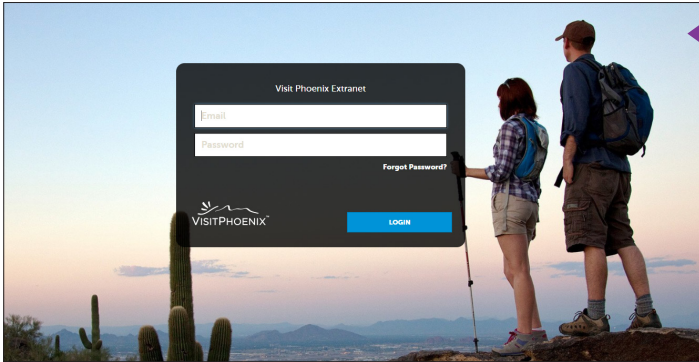


HOW TO USE THE CONFIDENTIAL CONVENTION CALENDAR



1. **LOG INTO** the Visit Phoenix Extranet (<https://phoenix.extranet.simpleviewcrm.com/login>)

2. **CLICK** on "Reports" in the left sidebar.

3. **CLICK** on "Convention Calendar."

4. **SELECT** Meeting Dates as desired. Input Account/Meeting Name if searching for a specific meeting. If you're looking for all meetings, leave the "Account/Meeting Name Contains" box empty.

5. **CLICK** "Apply Filters."

Your search results will include the following information for each meeting.

Client Name: COMPANY, INC **NEW**
Meeting Name: Company Annual Conference 2017
Update Date: 2017-10-30
Meeting Dates: December 9-14, 2017
Primary Contact: John Smith
Address: 4000 E. Road #200
 City, State 85004
Contact Phone: (480)100-1000
Contact Fax: (480)100-2000
Contact Email: jsmith@company.com
WebSite: <http://companywebsite.org>
Attendance: 350
Headquarter: Local Hotel

KEEP IN MIND

Listed conventions are updated in real time as they are booked.

Meetings with the designation "New" were booked in the last 90 days.

"PCC" designation means the meeting is a citywide convention booked at the Phoenix Convention Center.

TIPS

- ▶ Make your sales efforts more effective by researching the groups prior to sending information.
 - ▶ Choose the groups that are a good fit for your services.
 - ▶ Some third-party planners request to be listed as a "confidential contact." In this case, we recommend visiting the meeting's website to find the appropriate contact information.
 - ▶ Note that hotel rooms and meeting space is booked at least two years in advance. Smaller events are booked 12-18 months in advance.
 - ▶ Venues, dining, outings, tours, entertainment and other arrangements are made 6-12 months in advance.
- If you would like an Excel format of the convention calendar distributed quarterly, you can purchase an annual subscription for \$400. Contact Rachel Lytle at rytle@visitphoenix.com for more information.

To maintain the integrity and value of this Confidential Convention Calendar, we ask you to use it only for your company's marketing purposes. Providing copies of all or part of this calendar to non-CVB members dilutes this publication's effectiveness for you and other CVB members.