



2026 PARTNERSHIP OPPORTUNITIES

| HVCB Island Visitors Bureaus Meet Hawai'i | ACTIVITY | DATE | DESCRIPTION | LOCATION | COST | CONTACT (Name & Email) |
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| CONSUMER PROMOTIONS | | | | | | |
| HVCB, KVB, OVB, MVCB, IHVB | Mālama Hawai'i Program – Volunteer Experiences | Ongoing | Visitors are encouraged to give back to the destination by participating in the Mālama Hawai'i Program. Volunteer opportunities are listed on gohawaii.com/malama via Kanu Hawai'i's dashboard. Participate by offering a voluntourism activity. | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | \$0 | Lei Field lfield@hvcb.org |
| HVCB, KVB, OVB, MVCB, IHVB | Mālama Hawai'i Program – Hotel Offers | Ongoing | In addition to promoting enriching volunteer experiences, hotel partners can build special Mālama Hawai'i packages to be listed on the Mālama Offers page. | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | \$0 | Lei Field lfield@hvcb.org |
| HVCB | Statewide Digital Cooperative Marketing Programs | Spring; Fall | Tactical, digital cooperative marketing programs for the destination are developed to drive business from top Hawai'i markets during optimal booking periods. Partnership opportunities are available at various participation levels. | U.S. Top Markets | Varies | Gina Chun gchun@hvcb.org |
| HVCB, KVB, OVB, MVCB, IHVB | The Hawai'i Visitor Guidebooks: <i>Experience Kaua'i</i> <i>Experience O'ahu</i> <i>Experience Maui, Moloka'i, Lāna'i</i> <i>Experience Hawai'i Island</i> | Semi-Annual | The Experience Hawai'i Visitor Guidebooks are the official post-arrival, island-specific guides for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i, and Island of Hawai'i. They are published semi-annually in print and digital formats for use in-destination to promote local activities, dining, shopping, products, and services. Distributed at airports and key strategic visitor locations on each island. Various advertising opportunities are available. | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | Varies | HVCB Membership Department membership@hvcb.org |
| HVCB | Statewide Consumer Special Offers: GoHawaii App | Ongoing | The GoHawaii app is a destination pre/post arrival tool to plan the most enriching Hawai'i vacation. Partners submit consumer special offers. | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | Varies | HVCB Membership Department membership@hvcb.org |

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| HVCB | Statewide Kama'āina Campaigns | Quarterly | Digital statewide campaign targeted to the kama'āina market, offering Hawai'i residents exclusive specials on accommodations, activities, attractions, shopping, dining, etc. The program is supported with paid social media, public relations, and owned media promotion. Partners provide kama'āina offers. | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | Varies | HVCB Membership Department membership@hvcb.org |
| HVCB | E-newsletter: <i>Islands of Aloha Express</i> | Monthly | The consumer e-newsletter offers partners an opportunity to reach up to 146,000 opted-in subscribers who have expressed an interest in traveling to the Hawaiian Islands. It includes stories about Hawai'i, a festivals and events calendar, travel planning tips, special offers, and more. Advertising opportunities are available. | U.S. | Varies | HVCB Membership Department membership@hvcb.org |
| HVCB | Social Influencer Visits | TBC | HTUSA works closely with the Island Visitors Bureaus to coordinate multi-island visits for qualified social influencers. Content produced may be licensed for marketing use. Partners contribute accommodations, activities, transportation, and meals. | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | In-Kind support, pending availability | Marisa Wong mwong@hvcb.org |
| HVCB, KVB, OVB, MVCB, IHVB | Online Calendar of Events | Ongoing | List an event on the Calendar of Events pages of the gohawaii.com website. | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | \$0 | calendar@hvcb.org |
| OVB | E-newsletter: <i>News, Updates and Aloha from O'ahu</i> | Quarterly | Consumer e-newsletter sent to OVB consumer opt-in database with updates and offers from O'ahu. Partners are encouraged to submit news and updates to be considered for inclusion. | U.S. | \$0 | Catherine Orlans corlans@hvcb.org |

