVICES PROGRAM OF WORK 2022/2023



Asheville 48-Hour Experience

Since 2012, Explore Asheville has collaborated with our industry partners to bring direct and independent meeting buyers to Asheville for a 48-Hour Experience. This initiative has been very successful in acquainting buyers with Asheville as a meeting destination, and every meeting property in the area benefits with the overall increased exposure. Proposed dates are built around a Tuesday arrival and a Friday departure. These events are buyer exclusive, meaning spouses or significant others are not invited to attend. Explore Asheville vets all applications to arrive at the best possible candidates for each 48-Hour Experience.

Dates for FY 22-23:
August 22-26, 2022
November 15-18, 2022
March, 2023



GROUP SALES & SERVICES

PROGRAM OF WORK 2022/2023



Travel and Event Calendar

July 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Northstar Small and Boutique Meetings	CH	Greenville, SC	July 17 - 19, 2022	Networking Event
August 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Outdoor Recreation Roundtable	TP	DC	August 3 - 5, 2022	Trade Show
**ASAE	TP, KD	Nashville, TN	August 20-23, 2022	Trade Show
August 48 Hour Fam	All	Asheville, NC	August 23 - 26, 2022	FAM
September 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Destination Southeast Sponsorship	CH	Daytona, FL	September 11 - 13, 2022	Sponsorship
NC Sports Association Membership Meeting & Diversity Summit	TP	Asheville, NC	September 13 - 14, 2022	Industry Meeting
Chicago Sales Calls (Possible October)	TP	Chicago, IL	September	Sales Calls
Connie Sales Calls	CH	TBD	September	Sales Calls
October 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Smart Meetings 3-Day Event & Woman Summit	TP	Indian Wells, CA	October 2 - 4, 2022	Trade Show
**IMEX America	CH, MH, ?	Las Vegas, NV	October 9 - 14, 2022	Trade Show
**IMEX America Client Event	CH, MH, ?	Las Vegas, NV	October 13, 2022	Client Event
Sustainable Brands	KD	San Diego	October 17 - 20, 2022	Trade Show
TEAMS Conference & Expo	TP	Oklahoma City, OK	October 24 - 27, 2022	Trade Show
Texas Sales Calls	TP		October	Sales Calls
Connie Sales Calls	CH		October	Sales Calls
November 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Meetings Today Live Wellness & Incentive	TP	Cancun	November 6 - 9, 2022	Trade Show
National Tour Association (NTA) Travel Exchange	BM	Reno, NV	November 13 - 16, 2022	Trade Show
HPN Annual Partner Conference	TP	Denver, CO	November 14 - 17, 2022	Trade Show
48-Hour FAM	ALL	Asheville, NC	November 15 - 18, 2022	FAM
Connect Marketplace - DC	KD	Washington, DC	November 27 - 30, 2022	Trade Show
**Holiday Showcase + Sales Calls	TP	Chicago, IL	November 30 - Dec 1, 2022	Trade Show
December 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Society for Incentive Travel Excellence Southeast (SITE SE) Education Summit & Sales Calls	CH	Louisville, KY	December 4-6, 2022	Networking Event
**Association Executives of North Carolina (AENC) Annual Expo & Client Event	KD / CH	Raleigh, NC	December 7-8, 2022	Trade Show
Tina Sales Calls	TP		December	Sales Calls
Connie Sales Calls	CH		December	Sales Calls

Note: These dates are subject to change. Please check in with a staff member for confirmation.

