ASHEVILLE
MEETINGS ELEVATED

GROUP SALES & SERVICES PROGRAM OF WORK

2021 2022

OUR STAFF

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GROUP SALES & SERVICES PROGRAM

OF WORK 2021/2022

Staff Deployment

Tina Porterr

- Sports, Health & Wellness Nationwide
- AZ, CA, CO, IA, IL, ID, KS, MN, MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WI, WYY

Connie Hollidayy

- Technology, Manufacturing, Food & Beverage, Diversity, Equity, and Inclusion Nationwide
- AL, AR, FL, GA, IN, KY, LA, MI, MS, MO, OH, SC, TN

Kathryn Deweyy

- Life Sciences, Medical Pharma, Climate and Environmental Nationwide
- CT, DE, MA, MD, ME, NC, NH, NJ, NY, PA, RI, VA, VT, WV

Beth McKinneyy

- Social and Adventure Travel, Weddings, Group Tour, Reunions, and SMERF (20 room peak)and less with no meeting space)

Marshall Hilliardrd

- Third PartyyRelationships, Music Industry, and Major Financial Investment Events

Asheville 48-Hour Experience

Since 2013, 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 21-22:
November 16-19, 2021
March 22-25, 2022

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

GROUP SALES & SERVICES

PROGRAM OF WORK 2021/2022

ASHEVILLE
MEETINGS ELEVATED

Travel and Event Calendar

July 2021				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Professional Convention Management Association (PCMA) EduCon	TP	Phoenix, AZ	July 6-9, 2021	Trade Show
Meeting Professionals International-Carolinas Chapter (MPI-CC) Meeting	KD, CH	Asheville, NC	July 8-9, 2021	Networking Event
Association Executives of North Carolina (AENC) Annual Meeting	KD	Wilmington, NC	July 18-30, 2021	Annual Meeting
Destination Southeast Sponsorship	CH	Marco Island, FL	July 24-28, 2021	Sponsorship
August 2021				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Atlanta Sales Calls	CH	Atlanta, GA	August 4-6, 2021	Sales Calls
Atlanta Braves Baseball Game	CH	Atlanta, GA	August 7-8, 2021	Client Event
Outdoor Retailer Summer	TP	Denver, CO	August 10-12, 2021	Trade Show
Connect Marketplace (Corporate Track)	CH	Tampa, FL	August 30-September 3, 2021	Trade Show
September 2021				
EVENT	EA STAFF	LOCATION	DATE	TYPE
International Gay and Lesbian Travel Association (IGLTA) Annual Global Convention	CH	Atlanta, GA	September 7-12, 2021	Trade Show
Prevue Meetings & Incentives Visionary Summit + Sales Calls *	TP	Litchfield Park, AZ	September 8-9, 2021	Trade Show
Chicago Sales Calls (Possible October)	TP	Chicago, IL	September 13-17, 2021	Sales Calls
ConferenceDirect Annual Partner Meeting (APM)	MH	New Orleans	September 19-23, 2021	Trade Show
TEAMS Conference & Expo	TP	Atlantic City, NJ	September 27-30, 2021	Trade Show
Tennessee Sales Calls	CH	Knoxville, TN	September 2021 TBD	Sales Calls
Charlotte Sales Calls & Client Event	KD	Charlotte, NC	September 2021 TBD	Client Event
October 2021				
EVENT	EA STAFF	LOCATION	DATE	TYPE
HPN Annual Partner Conference *	TP	Los Cabos, Mexico	October 3-6, 2021	Trade Show
Destination Showcase	KD	National Harbor, MD	October 6, 2021	Trade Show
Outdoor Economy Conference	TP	Cherokee, NC	October 12-15, 2021	Industry Meeting
Association Executives of North Carolina (AENC) Fall Conference & Sales Calls	KD	Durham, NC	October 28 & 29, 2021	Trade Show
Texas Sales Calls	TP	Dallas, TX	October 2021 TBD	Sales Calls
Society for Incentive Travel Excellence Southeast (SITE SE) Event and Sales Calls	CH	Atlanta, GA	October 2021 TBD	Sales Calls
Destinations International (DI) Convention Sales & Services Summit	CA, KD	TBD	October 2021 TBD	Staff Education
November 2021				
EVENT	EA STAFF	LOCATION	DATE	TYPE
IMEX America	CH, MH	Las Vegas, NV	November 9-12, 2021	Trade Show
IMEX America Client Event	CH, MH	Las Vegas, NV	November 10, 2021	Client Event
National Tour Association (NTA) Travel Exchange	BM	Cleveland, OH	November 14-17, 2021	Trade Show
48-Hour FAM	ALL	Asheville, NC	November 16-19, 2021	FAM
Travel South International	MH	New Orleans, LA	November 28-December 3, 2021	Trade Show
NC Sports Association Annual Meeting	TP	NC	November 2021 TBD	Industry Meeting
December 2021				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Association Executives of North Carolina (AENC) Annual Expo & Client Event	KD / CH	Raleigh, NC	December 8-10, 2021	Trade Show
Tennessee Society of Association Executives (TNSAE) Annual Trade Show	CH	South Nashville, TN	December 8-11, 2021	Trade Show
Society for Incentive Travel Excellence Southeast (SITE SE) Education Summit & Sales Calls	CH	Savannah, GA	December 12-14, 2021	Networking Event
Engage! Summit	BM	Bermuda	December 12-16, 2021	Trade Show
Holiday Showcase + Sales Calls	TP	Chicago, IL	December 13-17, 2021	Trade Show