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| PUBLIC RELATIONS | | | | | | |
| HVCB, KVB, OVB, MVCB, IHVB | Individual Media Visits | Ongoing | <p>HVCB and the Island Visitors Bureaus work closely to coordinate multi-island and island-specific visits for qualified journalists on an ongoing basis.</p> <p>The Island Visitors Bureaus also host individual island media visits throughout the year.</p> <p>Partners contribute accommodations, meals, and activities aligned with a regenerative tourism direction.</p> | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | In-kind support | <p>HVCB: Lei-Ann Field lfield@hvcb.org</p> <p>HVCB: Taryn Pascua tpascua@hvcb.org</p> <p>KVB: Maile Brown Maile@hvcb.org</p> <p>OVB: Catherine Orlans corlans@hvcb.org</p> <p>MVCB: Leanne Pletcher leanne@mauivb.com</p> <p>IHVB: Donna Kimura dkimura@hvcb.org</p> |
| HVCB, KVB, OVB, MVCB, IHVB | International Media Marketplace (IMM) | Jan 22-23 | <p>HVCB and the Island Visitors Bureaus will participate in TravMedia's IMM and connect with travel media through one-on-one prescheduled meetings.</p> <p>Partners are welcome to join the Hawai'i section. Partners can also submit news/updates to be considered for inclusion in destination appointments.</p> | New York, NY | <p>\$4,700 registration (summit and media appointments) if booking by Sept. 30</p> <p>Partner travel costs on own</p> | <p>Lei-Ann Field lfield@hvcb.org</p> <p>Taryn Pascua tpascua@hvcb.org</p> |
| HVCB, KVB, OVB, MVCB, IHVB | Virtual Media Blitz | Aug TBC | <p>HVCB and the Island Visitors Bureaus coordinate virtual appointments with key media to share destination updates and promote opportunities to engage in regenerative tourism activities.</p> <p>Partners submit news/updates to be considered for inclusion.</p> | Virtual | \$0 | <p>Lei-Ann Field lfield@hvcb.org</p> <p>Taryn Pascua tpascua@hvcb.org</p> |
| KVB | E-newsletter: <i>What's Blooming on the Garden Island</i> | Quarterly | <p>KVB e-newsletter distributed quarterly to media, stakeholders, and HTA's Global Marketing Partners with the latest Kaua'i updates. Content also lives on the media site media.gohawaii.com.</p> <p>Partners submit news/updates to be considered for inclusion.</p> | U.S. | \$0 | <p>Sydney Siu sydney.siu@finnpartners.com</p> <p>Maile Brown Maile@hvcb.org</p> |

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| OVB | E-newsletter: <i>News, Updates & Aloha from O'ahu</i> | Quarterly | <p>OVB e-newsletter distributed quarterly to media, stakeholders, and the HTA Global Marketing Partners with the latest O'ahu updates. Content also lives on the media site media.gohawaii.com.</p> <p>Partners are encouraged to submit news and updates to be considered for inclusion.</p> | U.S. | \$0 | <p>Kayla Holley kayla.holley@finnpartners.com</p> <p>Catherine Orlands corlands@hvcb.org</p> |
| OVB | Media Release: <i>Mālama 'Āina - Regenerative Tourism on O'ahu</i> | Bi-annual | <p>OVB media release updating media on regenerative tourism updates and appropriate O'ahu destination management efforts.</p> <p>Partners are encouraged to submit news and updates relevant to regenerative tourism to be considered for inclusion.</p> | U.S. | \$0 | <p>Kayla Holley kayla.holley@finnpartners.com</p> <p>Catherine Orlands corlands@hvcb.org</p> |
| MVCB | E-newsletter: <i>Message from Maui Nui</i> | Quarterly | <p>MVCB e-newsletter distributed quarterly to media, stakeholders, and the HTA Global Marketing Partners with the latest Maui Nui updates. Content also lives on the media site media.gohawaii.com.</p> <p>Partners submit news/updates to be considered for inclusion.</p> | U.S. | \$0 | <p>Leanne Pletcher lpletcher@hvcb.org</p> |
| IHVB | E-newsletter: <i>What's Sizzlin'</i> | Mar, Jun, Sep, Dec | <p>IHVB themed e-newsletter distributed bimonthly to media, stakeholders, and the HTA Global Marketing Partners with the latest island of Hawai'i updates. Content also lives on the media site media.gohawaii.com</p> <p>Partners submit news/updates to be considered for inclusion.</p> | U.S. | \$0 | <p>Donna Kimura dkimura@hvcb.org</p> |