GROUP SALES & SERVICES

PROGRAM OF WORK 2022/2023



Travel and Event Calendar

January 2023

EVENT	EA STAFF	LOCATION	DATE	TYPE
Professional Convention Management Association (PCMA) Convening Leaders *	CH, TP, MH	Columbus, OH	January 8-11, 2023	Education
NC Sports Association Meeting	TP	High Point, NC	January	Industry Meeting
Financial & Insurance Conference Professionals (FICP) Winter Symposium	TBD	TBD	January	Trade Show
AENC Legislative Reception	KD	Raleigh, NC	January	Tradeshow
Event Service Professionals Association (ESPA) Annual Conference	GR	Pittsburgh, PA	January 20 - 22, 2023	Education
Wedding Festivals	BM	Asheville, NC	January 21, 2023	Trade Show
**Sports Express	TP	TBD	January 22 - 27, 2023	Trade Show
IPEC	TBD	Memphis, TN	January 24 - 26, 2023	Trade Show
Religious Conference Management Assn (RCMA)	CH	Chattanooga, TN	January 24-26, 2023	Trade Show
**South Carolina Society of Association Executives (SCSAE) Trade Show	CH	Columbia, SC	January 30, 2023	Trade Show

February 2023

EVENT	EA STAFF	LOCATION	DATE	TYPE
ABA Marketplace	BM	Detroit, MI	February, 4 - 7, 2023	Trade Show
**Pharma Forum	KD	TBD	February or January TBD	Trade Show
Connie Sales Calls	CH	TBD	February	Sales Calls
**DC Roadshow	ALL	Washington, DC	February	Sales Calls

March 2023

EVENT	EA STAFF	LOCATION	DATE	TYPE
Destination Showcase	KD	TBD	March	Trade Show
48-Hour FAM	ALL	Asheville, NC	March	FAM
Arizona Sales Calls	TP	AZ	March	Sales Calls
Society for Incentive Travel Excellence Southeast (SITE SE) Event and Sales Calls	CH	Atlanta, GA	March	Sales Calls

April 2023

EVENT	EA STAFF	LOCATION	DATE	TYPE
Southeast Tourism Society (STS) Domestic Showcase	BM	Huntsville, AL	April 17 - 20, 2023	Trade Show
Momentum Summit	TBD	TBD	April	Trade Show
Blue Ridge Parkway FAM	TBD	Asheville, NC	April	FAM
Columbia Sales Calls	CH	Columbia, SC	April	Sales Calls
Texas Client Event & Sales Calls	TP	Dallas, TX	April	Sales Calls
Raleigh/Greensboro Sales Calls & Client Event	KD	Raleigh, NC	April	Sales Calls

May 2023

EVENT	EA STAFF	LOCATION	DATE	TYPE
HelmsBriscoe Annual Business Conference	MH	Las Vegas, NV	May	Trade Show
Connect Marketplace (Diversity Track)	CH	TBD	May	Trade Show
Outdoor Industry Association Summit	TP	TBD	May	Trade Show
IPW	BM	San Antonio	May 20 - 24, 2023	Trade Show
Adventure Elevate	BM/TP	TBD	May	Trade Show
Adventure Travel Sales Calls	BM	TBD	3 Days / May	Sales Calls
Virginia Sales Calls	KD	VA	May	Sales Calls
Connie Sales Calls	CH	TBD	May	Sales Calls
Tina Sales Calls	TP	TBD	May	Sales Calls
**Chicago Client Event, Roadshow & Sales Calls	ALL	Chicago, IL	May	Client Event

June 2023

EVENT	EA STAFF	LOCATION	DATE	TYPE
Outdoor Retailer Summer	TP	Salt Lake City, UT	June 19 - 21, 2023	Trade Show
South Carolina Society of Association Executives (SCSAE) Annual Conference & Sales Calls	CH	TBD	June	Networking Event
Conference Direct APM	MH	TBD	June	Trade Show
Meeting Professionals International (MPI) World Education Conference	TP	Riviera Maya, Mexico	June	Trade Show
NC Sports Association Meeting	TP	Fayetteville, NC	June	Industry Meeting
TBD Sales Calls	TP	TBD (Chicago, Denver)	June	Sales Calls
Society for Incentive Travel Excellence Southeast (SITE SE) Summer Soire Kickoff and Sales Calls	CH	Atlanta	June	Sales Calls
Kathryn Sales Calls	KD	VA	June	Sales Calls
Cooking Class Client Event	KD	Alexandria, VA	June	Client Event

