



2010 SALES & MARKETING PLAN

TAKE RISKS. WORK SMARTER. **ACHIEVE RESULTS.**

MEET minneapolis™

Official Convention + Visitors Association

JANUARY

DATE	GROUP	ATTENDEES/CIRCULATION
1/3	Show up Get Down: 4-page newspaper insert, Star Tribune state-wide insert, LaCrosse and Eau Claire ads, DoTheTown.com web page, social media and public relations	Circulation: 324,626
1/4	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
1/4	SportsEvents Directory Ad, 1/2PFC	Circulation:16,500
1/4	<i>Twin Cities Business Big Book, FPFC</i>	Circulation: 40,000
1/6	Show up Get Down Instant Parade – TV and Downtown Journal circulation	MEDIA IMPRESSIONS: 197,108
1/8	Association for Convention Operations Management, Annual Meeting, Dallas, TX	Attendees: 300
1/10	Professional Convention Management Association, Annual Meeting & Partner / Client Event - Dallas, TX	Attendees: 3,000
1/15	American Bus Association, National Harbor, MD	Attendees: 3,000
1/17	Wedding Fair, Twin City Bridal Association, Minneapolis Convention Center	Attendees: 4,278
1/18	Best of the Buzz electronic newsletter to Leisure email subscribers	Subscribers: 20,941
1/20	Minneapolis Boat Show, Minneapolis Convention Center	
1/22	Foreman Charters Travel Show, Sioux Falls, SD	Attendees: 150
1/24	Pro Bowl Game Souvenir program ad, FPFC	Circulation: 900,000 Readership: 3,600,000
1/25	Religious Conference Management Association, 35th World Conference & Exposition, Fort Worth, TX	Attendees: 1,300
1/26	Partner Networking Event at GameWorks 5-7 PM	Attendees: 60
1/26	Explore Minnesota Tourism Conference, Brainerd, MN	Attendees: 350
1/26	Religious Conference Management Association, Highlight conference guide, 1/2PFC ad and tradeshow handout	Circulation: 3,923
1/29	TwinsFest, Twins Caravan, Minneapolis Metrodome and state-wide	Attendees: 45,000
1/30	Meetings – Minnesota Hospitality Journal, 1/2PFC ad	Circulation: 8,064
1/31	Minneapolis Global Partnership Program, Minneapolis, MN	Delegation from Uppsala, Sweden

FEBRUARY

DATE	GROUP	ATTENDEES/CIRCULATION
	Professional Convention Management Association, Capital Chapter Mix 'N Bowl & DC Partner Sales Calls, Bethesda, MD	Attendance: 100
2/1	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
2/4	Icelandair Mid-Atlantic Summit	Attendance: 150
2/5	International Motorcycle Show/Advanstar Communications Inc, Minneapolis Convention Center	Attendance: 25,000
2/5	All Canada Show/Bay Lakes Marketing, Inc, Minneapolis Convention Center	Attendance: 3,000
2/7	Super Bowl Game Souvenir program ad, FPFC (Miami) Exposure on NFL.com	Circulation: 900,000 Readership: 3,600,000
2/8	Travel Channel Show filming in Minneapolis (helping with line up of judges, taping locations)	To air in spring
2/11	Minneapolis/St. Paul RV Vacation & Camping Show, Minneapolis Convention Center	Attendance: 30,000
2/14	All Star Game Souvenir program ad, FPFC (Dallas)	Circulation: 100,000
2/15	Minneapolis St. Paul Official Visitor Guide, 2P feature	Circulation: 325,000
2/15	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
2/19	Receptive Services Association Summit	Attendance: 150
2/20	MN Monthly Food & Wine Experience/Greenspring, Minneapolis Convention Center	Attendance: 7,000
2/20	North Star Roller Girls, Minneapolis Convention Center	Attendance: 1,200
2/22	Twin City Bridal Assn, Bridal Show Producers Boot Camp/TC Bridal, Minneapolis Convention Center	Attendance: 100
2/24	Minneapolis Home & Garden Show, Minneapolis Convention Center	Attendance: 50,000
2/24	Destination Marketing Association International, Foundation Dinner, Washington, DC	
2/24	Travel Ticker monthly update of industry information	Circulation: 1,300
2/25	Destination Showcase Event Guide, 1/2PFC	
2/25	Anything But Conventional Minneapolis Convention Center ad campaign development including new logo	
2/25	Meet Minneapolis, 2010 Annual Meeting : Soaring Above with keynote speaker Richard Anderson	Attendees: 400
2/25	Destination Marketing Association International, Destinations Showcase - Washington, D.C.	Attendees: 480
2/27	Mid-America Events & Expos, Inc., Body Mind Life Expo, Minneapolis Convention Center	Attendance: 3,000