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| TRAVEL TRADE SHOWS | | | | | | |
| HVCB, KVB, OVB, MVCB, IHVB | U.S. West Leisure Educational Blitz | Mar | <p>Travel advisor educational events will be conducted in four key U.S. West markets.</p> <p>Dynamic, in-market educational events connect Hawai'i partners directly with qualified travel advisors across key U.S. markets. The evening format features a Hawai'i partner trade show and networking opportunities, followed by dinner accompanied by live Hawaiian music and hula performances. The program provides valuable cultural education, travel advisor resources, and insights into the latest destination and island developments.</p> <p>Partners may attend and will receive travel advisor attendee contact list following the event.</p> | 4 events in key U.S. West markets: TBC | <p>Participation fees: \$300 - \$800 per event</p> <p>Partner travel costs on own</p> | Christy Calabrese ccalabrese@hvcb.org |
| HVCB, KVB, OVB, MVCB, IHVB | U.S. Central/Mountain Leisure Educational Blitz | Oct | <p>Travel advisor educational events will be conducted in four key U.S. Central/Mountain markets.</p> <p>Dynamic, in-market educational events connect Hawai'i partners directly with qualified travel advisors across key U.S. markets. The evening format features a Hawai'i partner trade show and networking opportunities, followed by dinner accompanied by live Hawaiian music and hula performances. The program provides valuable cultural education, travel advisor resources, and insights into the latest destination and island developments.</p> <p>Partners may attend and will receive travel advisor attendee contact list following the event.</p> | 4 events in key U.S. Central/Mountain markets: TBC | <p>Participation fees: \$300 - \$800 per event</p> <p>Partner travel costs on own</p> | Christy Calabrese ccalabrese@hvcb.org |

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| TRAVEL TRADE FAMILIARIZATION TRIPS (FAMS) | | | | | | |
| HVCB, OVB, IHVB | Tourism Cares FAM | Sep 24 – Oct 1 | <p>Tourism Cares Meaningful FAM will be hosted on O'ahu and Hawai'i Island. The FAM will connect Hawai'i-based organizations who embrace sustainable practices with top wholesalers, consortia partners, and vetted travel advisors. FAM includes a Tourism Cares Forum featuring programming focused on sustainability, regenerative tourism, and Hawaiian culture.</p> <p>The itinerary includes hotel site inspections, receptions, meals, hands-on destination experiences, and a voluntourism activity.</p> <p>Partners contribute accommodations, transportation, meals, and activities aligned with regenerative tourism efforts.</p> | O'ahu and Hawai'i Island | Varies | Robyn Basso rbasso@hvcb.org |
| KVB, MVCB | Multi-Island FAM | Dec 1-7 | <p>A multi-island FAM will be coordinated on Kaua'i and Maui for vetted travel advisors who have completed the Hawai'i Destination Specialist (HDS) program. The FAM will provide hands-on experiences, including site inspections, activities, meals and networking opportunities with travel partners.</p> <p>Partners contribute accommodations, transportation, meals, and activities.</p> | Kaua'i and Maui | Varies | Robyn Basso rbasso@hvcb.org Christy Calabrese ccalabrese@hvcb.org |
| TRAVEL TRADE EDUCATION | | | | | | |
| HVCB | E-newsletter: <i>E-xpressly for Travel Professionals</i> | Monthly | <p>The e-newsletter for travel professionals offers partners an opportunity to reach up to 61,000 opted-in travel advisors and travel industry subscribers.</p> <p>Advertising opportunities are available.</p> | U.S. | Varies | HVCB Membership Department: membership@hvcb.org |
| KVB | <i>What's New: Kaua'i</i> | Monthly | <p>Listing on <i>What's New</i> document distributed at travel shows and trainings.</p> <p>Partners can submit news/updates to be considered for inclusion on an on-going basis.</p> | U.S. | \$0 | Maile Brown maile@hvcb.org |