Note: These dates are subject to change. Please check in with a staff member for confirmation.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

Outdoor Recreation Roundtable August 3 - 5, 2022 - Washington, DC

<https://recreationroundtable.org/>

The Outdoor Recreation Roundtable promotes the growth of the outdoor recreation economy and outdoor recreation activities. We educate decision makers and the public on balanced policies that conserve public lands and waterways and enhance infrastructure to improve the experience and quality of life of outdoor enthusiasts everywhere.

***American Society of Association Executives (ASAE)**

August 20 - 23, 2022 - Nashville, TN

<https://annual.asaecenter.org/index.cfm>

The ASAE Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange knowledge, resources, strategies, solutions, and more. Please contact Tina Porter or Kathryn Dewey for more information.

Smart Meetings 3-Day Event & Woman Summit

October 2 - 4, 2022 - Indian Wells, CA

<https://www.smartmeetings.com/>

Smart Meetings is the leading meetings industry publisher and voice of inspiration for meeting professionals. We inspire our audience of meeting and event professionals to dream big—and create brilliant experiences that delight attendees, achieve desired results and elevate the impact of the meetings industry

***IMEX America**

October 9 - 14, 2022 - Las Vegas, NV

www.imexamerica.com

IMEX America is the largest meetings industry trade show in the U.S. In 2021, over 2,656 hosted buyers from 49 countries scheduled 50,000 self-selected appointments with the show exhibitors. Each booth participant will share appointments with us. Please contact Connie Holliday for more information.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

Sustainable Brands

October 17 - 20, 2022 - San Diego, CA

<https://events.sustainablebrands.com/conferences/sustainablebrands/>

Sustainable Brands is the global event for regenerative brands and leaders. At SB'22 San Diego, join us to Recenter & Accelerate: Find a unique mix of inspiration, thought leadership, unparalleled community, and connections. At SB'22, participants are immersed in a fun, safe space to learn. Together we define and demonstrate the path to good growth, unlocking the power of sustainable and regenerative business.

TEAMS Conference & Expo

October 24 - 27, 2022 - Oklahoma City, OK

www.teamsconference.com

TEAMS is the world's leading conference and expo for the sports-event industry. For more than 20 years, TEAMS has helped define the sports-event and appointment-based trade show industries.

Meetings Today Live Wellness & Incentive

November 6 - 9, 2022 - Cancun, Mexico

<https://www.meetingstoday.com>

There is much to experience when you join Meetings Today LIVE Corporate/Incentive - a fully-hosted event for qualified planners at the amazing Moon Palace The Grand in Cancun.

National Tour Association (NTA) Travel Exchange

November 13 - 16, 2022 - Reno, NV

www.ntatravelexchange.com

Travel Exchange is NTA's annual convention, where our members get down to business. More than \$400 million has been generated in the past three shows.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

HPN Annual Conference

November 14 - 17, 2022 - Denver, CO

<https://hpnglobal.com/2022-hpn-global-partner-conference/>

At the conference, attendees have access to HPN Global's associates in a variety of impactful ways. Attending this conference is the most impactful way to gain a deeper understanding of how to work with HPN Global and develop personal relationships that are at the core of closing business.

Connect Marketplace - DC

November 27 - 30, 2022 - Washington, DC

<https://www.connectmeetings.com/dc/>

Connect D.C. is the premier B2B conference in which association and corporate meeting planners based in Washington, D.C. meet with representatives from CVBs, hotels, convention centers and other venues eager to host their next event. Attendees walk away with inspiration, business leads and connections that only Connect events can provide.