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MARCH

DATE	GROUP	ATTENDEES/CIRCULATION
	Delta in-flight video: 5 min. in-flight worldwide destination feature on all Delta flights throughout the month of March	Impressions: 2,900,000
	Delta Sky, in-flight magazine, FPFC ad	Circulation: 5,200,000
	Greater Midwest Chapter - Professional Convention Management Association, Event & Sales Calls - Chicago, IL	Attendance: 100
	Democratic National Convention Bid RFP completion	
	New Tradeshow booth designs debut at American Society of Association Executives in Washington, D.C.	
3/1	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
3/3	Minneapolis Employment & Training Program/Career Job Fair, Minneapolis Convention Center	Attendance: 750
3/5	Twin City Twisters Gymnastics, Northern Lights Gymnastic Meet, Minneapolis Convention Center	Attendance: 1,300
3/6	Minneapolis Auto Dealers Assn, Inc., 2010 Auto Show, Minneapolis Convention Center	Attendance: 70,000
3/6	Twin Cities Pet Expo, Minneapolis Convention Center	Attendance: 8,000
3/12	Centers for Disease Control (promote 2012 convention – biennial), Atlanta, GA	Attendees: 1,500
3/12	2010 Minnesota Golf Show	Attendees: 12,000
3/13	Quarter 2 - Elements of Spring 4-page newspaper insert, newspaper ads, web site, PR, social media	Circulation: 324,626
3/15	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
3/20	North Star Roller Girls, Minneapolis Convention Center	Attendees: 1,200
3/20	The Franchise & Business Opportunity Expo/Natl Event Management, Minneapolis Convention Center	Attendees: 2,000
3/22	Receptive Tour Operators Sales Mission, Los Angeles, CA	Attendees: 50
3/24	2010 Northwest Sportshow, Minneapolis Convention Center	Attendees: 50,000
3/25	Travel Ticker monthly update of industry information	Circulation: 1,300
3/25	Partner Networking Event at St. Anthony Main Event Center, 5-7 p.m.	Attendees: 60
3/28	The Wedding Fair, Twin City Bridal Association, Minneapolis Convention Center	Attendees: 4,000
3/28	Active America China, Chicago, IL	Attendees: 150

APRIL

DATE	GROUP	ATTENDEES/CIRCULATION
4/1	Sister Cities web site launch – A new web site to promote the 10 sister cities of Minneapolis	
4/5	Partnership Buzz electronic newsletter to Meet Minneapolis partners	CIRCULATION: 1,200
4/9	The Lake Home & Cabin Show/Porchlight Productions LLC, Minneapolis Convention Center	Attendees: 8,000
4/10	H. Jones Productions, Midwest Baby and Kids Expo, Minneapolis Convention Center	Attendees: 10,000
4/10	North Star Roller Girls, Minneapolis Convention Center	Attendees: 1,200
4/13	National Association of Sports Commissions, Columbus, OH	Attendees: 600
4/14	Rocky Mountain International Round Up, Great Falls, MT	Attendees: 100
4/15	Northern Lights Volleyball Qualifier, Minneapolis Convention Center	Attendees: 5,000
4/19	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
4/22	Travel Ticker monthly update of industry information	Circulation: 1,300
4/27	Partner Networking Event at Rock Bottom Brewery 5-7 p.m.	Attendees: 80

MAJOR CONVENTIONS IN TOWN:

DATE	GROUP	ATTENDEES
4/6	National Catholic Education Association, 2010 Annual Convention & Exposition	Attendees: 10,000

