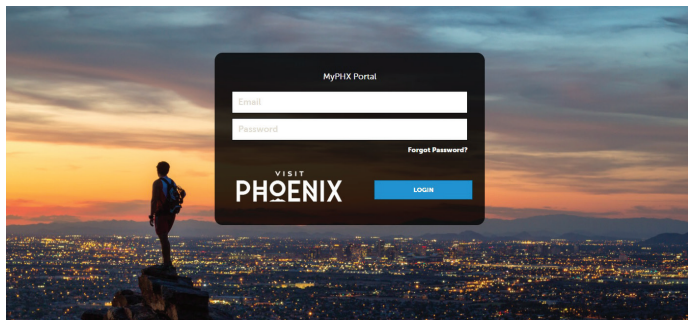


HOW TO USE THE CONFIDENTIAL CONVENTION CALENDAR



1. Log into the MyPHX Portal (<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:

SEARCH RESULTS EXAMPLE

Client Name:	COMPANY, INC	NEW
Meeting Name:	Company Annual Conference 2020	
Meeting Dates:	December 9-14, 2020	
Headquarter:	Local Hotel	
Attendance:	250	
Peak Rooms:	225	
Website:	http://www.companywebsite.org	
Primary Contact:	John Smith	
Address:	4000 E. Road #200 City, State 85004	
Contact Phone:	480-100-1000	
Contact Email:	jsmith@company.com	
Third Party:	No	
Market Segment:	ATHLETIC & SPORTS, RECREATION	
Definite Date:	2018-06-16	
Update Date:	2020-01-29	

*Results include all parties who have opted for inclusion in the Convention Calendar resource.

KEEP IN MIND

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

Meetings with the designation "New" were booked or updated in the past 90 days.

Definite Date: When the client signed a contract to bring the meeting to Greater Phoenix, also when the meeting was added to the Convention Calendar.

Update Date: When the meeting or contract information was updated last.

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.

Generally, hotel rooms and meeting and tradeshow/ conference space are booked at least two years out. Smaller events are generally made 12-18 months in advance.

Venues, dining, outings, tours, entertainment and other arrangements are made 6-12 months in advance.

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-Visit Phoenix members dilutes this publication's effectiveness for you and other Visit Phoenix members, and may result in the cancellation of your membership.