



Fiscal Year 2019 Marketing Plan

MISSION STATEMENT: To encourage and enhance the partnership among the Illinois Convention and Visitors Bureaus (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

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.

TARGET MARKETS: Association – SMERF – 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).

COMMITTEE GOALS:

1. Increase awareness of Illinois as a destination for meetings and conventions
2. Attract meetings business to destinations throughout the State of Illinois
3. Enhance existing and encourage new, successful partnerships among the Illinois CVBs, IOT, and additional industry associations.

CONNECT CHICAGO**March, 2019****Chicago, IL**

- 2ND year of a new appointment show focused on Illinois based planners
- 2108 event included 50 qualified planners
- Option : Meet in Illinois Awareness Sponsorship / Event
- Provide post-show recap to provide ROI

AWARENESS PUBLICATION: \$60,000 Ad Commitment

The following publication opportunity is presented to establish a premier **Meet in Illinois Publication** that would complement the **Tour** and **Sports** publications.

- 25,000 copies prints
- Approximately 20,000 copies poly-bagged and mailed to meeting planner professionals who subscribe to Illinois Meetings & Events, Michigan Meetings & Events and Minnesota Meetings and Events.
- Each advertiser will receive additional copies for individual distribution
- Additional overruns available for additional cost
- Net Ad Rates:
 - Full Page (display or listing) \$3000
 - Half Page (display or listing) \$2000
 - 1/3 Page (display or listing) \$1000
 - Premium Positions: Back Cover \$4500, Inside Covers, Page 1, Opposite TOC \$4000
 - Packages: Full Page Display Ad + Full Page Listing \$5500, Half Page Display + Half Page Listing \$3500
- ILM+E creates entire editorial program based on the direction from Meet in Illinois.

CVENT RESEARCH PROJECT

- Co-operatively utilize performance reports provided to Meet in Illinois members to benchmark and understand trends affecting the group business being sourced and purchased through this ever present channel.
- Utilize collaborative efforts to work with CVENT to improve the destination lists quality and to research group or co-op buying rates for position on the client front channel.
- Utilize collaboration to arrive at a co-operative plan to address an expected challenging 2019 group booking year.

VOLUNTEER SALES ACTIVITY COORDINATION

- Meet in Illinois will organize a self-reporting system to highlight the value of Illinois Meetings & Events to assist the Illinois Office of Tourism “tell the story” of the power of “Meetings Means Business”
- Coordinate a state wide awareness of Meetings Industry Day

GRANT FUNDING REQUEST: \$50,000

- \$20,000 for trade show events
- \$30,000 for trade publication
- Meet in Illinois participants are required to minimally match the grant with Pay-to-Play contributions for the projects to proceed