



Partner with the CVB to promote your property/business at major Travel and Consumer Shows

Receive exposure directly in key feeder markets!

The Daytona Beach Area Convention & Visitors Bureau (DBACVB) is promoting the destination at six major consumer shows during the 2019-2020 show season. These well-attended consumer travel, women's shows and home shows attract potential vacationers and serve as a unique way to promote participating properties and businesses. The CVB is seeking 24 Lodging Partners for this year's show season – with two different levels of opportunity available – as well as participation from 10 restaurants or attractions:

- **Toronto National Women's Show** – November 15-17, 2019
- **New York Times Travel Show** – January 24-26, 2020
- **AAA Columbus Travel Expo** – February 7-9, 2020
- **Chicago Travel & Adventure Show** – February 8-9, 2020
- **Atlanta Travel & Adventure Show** – February 29-March 1, 2020
- **Orlando Southern Women's Show** – August 27-30, 2020

Tier 1 – 12 Lodging Partnerships available: To participate, each Lodging Partner will provide \$250 AND a 3-day, 2-night lodging stay for a Destination Prize Pack. The lodging stay must be good for one year and may exclude special events and holidays, but should not exclude weekends.

What the CVB will provide to these (Tier 1) 12 Lodging Partners:

- Partner properties will be featured on a special landing page on DaytonaBeach.com for the consumer show year. Listings will include the lodging name, website link, phone number, photo and short description.
- After each consumer show, the CVB will directly email all attendees who requested information about our destination and/or registered to win a Prize Pack. That email will include all participating partners and links to their booking or business websites.
- Partners will be featured as the register-to-win popup on the CVB website for 1 month during the coming year (month to be selected randomly).
- Partners will be included in a social media posting as monthly giveaways are promoted.

Tier 2 – 12 additional Lodging Partners available: To participate, each Lodging Partner will provide \$150.

What the CVB will provide to these (Tier 2) 12 Lodging Partners:

- Partner properties will be featured on a special landing page on DaytonaBeach.com for the consumer show year. Listings will include the lodging name, website link, phone number, photo and short description.
- After each consumer show, the CVB will directly email all attendees who requested information about our destination and/or registered to win a Prize Pack. That email will include all participating partners and links to their booking or business websites.

Non-Lodging Partners – 10 available: To participate, each restaurant or attraction will provide \$100.

What the CVB will provide to these 10 Non-Lodging Partners:

- Partner businesses will be featured on a special landing page on the CVB website for the consumer show year. Listings will include the business name, website link, phone number, photo and short description.
- After each consumer show, the CVB will directly email all attendees who requested information about our destination and/or registered to win a Prize Pack. That email will include the all participating partners and links to their websites.

Don't miss this once-a-year opportunity to promote your property or business and receive great exposure directly in key markets! Sign up today!

_____ I am interested in participating as a Tier 1 Lodging Partner for \$250, plus a 3-day, 2-night stay*

_____ I am interested in participating as a Tier 2 Lodging Partner for \$150*

_____ I am interested in participating as a Non-Lodging Partner for \$100*

*NOTE: All participants will be featured on the landing page and in emails for the entire year.

Company: _____ Contact: _____

Phone: _____ Email: _____

Payment may be made by check to the Halifax Area Advertising Authority. Invoices will be sent to participants as they are approved for participation in the 2019-2020 Travel and Consumer Show Season.

Questions? Contact Cindi Lane at 386-255-0415 x139 or clane@daytonabeach.com.

Daytona Beach Area CVB 126 East Orange Avenue, Daytona Beach, FL 32114