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| KVB | Webinars: Kaua'i | TBD | Webinars feature unique island activities and provide destination updates. Partners can submit news/updates to be considered for inclusion. | U.S. | \$0 | Maile Brown maile@hvcb.org |
| KVB | Phoenix Travel Agent Seminar | Feb 12 | Seminar about Kaua'i for area travel advisors. Partners can provide a slide with property highlights in exchange for a certificate for a stay. Kaua'i partners in the area are welcome to attend. | Phoenix, AZ | In-Kind support | Maile Brown maile@hvcb.org |
| KVB | Denver Travel Agent Seminar | Apr 9 | Seminar about Kaua'i for area travel advisors. Partners can provide a slide with property highlights in exchange for a certificate for a stay. Kaua'i partners in the area are welcome to attend. | Denver, CO | In-Kind support | Maile Brown maile@hvcb.org |
| KVB | Kaua'i Seminar Series | Apr 20-24 | KVB organizes a multi-city seminar series targeting travel advisors who sell Hawai'i. Participating partners receive networking and presentation time. Limited number of partners can attend. | McKinney/North Dallas, TX Arlington, TX Houston, TX Austin, TX San Antonio, TX | \$350 per city or \$1,200 for the week Partner travel expenses on own | Maile Brown maile@hvcb.org |
| OVB | E-newsletter: <i>News, Updates & Aloha from O'ahu</i> | Bi-Annual, TBC | E-newsletter distributed to travel advisors and wholesalers with O'ahu updates on accommodations, restaurants, and activities. Partners are encouraged to submit news and updates to be considered for inclusion. | U.S. | \$0 | Karishma Chowfin kchowfin@hvcb.org Catherine Orlans corlans@hvcb.org |
| OVB | Educational Webinars: O'ahu | Q1, Q3 | Educational webinars for travel advisors featuring O'ahu destination updates including accommodations, experiences, and events, as well as responsible travel initiatives important to O'ahu. Partners are encouraged to submit news and updates to be considered for inclusion. | U.S. | \$0 | Karishma Chowfin kchowfin@hvcb.org |
| OVB | Webinars: Co-op Partner Updates, O'ahu | Q2, Q4 | Collaborative webinars targeting travel advisors and key travel trade professionals. Sessions give industry partners an opportunity to share timely updates, new offerings, and valuable insights. Participation is on a first-come, first-served basis. | U.S. | \$750 per partner | Karishma Chowfin kchowfin@hvcb.org |