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

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ASHEVILLE
MEETINGS ELEVATED

Travel and Event Calendar

January 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Professional Convention Management Association (PCMA) Convening Leaders	CH, TP, MH	Las Vegas, NV	January 8-12, 2022	Staff Education
American Bus Association (ABA) Marketplace	BM	Grapevine, TX	January 8-11, 2022	Trade Show
Event Service Professionals Association (ESPA) Annual Conference	GR	Kansas City, MO	January 21-23, 2022	Staff Education
Wedding Festivals	BM	Asheville, NC	January 22, 2022	Trade Show
Outdoor Retailer Snow Show	TP	Denver, CO	January 26-27,2022	Trade Show
South Carolina Society of Association Executives (SCSAE) Trade Show	CH	Columbia, SC	January 27, 2022	Trade Show
Financial & Insurance Conference Professionals (FICP) Winter Symposium	TBD	TBD	January 2022 TBD	Trade Show

February 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Southeast Tourism Society (STS) Domestic Showcase	TBD	Virginia Beach, VA	February 13-15, 2022	Trade Show
Charleston Sales Calls	CH	Charleston, SC	February 2022 TBD	Sales Calls
Sports Express	TP	TBD	February 2022 TBD	Trade Show
Destination Showcase & DC Sales Calls	KD	DC	February 2022 TBD	Trade Show

March 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Arizona Sales Calls	TP	AZ	March 21-25, 2022	Sales Calls
48-Hour FAM	ALL	Asheville, NC	March 22-25, 2022	FAM
Society for Incentive Travel Excellence Southeast (SITE SE) Event and Sales Calls	CH	Atlanta, GA	March 2022 TBD	Sales Calls
Sales Calls in Jacksonville, FL	CH	Jacksonville, FL	March 2022 TBD	Sales Calls
Prevue Meetings & Incentives Visionary Summit	TP	TBD	March 2022 TBD	Trade Show

April 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
Texas Client Event & Sales Calls	TP	Dallas, TX	April 18-22, 2022	Client Event
Incentive Live	TBD	TBD	April 2022 TBD	Trade Show
Raleigh/Greensboro Sales Calls & Client Event	KD	Raleigh, NC	April 2022 TBD	Client Event
Blue Ridge Parkway FAM	TBD	Asheville, NC	April 2022 TBD	FAM
NC Sports Association Annual Meeting	TP	NC	April 2022 TBD	Industry Meeting
Columbia Sales Calls	CH	Columbia, SC	April 2022 TBD	Sales Calls

May 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
HelmsBriscoe Annual Business Conference	MH	Las Vegas, NV	May 9-12, 2022	Networking Event
Chicago Client Event & Sales Calls	TP	Chicago, IL	May 16-20, 2022	Client Event
Connect Marketplace (Diversity Track)	CH	TBD	May 23-25, 2022	Trade Show
Smart Meetings One Day + Sales Calls	TP	TBD	May 2022 TBD	Trade Show
Adventure Travel Sales Calls	BM	TBD	May 2022 TBD	Sales Calls
Greenville Sales Calls	CH	Greenville SC	May 2022 TBD	Sales Calls
Virginia Sales Calls	KD	VA	May 2022 TBD	Sales Calls

