



MEETINGS MADE EXTRAORDINARY

MEET ALEXANDRIA GROUP SALES

Your Partners at Your Service

Alexandria
EST. 1749

MeetAlexandriaVA.com



MeetAlexandriaVA.com



Lorraine Lloyd
**Sr. VP Sales & International
Marketing**

Executive Committee & Sales Team
Leader | Marketing &
Communications | Budgeting
International Tour & Travel | Board
Liaison



Carla Bascopé – Hebble
Director of Group Sales

Specialty: Association | Corporate
(East Coast | Southeast |
Membership Affiliation: PCMA
Project Lead: Wine & Wisdom
Wednesday | ALXNetWorks



Nancy Rosenbaum
Business Development Manager

Specialty: Association | Corporate,
(Midwest-West Coast | Washington
Membership Affiliation: MPI
Potomac Chapter
Project Lead: HB Valued Partner
Program | **Industry Focus:**
Healthcare | Convention Services



Lindsey Goldstein
Destination Sales Manager

Specialty: Government | LGBT
SMERF | Tour & Travel |
Membership Affiliations:
AMPS | SGMP
Project Lead: Social Media
Industry Focus: Diversity &
Inclusion | Convention Services

Alexandria, Ideal for Executive to Mid-size Meetings

#1 BEST VALUE U.S.
TRAVEL DESTINATION
2018 *MONEY* magazine



Top 5 Best Small City
in the US 3 Consecutive Years
Condé Nast Traveler
Readers' Choice Awards
2018 - 2020



Get out of the hustle & bustle of big downtowns. In Alexandria, small to mid-size meetings are always a big deal!



CONVENIENT CAPITAL LOCATION

Within eyesight of Washington, D.C. & National Harbor

Minutes to Reagan National Airport

Accessible & Affordable

3 Airports/Lift & Carriers

4 Metro Stops

AMTRAK & VRE

Water Taxi to DC

Meeting Deals & Discounts

ALX Extra Perks

15% Discount on Attractions/Services

Transportation

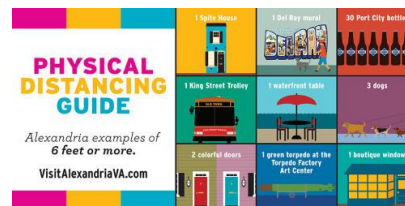


BOUTIQUE DESTINATION FOR REGIONAL MEETINGS

- Top 5 Best Small City in US (2018-2020) Condé Nast Travelers
- Close to Home & Major Metro Centers— Drivable
- Walkable Historic Downtown & Vibrant Waterfront
- Boutique Hotel & Meeting Facilities/Streaming Capabilities
- History of Innovation & Leadership
- Community Commitment to Safety



AlexandriaLeadershipCollection.com



PREMIER HOTELS & UNIQUE VENUES



- Walking distance to restaurants, shops & waterfront
- Metro access or shuttle to airport or Metro





Things to Do

A walkable mile recognized as one of the “Great Streets” of America with over 200 restaurants, boutiques, art galleries and intimate museums. Unique and plentiful off-site activities for groups or on own.

[Top 10 Reasons to Choose Alexandria](#)

Pandemic Resources & Tools

- [Comprehensive Covid-19 Resources for Alexandria Meetings](#)
Alexandria Safety Protocols, City-wide Hotel Commitment, What's Open, Covid-19 Marketing Toolkit
- [Virtual Old Town Tour](#)
- [Virtual Group Experiences](#)
- [Meeting Planner's Pandemic Destination Checklist](#)
- [Hybrid Meeting Resources](#)



Visit Alexandria Planner Services

- Restaurants & Dine-arounds
- Off property events, tours & activities
- Team Building & CSR Activities
- Transportation & Vendor Recommendations
- Attraction & Services Discounts (ALX Insider Partners)
- Maps & Visitors Guide
- Tailored Site Inspections/Virtual Tours
- Official Welcome letters
- Meeting Planner Benefits



Planner Promotional Tools

- Promotional Videos & Virtual Reality Experience
- Custom-tailored Social Media Posts through Visit Alexandria
- Image Gallery
- Digital Visitor Guide
- Print Brochures, Guides & Maps
- Custom Welcome Webpage
- Attendee Free Time
- Stay an Extra Day



Attendee Free Time

If you have an hour or two or stay a day late, there is plenty to do in Old Town and around the region.

