



2009 Member Co-op Programs & Opportunities

Free with Membership:

- Confidential business leads
- Organization listing and links on *VisitRochester.com*
- Brochure distribution at Airport and downtown
- Group tour leads and prospect lists
- Individual visitor leads
- Free events listings on *VisitRochester* website
- Listing of special offers and packages
- Monthly *VizBiz* Newsletter
- *Visitor Industry Council (VIC)* attendance and involvement
- Frontline staff training program
- Consultations as necessary with *VisitRochester* staff
- Opportunity to participate in *VisitRochester* program

Program Opportunities – Meetings & Conventions

Advertising:

Program: *"Serious Fun" unique/alternative venue card mirrored on <i>MeetInRochester.com</i> website * <i>MeetInRochester.com</i> website sponsorship	When: June-December	Contact: Tracy Armstrong	Investment: \$300-\$2,500
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Booked Business Promotion

Program: *Incentives or premiums provided to incoming delegates *Gifts and brochure provided to meeting planners prior to arrival *Pre-arrival "e-blast" to incoming delegates encouraging stay-extension and accompanying friends/family	When: May-December	Contact: Kelli O'Connor	Investment: \$300-\$750
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Continued: Meetings & Conventions

“Serious Fun” Local Contact Development

Program: *Sponsorship of <i>VisitRochester’s</i> local contact hospitality events	When: April-October	Contact: Tracy Armstrong	Investment: \$1,500-\$2,500
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Fam Tour/Site Visit Hospitality

Program: *Gifts and premiums for visiting clients and prospects *Lodging, meals and entertainment	When: April-December	Contact: Tracy Armstrong	Investment: \$200-\$500
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Sales Mission and Exhibitions

Program: *Accompany <i>VisitRochester</i> teams on sales mission *Co-exhibit with <i>VisitRochester</i> team at convention tradeshows	When: April-December	Contact: Tracy Armstrong	Investment: \$500-\$2,500 plus expenses
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Program Opportunities – Mixed Market & Tourism

Co-op Advertising

Program: *Summer/fall tourism campaign in Ontario Canada, *RMFL incentive Funds for image-related campaigns 75+ miles *Travel trade media for group tours and student travel *Special program participation, i.e. coldrush, festivals promotion	When: May-December	Contact: Greg Marshall	Investment: \$3,500-\$10,000
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Co-op Sales Missions & Presentations

Program: *Out of town presentations to travel trade companies for groups and individual travel	When: April-December	Contact: Paula Savage	Investment: \$500-\$750 including all expenses
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Continued: Mixed Market & Tourism

Co-op Exhibiting

Program: *Be part of Greater Rochester displays at travel shows and special interest exhibitions. In person or brochure distribution	When: May-November	Contact: Greg Marshall	Investment: \$300-\$2,500
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Travel Trade Prospect Hosting (Fam Tours)

Program: *Co-host the inspection visits and fam tours for travel planners, tour operators and affinity group leaders with Greater Rochester	When: Year-round	Contact: Paula Savage	Investment: In-kind, rooms, meals or admissions
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Sponsorships

Program: *Single and dual sponsorships available for: Special interest rack cards and associated websites, major events card, <i>VisitRochester</i> Mini-guide, monthly <i>VizBiz</i> publication, <i>VisitRochester</i> functions and events.	When: Year-round	Contact: Greg Marshall	Investment: \$1,500-\$5,000
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Advertising to Potential & Existing Visitors:

Program: *2009 Official <i>VisitRochester</i> Guide, <i>VisitRochester</i> website, Mobile Rochester Information Kiosk	When: Visitor Guide in April, Other Year-round	Contact: Amanda Norsen	Investment: \$175-\$1,500
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Out of Town Publicity Promotion

Program: *Media day promotions in New York City and Toronto *Inclusion of offers in frequent Out of Town media e-updates *Consideration of suggestions for Out of Town media pitches *Out of town presentations to consumer and special interest editors and influential media contacts	When: April-October	Contact: Patti Donoghue	Investment: \$750 including all expenses
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Continued: Mixed Market & Tourism

On-Line Promotion

Program: *Enhancement of website listing with log or photo *Advertisements on <i>VisitRochester</i> Website *Co-op "e-blast" of special offers	When: Year-round	Contact: Amanda Norsen	Investment: \$175.00-\$3,500
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Educational Programs

Program: *Seminars and presentations on packaging, client hosting, selling Rochester and lead follow-up. *Member network and cross-training programs	When: April, May, June, September, October	Contact: Paula Savage, Amanda Norsen	Investment: \$40.00-\$75.00 per person
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