June 2022				
EVENT	EA STAFF	LOCATION	DATE	TYPE
TBD Sales Calls	TP	TBD (Chicago, Denver)	June 20-24, 2022	Sales Calls
South Carolina Society of Association Executives (SCSAE) Annual Conference & Sales Calls	CH	TBD	June 2022 TBD	Networking Event
Society for Incentive Travel Excellence Southeast (SITE SE) Summer Soire Kickoff and Sales Calls	CH	Atlanta	June 2022 TBD	Networking Event
Meeting Professionals International (MPI) Potomac Annual Meeting & Sales Calls	KD	DC/ VA	June 2022 TBD	Networking Event
NC Sports Association Annual Meeting	TP	NC	June 2022 TBD	Industry Meeting
Cooking Class Client Event	KD	Alexandria, VA	June 2022 TBD	Client Event
Prevue Meetings & Incentives Visionary Summit + Sales Calls	TP	TBD	June 2022 TBD	Trade Show

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 Retailer Summer
August 10-12, 2021 - Denver, CO
www.outdoorretailer.com/summer
Outdoor Retailer is the world's leading business-to-business outdoor sports show where industry brands, retailers, reps, designers, suppliers and leaders gather.

Connect Marketplace
August 30-September 1, 2021 - Tampa, FL
www.connectmeetings.com/events/connect-2021
Connect brings together the most active planners, suppliers, and experts across six meeting and event markets: corporate, association, specialty, expo, tour , and sports.

International Gay and Lesbian Travel Association (IGLTA) Annual Global Convention
September 7-12, 2021 - Atlanta, GA
www.igltaconvention.org
The IGLTA Annual Global Convention is the world's premier educational and networking event for LGBTQ+ tourism professionals. The 37th edition of the conference will connect gay, lesbian and gay friendly travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions.

Prevue Meetings & Incentives Visionary Summit
September 8-9, 2021 - Litchfield Park, AZ
www.prevuemeetings.com/events/
The meeting and incentive industry's premier wellness event is celebrating its 5th Anniversary! This Summit will blend professional and personal wellness and create a in-person wellness blueprint for healthier events moving forward.

ConferenceDirect Annual Partner Meeting (APM)
September 19-23, 2021 - New Orleans, LA
www.conferencedirect.com
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.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

TEAMS Conference & Expo
September 27-30, 2021 - Atlantic City, NJ
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.

HPN Annual Partner Conference
October 3-6, 2021 - Los Cabos, Mexico
www.hpnglobal.com/2021-hpn-global-partner-conference/
At the conference, attendees have access to 175 of 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.

Destination Showcase
October 6, 2021 - National Harbor, MD
www.destinationsinternational.org/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.

Association Executives of North Carolina (AENC) Fall Conference
October 28-29, 2021 - Durham, NC H
www.aencnet.org/fall-conferencem
Association Executives of North Carolina Fall Conference is committed to providing high quality professional development and networking opportunities to help you develop your fullest potential and foster the recognition and respect of the association management profession. Members include CEOs and staff of associations across North Carolina, as well as representatives from the association service and hospitality industries.

Planned Trade Shows

**This symbol indicates a partner opportunity.*

***IMEX America**
November 9-12, 2021 - Las Vegas, NV
www.imexamerica.com
IMEX America is the largest meetings industry trade show in the U.S. Appointment time slots are 30 minutes. In 2015, over 2600 hosted buyers from 40 global markets scheduled 50,000 self-selected appointments with the show exhibitors. Each booth participant will share appointments with us. Cost: $4,800 flat fee per booth participant. There is no additional registration fee to attend. Please contact Connie Holliday for more information.

National Tour Association (NTA) Travel Exchange
November 14-17, 2021 - Cleveland, OH
www.ntatravelexchange.com/
Travel Exchange brings together packaged tour professionals from all over North America and around the world. The National Tour Association's annual conference conducted in person this year after a successful virtual event in 2020 features buyers of all types and specialties who meet with tour suppliers and DMOs to build partnerships, collaborations, and creative itineraries.

Travel South International
November 28 - December 3, 2021 - New Orleans, LAH
www.industry.travelsouthusa.com/international-showcasem
Travel South International Showcase is the premier Marketplace event in the South where over 500 tourism professionals gather for 3 days of intensive meetings with a goal of delivering more visitors, spending more time and more money in the South.