***Holiday Showcase**

November 30 - December 1, 2022 - Chicago, IL

https://s6.goeshow.com/af/holidayshowcase/2022/exhibitor_sales.cfm

For more than 30 years, Holiday Showcase has been the place for our association community to celebrate achievements, network with colleagues and friends, and build for the future. Join us as together we learn, share, and lead our industry into 2023, more resilient and better prepared to propel our organizations into a prosperous new year! Please contact Tina Porter for more information.

***Association Executives of North Carolina (AENC) Annual Tradeshow**

December 7 - 8, 2022 - Raleigh, NC

<https://www.aencnet.org/trade-show>

More than 450 non-profit association management professionals and meeting planners from nonprofit, corporate, educational, health, and governmental entities participate in this annual event. We coordinate booth space among participating partners. Please contact Kathryn Dewey for more information.

GROUP SALES & SERVICES

PROGRAM OF WORK 2022/2023

Planned Trade Shows

**This symbol indicates a partner opportunity.*

Financial and Insurance Conference Professionals (FICP) Winter Symposium

January, 2023 - Dates and Location TBD

<https://www.ficpnet.com/Connect/In-Person-Events/Winter-Symposium>

FICP is a community of financial services and insurance industry meetings and events professionals dedicated to developing members, and advocating the positive impact and value of their work. We elevate the profession by leveraging partnerships and our members' collective skills and experiences to create purposeful interactions for all stakeholders whose professional success is linked to our members' work.

Wedding Festivals

January 21, 2023 - Asheville, NC

<https://secure.exposites.com/weddingfestivals.com/show.html?show.id=8431>

A regional wedding show featuring DMOs, and catering, floral, and planning vendors, along with hotels and other wedding-related service providers. Attendance has been in the hundreds and is a great way to showcase the area to the outside.

***Sports Express**

January 22 - 27, 2023 - Location TBD

<https://theexpressconferences.com/events/sports-express-surprise-2023/>

Sports Express is centered towards maximizing your interactions with the industry's most active event rights holders. Its unique format is focused around limiting attendance to assure a 2 to 1 ratio of sellers vs. buyers and from this enhancing the relationship building opportunities including quality 10-minute appointments, multiple casual social functions and abundant interaction opportunities over the course of four days. Please contact Tina Porter for more information.

Independent Planner Education Conference (IPEC)

January 24 - 26, 2023 - Memphis, TN

<https://www.northstarmetingsgroup.com/Events/IPEC>

IPEC provides a conference program for independent planners that provides the perfect mix of education, networking and meetings, with options to participate for hosted and non-hosted buyers alike. Buyers with new business-to-book will meet with myriad suppliers eager to host their future events, while participating in sessions and guided discussions focused on current topics of importance.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

Religious Conference Management Association (RCMA)

January 24 - 26, 2023 - Chattanooga, TN

<https://www.myrcma.org/emerge>

The Religious Conference Management Association is a professional, nonprofit, multifaith organization consisting of individuals who are responsible for planning and/or managing meetings, tutorials, conferences, conventions, and assemblies for their religious organizations.

Association Executives of North Carolina (AENC) Legislative Reception

January, 2023 - Raleigh, NC

<https://www.aencnet.org/legislative-reception>

The Legislative Reception has become a longtime AENC tradition consistently attracting a large crowd of legislators and executive and judicial branch officials. Connect face to face with lawmakers and other state government leaders. Promote your organization and the role it plays in North Carolina.

***South Carolina Society of Association Executives (SCSAE) Trade Show**

January 30, 2023 - Columbia, SC

<https://www.scsae.org/trade-show>

Trade show featuring association CEOs, executive directors, meeting planners, membership directors, communication directors, and corporate meeting planners. Cost is approximately \$400 for shared booth space. No additional registration fee required. Please contact Connie Holliday for more information.