MAY

DATE	GROUP	ATTENDEES/CIRCULATION
	Minneapolis Convention Center web site re-launch	
5/3	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
5/6	YWCA Minneapolis/Circle of Women, Minneapolis Convention Center	Attendees: 1,200
5/10	National Tourism Week, TBD	Attendees: 300
5/15	Quarter 3 - Sunscreen and Sunsets: 4-page Star Tribune insert, newspaper ads, web site, PR, social media	Circulation: 324,626
5/15	US Travel Association International Pow Wow, Orlando, FL	Attendees: 4,500
5/17	Best of the Buzz electronic newsletter to Leisure email subscribers	Subscribers: 20,941
5/18	Railway Systems Suppliers, Inc. C&S, Omaha, NE	Attendees: 1,200
5/19	Passkey, Housing Forum, Baltimore, MD	Attendees: 100
5/19	Society of Government Meeting Professionals, Annual Education Conference, Kansas City, MO	Attendees: 1,000
5/21	Home Building & Remodeling Expo, Minneapolis Convention Center	
5/21	Medical Library Association, Annual Meeting and Exhibition, Washington, D.C.	Attendees: 2,000
5/25	Partner Networking Event at Minnesota Landscape Arboretum 5-7 p.m.	Attendees: 80
5/25	American Society of Military Comptrollers, Annual Convention, Nashville, TN	Attendees: 4,000
5/27	American Society of Association Executives & The Center's, Springtime Expo, Los Angeles, CA	Attendees: 4,000
5/27	American Society of Association Executives & The Center's, Springtime Expo Daily publication, 1/2PFC	Circulation: 4,500
5/27	Travel Ticker monthly update of industry information	Circulation: 1,300

JUNE

DATE	GROUP	ATTENDEES/CIRCULATION
	Greater Midwest Chapter - Professional Convention Management Association, Event & Sales Calls, Chicago, IL	ATTENDEES: 500
	Midwest Society of Association Executives, Annual Meeting & EXPO, Minneapolis, MN	Attendees: 500
6/5	Team Ortho Foundation, Minneapolis Marathon - Expo and Packet Pick-up, Minneapolis Convention Center	Attendees: 1,000
6/6	Northern Lights Junior Volleyball Banquet, Minneapolis Convention Center	Attendees: 700
6/7	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
6/13	Professional Convention Management Association - Leadership Conference, Montreal, Canada	Attendees:300
6/21	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
6/23	Destination Marketing Association International, Destinations Showcase – Chicago, Chicago, IL	Attendees: 480
6/24	Partner Networking Event at Zuhrah Shine Center, 12-1 p.m.	Attendees: 80
6/24	American Association of School Librarians, Washington, D.C.	Attendees: 4,000
6/24	Travel Ticker monthly update of industry information	Circulation: 1,300

MAJOR CONVENTIONS IN TOWN:

DATE	GROUP	ATTENDEES
6/23	Unitarian Universalist Association, Minneapolis, MN	Attendees: 5,000

JULY

DATE	GROUP	ATTENDEES/CIRCULATION
	Sports FAM in conjunction with Target Field/Twins Game, Minneapolis, MN	ATTENDEES: 10-15
	Meeting Professionals International - World Education Conference, Vancouver, Canada	Attendees: 750
7/5	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
7/10	Konami Digital Entertainment, Inc., Yu-Gi-Oh - US National Championship/Konami Digital Entertainment, Inc., Minneapolis Convention Center	Attendees: 1,500
7/17	American Society for Virology, Bozeman, MT	Attendees: 1,700
7/17	Minneapolis Global Partnership Program, Minneapolis, MN	Delegation visit from our sister city of Ibaraki City, Japan
7/18	Minneapolis Global Partnership Program, Nicollet Island Pavilion	Attendees: 1,000
7/19	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
7/21	Destination Marketing Association International, 96th Annual Convention - Hollywood, FL	ATTENDEES: 500
7/22	Travel Ticker monthly update of industry information	Circulation: 1,300
7/24	Meeting Professionals International - World Education Conference - Vancouver, Canada	Attendees: 750
7/27	Partner Networking Event at Seven Sushi 5-7 pm	Attendees: 80

MAJOR CONVENTIONS IN TOWN:

DATE	GROUP	ATTENDEES
7/3	Presbyterian Church USA, Minneapolis, MN	Attendees: 4,000

AUGUST

DATE	GROUP	ATTENDEES/CIRCULATION
8/2	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
8/8	US Travel Association Educational Seminar for Tourism Organizations, Savannah, GA	Attendees: 400
8/12	Connect 2010, Tradeshow, Louisville, KY	Attendees: 1,000
8/16	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
8/21	American Society of Association Executives, Annual Meeting & Exposition - GLBT Client Event, Los Angeles, CA	Attendees: 3,980
8/26	Travel Ticker monthly update of industry information	Circulation: 1,300
8/27	The American Legion, Milwaukee, WI	Attendees: 1,200
8/29	American Railway Engineering & Maintenance-of-Way Association /Railway Engineering-Maintenance Suppliers Association, Orlando, Florida	Attendees: 10,000
8/31	Partner Networking Event at Brunswick Bowl 5-7 p.m.	Attendees: 80