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| MVCB | E-newsletter: <i>Message from Maui Nui</i> | Quarterly | E-newsletter sent to wholesalers and travel trade with the latest updates and information on accommodations, restaurants, and activities. Partners submit news/updates to be considered for inclusion. | U.S. | \$0 | Leanne Pletcher lpletcher@hvcb.org |
| MVCB | Educational Webinars: Maui | Quarterly | Target top Hawai'i retail travel advisors and wholesale partners with destination messaging and island updates including resorts, activities, events, as well as travel in and around Maui Nui. Partners submit news/updates to be considered for inclusion. Limited partner participation to present is available. | U.S. | \$0 | Brent Lausterer blausterer@hvcb.org |
| MVCB | Islands of Maui Nui Showcase | Mar TBC | MVCB conducts educational seminars in select markets targeting Hawai'i-focused retail travel advisors. Sales calls and wholesaler office visits may also be included. Limited partner participation is available to attend as exhibitors and presenters. | 4 U.S. Cities TBC | TBC, Estimated \$750 per city | Brent Lausterer blausterer@hvcb.org |
| IHVB | E-newsletter: Island of Hawai'i Updates | Quarterly | Themed email distributed to travel advisors and wholesalers. Partners submit news/updates to be considered for inclusion. | U.S. | \$0 | Deanna Isbister disbister@hvcb.org |
| IHVB | Educational Webinars: Island of Hawai'i | Quarterly | Target top Hawai'i retail travel advisors and wholesale partners with destination messaging and island updates. Partners submit news/updates to be considered for inclusion. | U.S. | \$0 | Deanna Isbister disbister@hvcb.org |

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| MCI MARKETING | | | | | | |
| Meet Hawai'i | Meeting Planner Guide | Annual | <p>The official statewide digital guide for the meeting planner audience is produced annually and receives qualified digital distribution to meeting professionals in the U.S. and international. The MCI sales team promotes the guide throughout the year. Content includes MCI key messaging and selling points, history and culture, transportation and accommodations, the Hawai'i Convention Center, individual Island sections, CSR opportunities, sales and services.</p> <p>Various advertising opportunities are available.</p> | U.S. | Varies | HVCB Membership Department membership@hvcb.org |
| MCI TRADE SHOWS | | | | | | |
| Meet Hawai'i | PCMA CL 2026 Happy Hour | Jan 13 | <p>Mix and mingle making professional connections with 40-50 meeting planners at a reception during PCMA Convening Leaders.</p> <p>Limited partner participation is available.</p> | Philadelphia, PA | <p>\$850 per partner; \$200 per additional partner from the same organization Maximum: 5 partners</p> <p>Separate registration for PCMA CL required</p> | <p>Susanna Flores sflores@hvcb.org</p> <p>Trevor Newman tnewman@hvcb.org</p> <p>Meredith Parkins mparkins@hvcb.org</p> |
| Meet Hawai'i | Meet NY & Sales Calls | Feb 25-27 | <p>Meet NY is an exclusive New York gathering that brings together a dynamic mix of association and not-for-profit leaders, convention and corporate meeting professionals, along with their hospitality and vendor partners. The intimate format ensures high-impact engagement and visibility.</p> <p>Limited partner participation is available, including sales calls around the event.</p> | New York, NY | <p>\$1,650 per partner for the trade show, including theatre tickets Maximum: 4 partners</p> <p>Partner travel costs and client entertainment on own</p> | <p>Meredith Parkins mparkins@hvcb.org</p> <p>Susanna Flores sflores@hvcb.org</p> |

