

# 5 REASONS TO CHOOSE LANSING FOR YOUR NEXT EVENT

## 1 CENTRAL LOCATION

Greater Lansing is a 90-minute drive for 90% of the state's population, making it easily accessible for attendees, exhibitors and speakers.

## 2 HOME AWAY FROM HOME

Greater Lansing's friendly Midwestern hospitality will have both you, and your attendees, feeling right at home. Over 500 Certified Tourism Ambassadors offer a welcoming, positive visitor experience.

## 3 MORE BANG FOR YOUR BUCK

Greater Lansing offers affordable venues, attractions and dining for all budgets.

## 4 VERSATILE OPTIONS

Diverse and memorable meeting facilities will make the difference for your next event.

## 5 RESOUNDING RESOURCES

Home to state government and Michigan State University, Greater Lansing provides access to some of the most influential minds in America as guest speakers and industry experts.



“Choose Lansing™ has helped with on site staffing, coordinating off site parties/events, and keeping us informed of what's new in Lansing. It is truly evident that the client is the most valuable thing to the Choose Lansing™ staff. We know that other groups bring their meetings to Lansing, but Choose Lansing™ always make us feel like we are the most important one.”

Michigan Safety Conference

## WHAT ELSE DOES GREATER LANSING HAVE TO OFFER?



© Michigan State University

### MICHIGAN STATE UNIVERSITY

Catch a BIG Ten game or expand your horizons at one of its many attractions.

### RICH CULTURAL HISTORY

From the State Capitol Building to top-notch historical museums, get lost in treasures from the past.

### PRO-STYLE GOLF

Hit the links at over 30 golf courses within a 30-mile radius.

### EXPERIENCE PASSES

Lansing has two online Experience Passes to help guide you through the region like a local. From the **don't-miss top attractions** to a **craft beverage trail**, use these free gamified passes to check into various venues, accumulate points, discover discounts and earn prizes.

### DIVERSE DINING

Savor world class restaurants with cuisines from all over the world.

### EXCITING ENTERTAINMENT

Get immersed in award winning shows direct from Broadway.

### LANSING IS ACCESSIBLE

Greater Lansing prides itself on being a welcoming community and strives to provide the best experience to all guests who visit.



Lansing Brewing Company  
© Andrew Schmidt



Hawk Hollow  
© Thomas Gennara



Wharton Center  
© Joan Marcus



AC Hotel Lansing  
University Area  
© Andrew Schmidt

## WANT TO LEARN MORE?

Contact your friendly Choose Lansing™ sales representative today to get started!  
(517) 487-6800 | [sales@lansing.org](mailto:sales@lansing.org)

Plan On Something Greater



# LANSING



Scan this QR Code to unlock the keys to your meeting's success!

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**LANSING**  
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# WHO IS *Choose* LANSING™ & WHAT DO WE DO?

Choose Lansing™ is a non-profit Destination Marketing Organization focused on bringing visitors of all kinds to the region.

## WHY WORK WITH CHOOSE LANSING™?

Choose Lansing™ is a leader in the meeting and events industry and has been recognized for its best practices on a national scale. Choose Lansing™ was the first in the state to earn accreditation from Destinations International, and our dedicated team of Certified Meeting Professionals will use their wealth of planning know-how to ensure your event's success.

## HOW MUCH DOES IT COST?

Because the Choose Lansing™ mission is to help host events that drive economic impact for the region, there are no costs or fees to you or your organization to work with Choose Lansing™. Think of Choose Lansing™ as an extension of your staff, dedicated to helping you plan the best event possible!

## HOW DOES IT WORK?

1

You have a meeting or event you need to plan.

2

Contact Choose Lansing™ to discuss your event needs and possible venues.

3

Choose Lansing™ sends your meeting information to area hotels and venues then collects proposals for your review.

4

Your Choose Lansing™ sales representative assists you with choosing the ideal venue and accommodations for your event.

5

The Choose Lansing™ services team will ensure your event needs are met.

## WHAT ARE THE SERVICES OFFERED BY CHOOSE LANSING™?

### PROGRAM PLANNING

- Speaker suggestions
- Entertainment options
- Tours
- Companion/Youth activities
- Off-site functions
- Ideas for incorporating Corporate Social Responsibility into your event

### LOCAL REFERRALS

- Signage
- Transportation
- Photographers
- Technology needs

### MAPS AND DIRECTIONS

- Online and mobile map functionality
- Customized maps and directions to fit your group's specific needs
- Local road construction information

### EVENT PROMOTION/ ATTENDANCE BUILDING

- Visitor Guides
- Custom marketing pieces & websites
- Social media assistance
- Media relations assistance
- Promotional information at prior-year event
- Downloadable photo gallery available online

### ON-SITE ASSISTANCE

- Event registration/Staffing assistance
- Information booth
- Restaurant maps
- Off-site functions
- Post-event surveys

*Choose*  
**LANSING**™  
Plan On Something **Greater**