[Learn More >](#)

Selling Tools For You To Use

- [Videos](#)
- [Image Gallery](#)
- [Informational PDFs](#)
- [ALX EXTRA PERKS](#) (participating hotels)
- Full-service Visit Alex sales team
- Keep in the “Know” & *follow us at:*



GET CONNECTED with Sales Team on LinkedIn

Proposal/Contract Inclusions

Complimentary Services

Let us do all the work for you. We'll connect you with the perfect Destination Expert at [Visit Alexandria](#) and [elevate every step of your meeting experience with Alexandria's Meetings Made Extraordinary Assistance Program](#). They will find the **perfect restaurant, create custom-tailored networking and teambuilding events and memorable after-hour activities, help generate buzz** and excitement with **social media and digital marketing tools**, and **save you money** with [exclusive partner discounts](#), **all at no cost to you**. [Click here](#) to learn more.

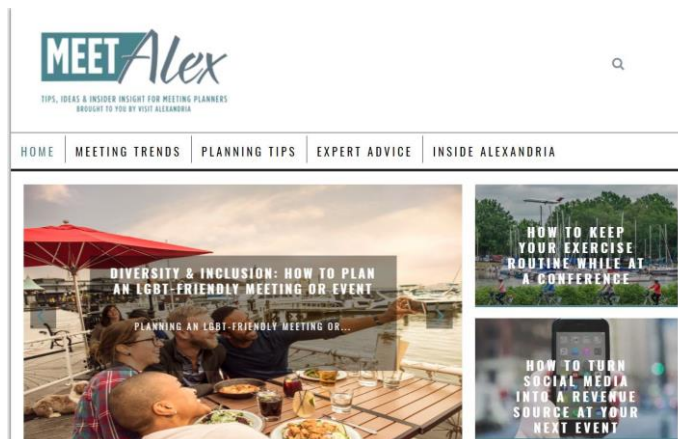
Build Attendance - Stay Another Day

Come early or stay late to discover Old Town Alexandria and Washington, D.C. Today's conference attendees are increasingly extending their travel dates to explore sought-after destinations without making an extra trip.

Named a **Top 3 Best Small City in the U.S. 2019** by the Condé Nast Traveler Readers' Choice Awards, there's so much to do and see in and around Alexandria. Take a day or two and explore historic Old Town Alexandria's King Street, a mile-long of **boutiques, restaurants, museums and galleries** recognized as one of **"America's Great Streets"** or head down to the waterfront and hop on a **water taxi to D.C.** Venture out to nearby attractions such as **George Washington's Mount Vernon, MGM National Harbor** or **D.C.'s wine country**. Beer lovers can tour **Port City Brewing Company**, the 2015 Best Small Brewery in the U.S. and enjoy their award-winning brews on site or at one of Alexandria's many restaurants and pubs. Share our [Extend-Your-Stay](#) itinerary Ideas with your attendees and watch your attendance grow.

Working Together – Partners!

- Meetings Made Extraordinary Program
Extraordinary Site Inspections & Extraordinary You!
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FY2021 Meeting Initiatives

Contact Us to Learn More

- The Leadership Collection at Alexandria™
- Regional meetings/hybrid resources
- ALXNetWorks & CVB Reps partnerships
- Monthly WWW *events*
- Quarterly Feeder Cities Sales Missions/Virtual Site Inspections
- Cvent Advertising & Procedures
- EIC Educational Webinars/Podcasts
- M & C Marketing and Advertising