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| Meet Hawai'i | Bay Area Roadshow | March | Two days of events and client appointments targeting single property and convention corporate customers. Limited partner participation is available. | Bay Area, CA, cities TBC | \$2,995 per partner Maximum: 8 partners Partner travel costs on own | Trevor Newman tnewman@hvcb.org Susanna Flores sflores@hvcb.org Marykay Lui mlui@hvcb.org |
| Meet Hawai'i | MIC Colorado | Mar 12-13 | Participate in the Meetings Industry Council of Colorado Hawai'i booth to promote the destination. Meet Hawai'i will coordinate a client breakfast/event. | Denver, CO | \$1,500 per partner Maximum: 3 partners Partner travel costs on own | Marykay Lui mlui@hvcb.org |
| Meet Hawai'i | IAEE Women's Leadership Forum | Apr 27-28 | The International Association of Exhibitions and Events Women's Leadership Forum is an exclusive gathering of 300 influential meeting professionals in the Metro Area. This two-day program is designed to maximize exposure and relationship-building through an opening reception, networking breakfast, morning and afternoon breaks, and a closing lunch. In addition, general sessions and breakout discussions provide valuable insights and multiple touchpoints with Directors of Meetings from top associations. This is a premier opportunity to strengthen relationships and generate new business. Limited partner participation is available. Partners receive a seat at the Hawai'i table (three supplier partners and five clients) offering an opportunity to be positioned directly alongside key decision-makers. | TBC, MD | \$2,200 per partner Maximum: 2 partners Partner travel costs on own | Meredith Parkins mparkins@hvcb.org |
| Meet Hawai'i | Chicago Area Roadshow | Apr or May – TBC | Roadshow targeting citywide clientele with three client events (two lunches and one dinner). Limited partner participation is available. | Chicago, IL | TBC Maximum: 5 partners Partner travel costs on own | Adrienne Nudo anudo@hvcb.org |
| Meet Hawai'i | Midwest Spring Event | End of Apr-May TBC | Share the meaning of Lei Day with key Midwest accounts (Corporate, Incentive and Association) at a hosted lunch event in a garden area setting. Limited partner participation is available. | Chicago, IL and one additional Midwest city, TBC | \$1,000 per city/per property \$500 additional attendee per city/per property Maximum: 9 partners Partner travel costs on own | Kathy Dever kdever@hvcb.org Susanna Flores sflores@hvcb.org |

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| Meet Hawai'i | Springtime Events & Sales Calls | Apr 29 – May 1 | <p>Sales calls to citywide and single-property accounts, complemented by engaging client events throughout the Washington DC, VA, and MD region. This is an exceptional opportunity to showcase your Hawai'i offerings, build meaningful relationships, and drive business from a key East Coast region.</p> <p>Limited partner participation is available in 3-5 small events throughout the week. Additional sales calls will be coordinated for single property and citywide prospects around the event.</p> | Region: Washington DC, VA, MD | <p>\$3,500 per partner for 3-5 small events throughout the week Maximum: 10 partners</p> <p>Partner travel costs on own plus optional client meals</p> | <p>Meredith Parkins mparkins@hvcb.org</p> <p>Tom Casademont tcasademont@hvcb.org</p> |
| Meet Hawai'i | Texas Roadshow | May | <p>Two days of events and client appointments targeting single property and convention corporate and association customers.</p> <p>Limited partner participation is available.</p> | TX, cities TBC | <p>\$2,995 per partner; \$500 for additional attendee from the same organization Maximum: 5 partners</p> <p>Partner travel costs on own</p> | <p>Trevor Newman tnewman@hvcb.org</p> <p>Susanna Flores sflores@hvcb.org</p> <p>Marykay Lui mlui@hvcb.org</p> |
| Meet Hawai'i | Aloha Mission 2026 | Jun 8-12 | <p>The mission will provide an exclusive opportunity to connect with Australian and New Zealand business event planners. Business event professionals in Sydney, Melbourne, and Auckland will engage with the delegation via pre-scheduled, one-on-one meetings, networking events and an interactive Q&A session.</p> <p>Attendees will receive the latest insights on Hawai'i's hotels, venues, cultural experiences, corporate social responsibility programs, and unique group activities.</p> | Australia and New Zealand | <p>\$2,500 per partner Maximum: 5 partners</p> <p>Partner travel costs on own</p> | <p>Kris Phadungkiatipong kphadung@meethawaii.com</p> |
| Meet Hawai'i | SoCal Roadshow | Aug | <p>Two days of events and client appointments targeting single property and convention corporate and association customers.</p> <p>Limited partner participation is available.</p> | Southern CA, cities TBC | <p>\$2,750 per partner Maximum: 5 partners</p> <p>Partner travel costs on own</p> | <p>Trevor Newman tnewman@hvcb.org</p> <p>Marykay Lui mlui@hvcb.org</p> |