American Bus Association (ABA) Marketplace

February 4 - 7, 2023 - Detroit, MI

<https://marketplace.buses.org>

Marketplace is an appointment-based show for Motorcoach and Tour Operators and Travel Industry Suppliers who want to expand your group tour & travel business. We use innovative methods and technologies for a more individualistic experience, resulting in the greatest ROI in the group travel industry.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

***Pharma Forum**

February or January - Dates and Location TBD

<https://informaconnect.com/pharma-forum/>

Pharma Forum is the largest, most influential conference for Meeting & Event Professionals to navigate the future of medical meetings, address compliance implications and execute contracting strategies with virtual, hybrid, and face-to-face. Please contact Kathryn Dewey for more information.

Destination Showcase

March, 2023 - Location and Dates TBD

<https://destinationsinternational.org/2022-destination-showcase>

Destinations International and PCMA will elevate the value of Destination Showcase by connecting business event professionals with destination organizations to drive successful meetings and events.

Momentum Summit

April 2023 - Dates and Location TBD

<https://mo-summit.com/>

The year's top gathering for impact CEOs delivered and inspired as never before! Convening in-person for the first time in two years, MO Summit 2022 brought together more than one hundred purpose-driven leaders to learn, connect, and redefine the future of capitalism.

Southeast Tourism Society (STS) Domestic Showcase

April 17 - 20, 2023 - Huntsville, AL

<https://www.southeasttourism.org/domestic-showcase-preview>

STS Domestic Showcase is a regional appointment-style marketplace focused on increasing travel to and within the Southeastern states. Domestic Showcase offers the most targeted opportunity for group tour operators, tour wholesalers, and group tour leaders to meet face-to-face with Suppliers from the Southeast region.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

HelmsBriscoe Annual Business Conference

May, 2023 - Las Vegas, NV

www.helmsbriscoe.com

HelmsBriscoe streamlines the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for your organization's events. Since 1992, HelmsBriscoe clients have benefited from our global reach, unsurpassed experience, and industry relationships.

Connect Marketplace - Diversity

May, 2023 - Dates and Location TBD

<https://www.connectmeetings.com/>

Connect Diversity is an intimate event that focuses on multicultural and LGBTQ+ business in the meetings, sports and events industry.

Outdoor Industry Association Summit

May 2023 - Dates and Location TBD

<https://outdoorindustry.org/summit-2/>

The Summit convened outdoor business executives, community-based partners, policymakers, and other influential voices for an intimate two-and-a-half-day event to collaborate and commit to act on the most pressing issues – and greatest opportunities – of our time: climate change, inclusion, and outdoor equity, with intentional focus on their inherent intersections with the outdoor economy.

IPW

May 20 - 24, 2023 - San Antonio, TX

<https://www.ipw.com/>

As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

Adventure Elevate

May, 2023 - Dates and Location TBD

<https://www.adventuretravel.biz/events/adventureelevate1/>

AdventureELEVATE is an annual North America-based two-day intensive educational and networking conference that brings together thought-leaders and practitioners for inspiration, education and insights into the trends that shape our industry year-round.

Outdoor Retailer Summer

June 19 - 21, 2023 - Salt Lake City, UT

<https://outdoorretailer.com/summer/>

Outdoor Retailer is the outdoor and snow sports show of choice showcasing the largest collection of innovative and unique gear, apparel, hard goods, footwear and accessories. This is where discovery and connection happens.

ConferenceDirect Annual Partner Meeting

June, 2023 - Dates and Location TBD

<https://conferencedirect.com/cd-events-media/>

The Annual Partner Meeting connects our most valued Partners with our Associates in one convenient event. Partners attending have the opportunity to meet and conduct business with over 150 qualified ConferenceDirect Associates under one roof.

Meeting Professionals International

(MPI) World Education Conference

June, 2023 - Riviera Maya, México

<https://www.mpi.org/wec>

If you want the expert event for event experts, we've been doing it better than anyone for 50 years. In 2020, while others paused, MPI pushed forward. While others were indecisive, we innovated, continuing to host safe and successful in-person events.