

Meet in
ILLINOIS

Meet in Illinois
A Program of ICCVB
Marketing Plan
FY2018



Meet in Illinois FY14' Marketing Plan

I. Mission Statement:

To encourage and enhance the partnership among the Illinois Convention and Visitors Bureau (ICCVB) and the Illinois Office of Tourism (IOT) for marketing the State of Illinois as a premier meetings destination in order to generate additional revenue and drive economic impact throughout the state.

II. Overview

Meet in Illinois, a niche committee of the Illinois Council of Convention & Visitors Bureaus, was created with the purpose of marketing and selling the State of Illinois to the meetings and conventions markets.

MEETINGS MEAN BUSINESS



Our Competition Knows It Too!

FY17 Tracking from Meet in Illinois CVB's **outside of CHICAGO** reported through Second Quarter:

\$126 Million in Economic Impact
310,000 Lead Room Nights
48,000 Booked Room Nights to date
69,000 Delegates visiting

Add Chicago venues and hotels and WOW – Opportunity is knocking

McCormick Center did an impact study in 2015, and hosted 57 events, which were attended by **983,105** exhibitors, visitors, and organizers. The total spending associated with these events was more than **\$895 million** (in 2016 dollars). Total spending by all visitors, including attendees at local/public events, generated nearly \$0.99 billion of direct economic impact to Illinois in 2015. Total spending by all visitors, including attendees at local/public events, generated nearly \$1.132 billion of direct economic impact to Chicago in 2015 (in 2016 dollars). The impact estimates reported in this study are the sum of three channels of economic impact:

Meet in Illinois Target Markets

Association SMERF/Specialty Fraternal Religious Corporate

Positioning

Meet in Illinois, with Convention and Visitors Bureau participation from around the Illinois, will increase Illinois's sales efforts and presence at key meetings & conventions tradeshows. The committee's goal is to education national, regional, and state meeting professionals, representing all market segments that Illinois is an excellent meetings destination, offering wonderful service at a multitude of unique and traditional meeting facilities. A unique and comprehensive Meeting Planners Guide provides specific information regarding meeting destinations (in hard copy and online format). A dedicated website, www.meetinillinois.com, provides additional information regarding each destination and is a source for planners who have been targeted in media placements and pre/post mailers created by the IOT.

Committee Goals

- a. To increase awareness of Illinois as a destination for meetings and conventions
- b. To attract meetings business to destinations throughout the State of Illinois
- c. To enhance existing and encourage new, successful partnerships among the Illinois CVBs, IOT, and additional industry associations.

Objectives

- a. To market and sell the State of Illinois as a premier meeting destination
- b. To create Meet in Illinois a "brand awareness"
- c. Generate new meeting planner prospects for partner CVB's through new business development initiatives and IOT / Meet in Illinois sponsored booths or events at tradeshows
- d. Provide professional development opportunities for Meet in Illinois Partners
- e. Educate IOT on the significance of meetings on the Illinois economy, and specifically hotel/motel tax generation.
- f. Improve tracking to validate the significance.

Strategies to Achieve Goals for FY18:

The following 3 tradeshows have been identified as opportunities to request Niche Market Grant Funds

Small Market Meetings Conference – South Bend, IN – September 26-28, 2017
10 CVB's attending

Option A: \$7,500 Breakfast Sponsorship: This includes 20-25 mins of presentation time to all the planners. Sponsorship also includes sponsor booth, you company logo listed on all conference sponsorship signage, in the delegate registry, and on the SMMC website. Great Exposure!

\$6,000 from Niche Market Grant/IOT

\$1,500 P2P from 10 CVB's.

Option B: \$4,500 Visa Card Giveaway. Meet in Illinois will be the Official Visa Card Giveaway Sponsor. Your company will provide the Visa Gift Cards (1-\$200 and 1-\$100) for the giveaway. As the sponsor, you will have an opportunity for the planners to stop by your sponsor booth and drop their business card off. This is a great opportunity for you and your partners to visit with the planners. Plus, you will be listed on all the conference sponsorship signage, in the delegate registry, and on the SMMC website. We will announce the winners of the gift cards at the end of the conference after the closing luncheon.

\$4,500 from Niche Market Grant/IOT

CVB's will purchase the Visa Cards

Rejuvenate/Connect Faith Religious Conference - Cincinnati October 2017

9 CVB's attending

Option A: \$17,500 Connect Staff T-Shirts. Connect staff would serve as walking and talking billboards on-site at Connect! We can pass out business cards, collateral, etc. on Day 1 (Registration) of the show, a day where every single meeting planner will speak to our team who would be wearing a Meet In Illinois shirt! This is by far one of the best opportunities for branding/awareness and will certainly be a great conversation piece for everyone at the event!



