



## IN-MARKET & OUTER MARKET SALES EVENTS

Each Arlington CVB Sales Manager covers a specific market that touches event planners. Our sales team targets these planners through both in-market, or local sales missions, and outer market events such as tradeshow, industry conferences, etc. By joining them in these activities, you can connect with existing and new clients while also strengthening our hospitality community's spirit of cooperation. Planners who see the CVB and Partners working together know they will be well-tended by everyone involved.

### WHY WORK WITH OUR SALES MANAGERS?

The Arlington CVB sales team attends more than 40 outer market, and dozens of in-market, events each year. Not every event offers a direct cooperative opportunity with the CVB but many offer individual registration and the chance to increase Arlington's presence. By combining forces, we increase Arlington's reach and provide a united message about the benefits of meeting here. Sales budgets may also stretch further through pooled transportation and client amenity costs. Be sure to talk with our sales managers about upcoming opportunities or even suggest an idea for the next sales related event.

#### Events available for FY20:

Austin Holiday Client Luncheon	Nov 20, 2019
TSAE – Southwest Showcase	Jan 20, 2020
PharmaForum	Mar 8-11, 2020
Rangers Opening Day	Mar 26, 2020
Cvent Connect	TBD (July 2020)
In market sales missions (DC, Chicago, NY/NJ)	TBD

**Estimated Cost:** \$500-\$2000 per event, plus travel expenses.

*Detailed participation information will be sent separately. All events are subject to the FY20 budget approval process.*

*Please see the full tradeshow calendar for a complete list of events that our sales team is scheduled to participate in for FY20.*