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| Meet Hawai'i | Southeast Sales Blitz | Sep | <p>Sales calls to citywide and single-property accounts, complemented by engaging client events throughout the Southeast region. This is an exceptional opportunity to showcase your Hawai'i offerings, build meaningful relationships, and drive business in a key East Coast market.</p> <p>Limited partner participation is available in 3-5 small events throughout the week.</p> | GA, NC, SC | <p>\$3,500 per partner for 3-5 small events throughout the week Maximum: 5-7 partners</p> <p>Partner travel costs on own, plus optional client meals</p> | <p>Meredith Parkins mparkins@hvcb.org</p> <p>Tom Casademont tcasademont@hvcb.org</p> |
| Meet Hawai'i, MVCB, IHVB | IMEX America | Oct 13-15 | <p>Connect with senior decision makers from the U.S., Canada, and the world as they convene at the largest meetings industry trade show in the U.S.</p> <p>Meet Hawai'i coordinates the Hawai'i destination booth, infusing the show presence with Hawaiian cultural elements and sharing Hawai'i products.</p> <p>Limited partner participation in the Hawai'i Booth is available.</p> | Las Vegas, NV | <p>TBC Maximum partners: TBC</p> <p>Partner travel costs on own</p> | <p>Josette Murai jmurai@hvcb.org</p> |
| Meet Hawai'i | SITE SoCal Holiday Event & Charity Auction | Dec | <p>Connect with Southern California incentive professionals on a hosted table at this dinner event. Meet Hawai'i will coordinate the auction donation with the table and will also organize a client brunch around the SITE SoCal event.</p> <p>Limited partner participation is available.</p> | Southern CA | <p>TBC Maximum partners: TBC</p> <p>Partner travel costs on own</p> | <p>Marykay Lui mlui@hvcb.org</p> |

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| MCI FAMILIARIZATION TRIPS (FAMS) | | | | | | |
| Meet Hawai'i | Meet Hawai'i - Japan Corporate Seminar and Workshop | Q1 TBC | <p>This is an opportunity for Hawai'i industry partners to connect with qualified MCI Corporate buyers from Japan to explore potential business opportunities. Buyers will learn more about the unique Hawaiian culture and gain valuable destination and product updates.</p> <p>Limited partner participation is available.</p> | Japan: Tokyo, Osaka | <p>\$1,000</p> <p>Partner travel costs on own</p> | Andrew Koh Akoh@meethawaii.com |
| Meet Hawai'i | Meet Hawai'i - Korea Sales Mission | Q3 TBC | <p>The Korea Sales Mission is an opportunity for Hawai'i industry partners to connect with qualified MCI buyers from Korea to explore potential business opportunities. Buyers will learn more about the unique Hawaiian culture and gain valuable destination and product updates.</p> <p>Limited partner participation is available.</p> | Korea: Seoul | <p>\$1,500</p> <p>Partner travel costs on own</p> | Andrew Koh Akoh@meethawaii.com |
| Meet Hawai'i | Meet Hawai'i - Taiwan Sales Mission | Q3 TBC | <p>Meet Hawai'i Taiwan Sales Mission is the perfect opportunity for Hawai'i industry partners to connect with qualified MCI buyers from Taiwan to explore potential business opportunities. Buyers will learn more about the unique Hawaiian culture and gain valuable destination and product updates.</p> <p>Limited partner participation is available.</p> | Taiwan: Taipei | <p>\$1,500</p> <p>Partner travel costs on own</p> | Andrew Koh Akoh@meethawaii.com |
| Meet Hawai'i | Meet Hawai'i - Oceania FAM | Q3 TBC | <p>The Meet Hawai'i Oceania FAM is an opportunity for qualified MCI buyers from Oceania to connect with Hawai'i industry partners to explore potential business opportunities. Buyers will learn more about the unique Hawaiian culture and gain valuable destination and product updates.</p> <p>Partners provide in-kind support for hosting the FAM itinerary in destination.</p> | O'ahu and one other island TBC | In-kind support | Kris Phadungkiatipong kphadung@meethawaii.com |