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- Meet in Illinois marketing materials to be inserted into each meeting planner bag distributed at registration
- Discounted rate of \$500 off Connect Faith registration for all Illinois attendees (discounted rate of \$3,750 from regular rate of \$4,250)
- Sponsor logo recognition in the printed Connect Faith Marketplace event guide
- Logo and link on Connect Faith website
- Recognition on event signage and Marketplace entrance-unit
- Contact information listing in the marketplace guide
- Social media shout-outs during Connect Faith
- Sponsor ribbon recognition on individual attendee conference name badges
- Access to Sponsor VIP Lounge in Marketplace

Option B: \$6,000 Meet in Illinois free night dinner/event experience in Cincinnati. Similar to the RCMA dinner at Gibson's last year, we will invite up to 20 planners to join Meet in Illinois for private function on the planner's free night on day 2.

\$5,000 from Niche Market Grant/IOT

\$1,000 in P2P from CVB's. (this show is more expensive!)

Religious Conference Management Association (RMCA) Emerge Omaha, NE January 2018.

5 CVB's attending

Option A: \$12,500 Breakfast and Education Session (Super Tuesday) Includes 4-minute exposure in each breakout session, table for collateral, 1 registration, 1 booth and ½ page ad in conference program. State representative invited to use comp registration.

\$12,500 from Niche Market Grant/IOT

Option B: \$6,000 Meet in Illinois free night dinner/event experience in Omaha. This was a very successful event with 40 planners attending in Chicago at Gibson's in 2017, thanks to Choose Chicago's generous hosting option. We would create the dinner experience in Omaha and select 20 qualified planners to attend with our 5 CVB representatives.

\$5,500 from Niche Market Grant/IOT

\$500 in P2P from CVB's.

Expected Results / Benefits

- a. Increased Illinois CVB participation in Meet in Illinois shows and events.
- b. Increased communication between Meet in Illinois, ICCVB, and IOT.
- c. Increased contact generation at Meet in Illinois shows by 5% – FY13's was 1,200+ contacts
- d. Increased user sessions visits and page views on www.meetinillinois.com

Evaluators

- a. Measure and compare, by year, participation at Meet in Illinois shows and events on a yearly basis
- b. Compile an annual survey of objectives and asking for suggestions from Meet in Illinois members
- c. Utilize the uniform tracking form to record return on investment from Meet in Illinois events
- d. Increase RFP's generated through the www.meetinillinois.com

Trade Shows CVB's are attending with at least 3 Meet in Illinois members. These are paid directly by each CVB:

Connect Specialty, Corporate, and Association Marketplace New Orleans August 2017 investment

\$4,000-\$7000

Small Market Meetings South Bend, IN September 2017 investment	\$2,500 - \$3,000
Connect Faith Cincinnati, October 2017 investment	\$5,000-\$7,000
RCMA Emerge Omaha January 2018 investment	\$2,500-\$3,500
HelmsBriscoe ABC Conference April 2018 investment	\$3,000-\$5,000
Fraternity Executives Association Conference Tampa May 2018 investment	\$1,500-\$2,500
MPI World Education Congress Indianapolis June 2018 investment	\$2,000 - \$3000

If no Niche Market Funds or IOT funds are available to support Meet in Illinois members, the following P2P will be considered and discussed at the May 16th ICCVB Niche Market Meeting

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|---|--|
| 1. Small Market Meetings – Private Planner Event or Sponsorship | 10 CVB’s @ \$400 each = \$4,000
10 CVB’s @ \$250 each = \$2,500 |
| 2. Connect Faith – Private planner event for 10 or sponsorship | 7 CVB’s @ \$300 each = \$2,100 |

MEETINGS MEAN BUSINESS

ECONOMIC IMPACT OF MEETING AND BUSINESS EVENTS

WHY MEETINGS AND EVENTS MATTER


SPENDING
\$121.9 Billion


PAYROLL
\$31.9 Billion


JOBS
1 Million


TAX RECEIPTS
\$19.9 Billion

WHAT ARE MEETINGS AND EVENTS?