SEPTEMBER

DATE	GROUP	ATTENDEES/CIRCULATION
	Greater Midwest Chapter - Professional Convention Management Association Event & Sales Calls, Chicago, IL	Attendees: 150
9/6	Partnership Buzz electronic newsletter to Meet Minneapolis partners	CIRCULATION: 1,200
MID-SEP	Receptive Tour Operators Sales Mission, New York, NY	25 appointments
9/20	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
9/21	Partner Networking Event at Living Room Bar, 5-7 p.m.	
9/23	Travel Ticker monthly update of industry information	Circulation: 1,300

MAJOR CONVENTIONS IN TOWN:

DATE	GROUP	ATTENDEES
9/27	InterContinental Hotels Group (Six Continents Inc)	Attendees: 4,000
9/29	Desiring God, Minneapolis, MN	Attendees: 3,000

OCTOBER

DATE	GROUP	ATTENDEES/CIRCULATION
	US Travel Association Marketing Outlook Forum, Las Vegas, NV	Attendees: 500
10/4	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
10/6	National Association for College Admission Counseling, College Fair, Minneapolis Convention Center	Attendees: 8,000
10/9	American Diabetes Association Expo (7th year), Minneapolis Convention Center	Attendees: 4,500
10/9	Breast Cancer Awareness Association, T.C. Breast Cancer Awareness Conference, Minneapolis Convention Center	Attendees: 400
10/16	Home Improvement & Design Expo/MediaMAX Events & Expos, Inc., Minneapolis Convention Center	Attendees: 8,000
10/18	Rejuvenate, Marketplace 2010 - Louisville, KY	Attendees: 1,000
10/18	Best of the Buzz electronic newsletter to Leisure email subscribers	Subscribers: 20,941
10/20	YWCA Mpls- Time To Talk Forums on Race, Minneapolis Convention Center	Attendees: 1,200
10/24	Wedding Fair - Minneapolis Convention Center	Attendees: 3,000
10/26	Partner Networking Event at Ritz Theater 5-7 pm	Attendees: 80
10/28	Travel Ticker monthly update of industry information	Circulation: 1,300
10/31	Geological Society of America, Denver, CO	Attendees: 95,000

MAJOR CONVENTIONS IN TOWN:

DATE	GROUP	ATTENDEES
10/13	Canon Communications, Minneapolis, MN	Attendees: 5,000
10/22	Eckankar, Minneapolis, MN	Attendees: 6,000
10/26	National Recreation & Park Association, Minneapolis, MN	Attendees: 9,000

NOVEMBER

DATE	GROUP	ATTENDEES/CIRCULATION
TBD	Greater Midwest Chapter - Professional Convention Management Association Event / Bowl-A-Thon & Sales Calls - Chicago, IL	Attendees:
11/6	Partner Networking Event at The Melting Pot 5-7 p.m.	Attendees: 80
11/1	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
11/3	Active America Japan, Chicago, IL	Attendees: 100
11/7	American Institute of Chemical Engineers, - Salt Lake City, UT	Attendees: 4,000
11/13	Metropolitan Economic Development Association, MEDA 2010 Annual Benefit Gala, Minneapolis Convention Center	Attendees: 750
11/13	National Tour Association, Montreal, QC Canada	Attendees: 1,700
11/14	Quarter 4 - Holiday Promotion: 4-page Star Tribune Insert, newspaper ads, web site, PR, social media	Circulation: 324,626
11/15	Best of the Buzz electronic newsletter to Leisure email subscribers	Subscribers: 20,941
11/18	Nursing Organizations Alliance, Fall Summit, Minneapolis, MN	Attendees: 200
11/25	Travel Ticker monthly update of industry information	Circulation: 1,300
11/30	National Coalition of Black Meeting Planners, Fall Educational Conference, Toronto, Canada	Attendees: 500

MAJOR CONVENTIONS IN TOWN:

DATE	GROUP	ATTENDEES
7/3	Presbyterian Church USA, Minneapolis, MN	Attendees: 4,000

DECEMBER

DATE	GROUP	ATTENDEES/CIRCULATION
12/2	Partnership Networking Event - Meet Minneapolis Holiday Tradeshow, MCC 3:30-6:30 p.m.	Attendees: 400
12/6	Partnership Buzz electronic newsletter to Meet Minneapolis partners	Circulation: 1,200
12/14	Association Forum of Chicago Land Holiday Showcase, Chicago, IL	Attendees: 2,300
12/14	Association Forum, Holiday Showcase Program Guide, FPFC	Circulation: 4,000
12/20	Best of the Buzz electronic newsletter to leisure email subscribers	Subscribers: 20,941
12/23	Travel Ticker monthly update of industry information	Circulation: 1,300