***Association Executives of North Carolina (AENC) Annual Expo**
December 8-10, 2021 - Raleigh, NC
www.aencnet.org/tradeshow
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 or Carli Adams for more information.

Planned Trade Shows

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Tennessee Society of Association Executives (TNSAE) Annual Trade Show
December 8-11, 2021 - Nashville, TN
www.tnsae.org
The Tennessee Society of Association Executives is devoted to the promotion, advancement, and development of association professionals and the organizations they serve in Tennessee.

Engage! Summit
December 12-16, 2021 - Bermuda
www.engagesummits.com
Our mission is to unite the luxury global wedding and event industry. We travel the world to gather together and form a collective that sparks magic, ideas, and innovation. We strive to create an inclusive space for people to authentically connect and create an international network.

***Holiday Showcase**
December 13-17, 2021 - Chicago, IL
www.associationforum.org/holidayshowcase
Chicago's no.1 meeting and business services expo. Association Forum of Chicago's Holiday Showcase is the premier networking event in Chicago. More than 1,200 qualified buyers attend. Of these, 77% don't attend ASAE's Annual Meeting. Cost is $2,000 plus booth fee. Please contact Tina Porter for more information.

American Bus Association (ABA) Marketplace
January 8-11, 2022 - Grapevine, TX
www.marketplace.buses.org
Marketplace has always been more than a meeting. Marketplace is where you can turn conversations into real long-term business relationships across all stakeholders in the motor coach industry. Marketplace welcomes more than 3,500 tour operators, suppliers, and exhibitors. It's a can't-miss annual reunion with colleagues and friends, old and new.

Planned Trade Shows

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Wedding Festivals
January 22, 2022 - Asheville, NC
www.weddingfestivals.com
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.

Outdoor Retailer Snow Show
January 26-28, 2022 - Denver, CO
www.outdoorretailer.com/snow-show
Outdoor Retailer is the world's leading business-to-business outdoor sports show where industry brands, retailers, reps, designers, suppliers and leaders gather.

***South Carolina Society of Association Executives (SCSAE) Trade Show**
January 27, 2022 - Columbia, SC
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.

Financial & Insurance Conference Professionals (FICP) Winter Symposium
Winter TBD
www.ficp.net
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 member's work.

Southeast Tourism Society (STS) Domestic Showcase
February 13-15, 2022
www.southeasttourism.org
STS Domestic Showcase is the premier Marketplace event in the Southeast where over 600 tourism professionals gather for 2 days of intensive meetings with a goal of delivering more visitors, spending more time, and more money in the Southeast region.

Planned Trade Shows

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Sports Express
February 2022 TBD
www.sports-express.org
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.

Destination Showcase
February 2022 TBD
www.destinationsinternational.org
Unique trade show with CVBs from across the US promoting their destinations to corporate and association meeting planners.

Prevue Meetings & Incentives Visionary Summit
March 2022 TBD
www.prevuemeetings.com/events/
Prevue's Visionary Summits attract a high percentage of direct planners, so they can benchmark with each other about their departments and organizations. Our corporate planner attendees span every industry, from financial services to pharma to tech.

Incentive Live
April 2022 TBD
www.northstarmeetingsgroup.com/Events/Incentive-Live
In addition to one-on-one appointments with top incentive destinations, hotels/resorts, cruise lines, DMCs, DMOs, brand name merchandise, gift cards and tourism offices, Incentive Live presents leading industry experts providing the latest perspective on industry trends and best practices that will help take your incentive programs to the next level.

Planned Trade Shows

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HelmsBriscoe Annual Business Conference
May 9-12, 2022 - 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 Diversity
May 23-25, 2022 - TBD
www.connectmeetings.com
Connect Diversity is an intimate event that focuses on multicultural and LGBTQ business in the meetings, sports and events industry.

Smart Meetings
May 2022 TBD
www.smartmeetings.com/smart-events
Smart Meetings events provide meeting planners and suppliers alike, with the opportunity to meet with targeted prospects. Suppliers can network with qualified meeting planners who have active RFPs, while planners can convene with preferred hotels and destinations.

Prevue Meetings & Incentives Visionary Summit
June 2022 TBD
www.prevuemeetings.com/events/
Prevue's Visionary Summits attract a high percentage of direct planners, so they can benchmark with each other about their departments and organizations. Our corporate planner attendees span every industry, from financial services to pharma to tech.