- Meetings and events include:
 - Group Meetings** — group gatherings of associations, companies or professions;
 - Conferences** — participatory meetings designed for discussion, fact-finding, problem solving and consultation; and
 - Exhibitions** — events at which products and services are displayed and sold.
- Meetings and events are typically hosted by local hotels and convention centers.
- Meetings are a valuable tool for U.S. businesses — they drive business growth by fostering collaboration, idea-sharing, job creation and employee retention.
- Meetings and events take place in almost every congressional district in the country.

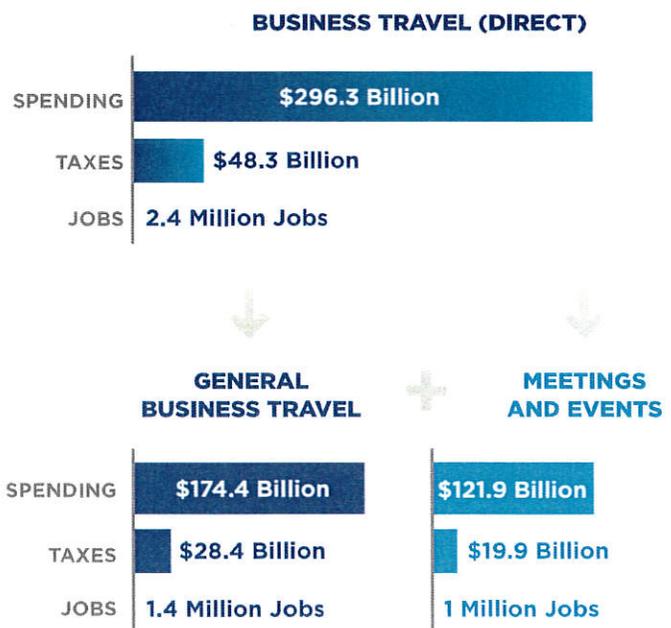
MEETINGS ARE CRITICAL TO THE U.S. ECONOMY

One of the largest travel industry sectors accounting for:

- 12.9 percent** of all travel spending
- \$121.9 billion** in direct travel expenditures by meetings and events
- \$19.9 billion** in tax revenue for local, state and federal governments generated by direct travel expenditures
- Four out of every 10 dollars** spent on business travel in the U.S. can be attributed to meetings and events - proving its significant value to national, state and local economies.

One of the travel industry's largest employers, providing:

- 1 million** travel-generated jobs
- \$31.9 billion** in travel-generated payroll



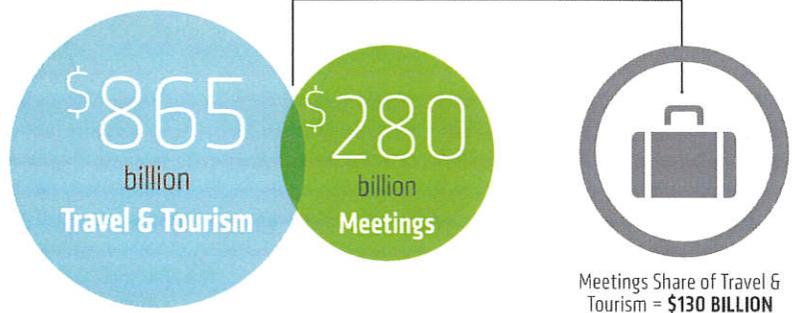
2015 Data

*Economic impact data for meetings, conferences and conventions includes trips of 50 miles or more one way away from home or one or more nights in paid accommodations.

The Meetings Mean Business Coalition (MMBC) was created in 2009 by the U.S. Travel Association to showcase the incredible value that business meetings, travel and events bring to the U.S. economy. Its members span all facets of the face-to-face industry, which have come together behind a common goal: providing the resources, tools and information to show the real impact the industry has on businesses, economies and communities.



THE ECONOMIC SIGNIFICANCE OF MEETINGS TO THE U.S. ECONOMY



*Source: US Bureau of Economic Analysis

DEFINITION OF A MEETING



"Meeting" refers to a gathering of 10 or more participants for a minimum of four hours in a contracted venue.

MEETINGS SECTOR IN RELATION TO TRAVEL/TOURISM



15% OF
\$865 BILLION

Fifteen percent of the \$865 billion travel/tourism output in the U.S. is a result of meetings.

