

October 31, 2024
Convention Sales Events

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Purpose: Define group business solicitation marketing, geo and industry, to establish a guide for in-person prospecting event attendance.

- Faith Based – with limited air travel
- Association – Primary audience in California

Outcomes:

Sales will plan on attending:

- Destination California (NorthStar) hosted sales events
 - Currently VCC pays registration and CVB is an add on
- RCMA Emerge – when on west coast
 - Currently CVB pays registration and add on – VCC pays travel for their staff to attend
- Cal SAE Seasonal Spectacular
 - Currently CVB manages booth registration and add-ons. When pre-approved the partners, Wyndham, Marriott and VCB will pay fair share of event expenses. In 2024 – CVB pays all but additional CVB staff attendance.

Worth Consideration:

- CalSAE – Elevate
 - VCC General Manager attended in 2024. CVB passed
- MPI West Coast Events
 - Steven is a member of MPI