2012 TOTAL INDUSTRY CONTRIBUTIONS: DIRECT, INDIRECT + INDUCED

770.4

BILLION TOTAL SPENDING



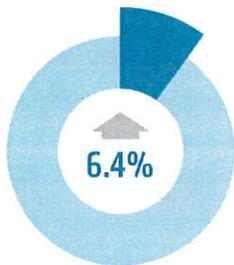
5.3

MILLION JOBS

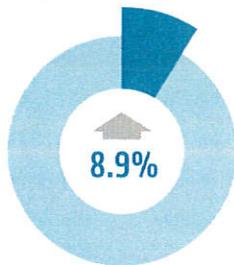
393.8

BILLION CONTRIBUTION TO THE GDP

THE MEETINGS INDUSTRY: DIRECT EFFECTS 2009-2012



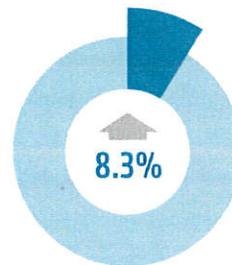
DIRECT SPENDING INCREASE



MEETINGS GDP INCREASE



INCREASED CONTRIBUTIONS TO TAX RECEIPTS



INCREASED NATIONAL JOB GROWTH



AMERICAN JOBS

	DIRECT SPENDING	CONTRIBUTION TO GDP	FEDERAL, STATE & LOCAL TAXES	EMPLOYMENT
2009	263,443,000,000	106,096,000,000	25,610,000,000	1,650,000
2012	280,403,000,000	115,615,000,000	28,067,000,000	1,787,000

MEETINGS MEAN ECONOMIC GROWTH



Meetings contribute more to the US economy than many other major US Industries

Direct Contributions to GDP of Select Industries

Estimated Value Added to GDP (in millions)

MEETINGS	115,615
Motion picture and sound recording industries	113,000
Information and data processing services	80,000
Air transportation	78,000
Amusements, gambling, and recreation industries	71,000
Rail transportation	40,000

SOURCE: U.S. Bureau of Economic Analysis

MEETINGS MEAN JOBS



Meetings support more jobs than the computer, trucking or broadcast and telecommunications industries.

FULL & PART-TIME EMPLOYMENT

MEETINGS	1,787,000
Computer systems design and related services	1,634,000
Truck Transportation	1,138,000
Broadcasting and telecommunications	1,142,000
Legal Services	1,138,000
Manufacturing motor vehicles, bodies and trailers, and parts	785,000

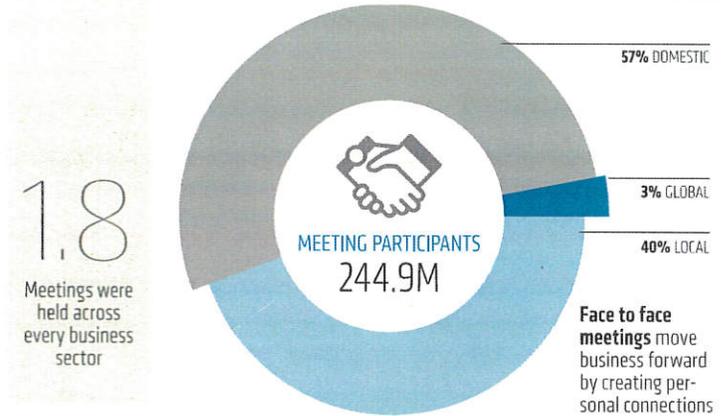
MEETINGS MEAN LOCAL INVESTMENT

Meetings generate taxes that support communities and infrastructure across the country

Taxes	Federal*	State & Local*
Direct effects	\$14,805	\$13,262
Indirect effects	\$20,634	\$12,520
Induced effects	\$15,369	\$12,083
Total tax contributors	\$50,809	\$37,865

*In millions

MEETINGS MEAN HANDSHAKES



1.8 Meetings were held across every business sector

MEETINGS MEAN REVENUE

Room Nights Generated



Top 3 Travel & Tourism Commodities (in millions)

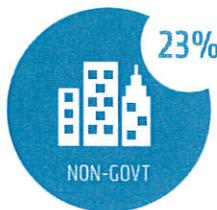
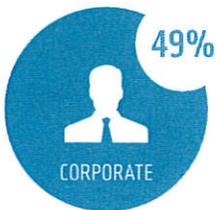
Accommodation	Food & Beverage	Air Transportation	Total Travel & Tourism
\$39,315	\$29,832	\$23,761	\$130,186

Meetings & Other Commodities (in millions)

Total Meeting & Other Commodities	\$150,216	Total Direct Spending	280,402
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MEETINGS MEAN KNOWLEDGE TRANSFER

Meetings provide a platform to educate, introduce new ideas and innovate to achieve results



NUMBER OF MEETINGS

1M

315.4K

432.1K

68.6K

1.8M

1.8 Million meetings were held across every business sector