



The Visalia Membership that Delivers!

- ☑ **Enhanced Website Listing:** www.VisitVisalia.org
 - 5,000 + hits per month
 - Preferred placement
 - Website link
 - Business logo and photos
 - List your coupons and promotions
 - Personal editing access

- ☑ **Official Visalia CVB Visitors Map & Guide (New Look for 2010 & 2011!!):**
 - Find your highlighted listing on the Map & Guide
 - Distributed to 778 Certified Folder locations throughout California
 - Distributed at 10 trade shows throughout California annually
 - Distributed at all Visalia partner Hotel properties
 - 60,000 + Distributed in 2009
 - New look for 2010 & 2011

- ☑ **Official Visitors Guide Listing (Discover Visalia):**
 - Highlighted and preferred listing
 - Distributed at local, regional and national trade shows

- ☑ **Literature & Promotional Material Distribution:**
 - Provide literature and promotional materials for distribution at:
 - Visitors Center
 - Trade Shows
 - Visitor Inquiries
 - Welcome Bags (Conferences, Meetings & Sporting Events)

- ☑ **Tradeshows & Industry Events:**
 - Attend and co-op at trade shows
 - Receive generated leads from tradeshows
 - Meet Face-to-Face with Tour Operators, Meeting Planners & Leisure Travelers

- ☑ **RFP's (Requests for Proposals):**
 - Receive Visalia CVB leads & RFP's
 - Opportunity to host and bid on events (Conventions, Meetings, Weddings, Reunions, Sporting Events, Banquets, Group Tours and More)
 - Exclusive referrals, the Visalia CVB refers ONLY to member businesses

- ☑ **Monthly Newsletters:**
 - Newsletter reaches 5,000 + readers
 - 1 free personalized E-Blast delivered to 5,000 +
 - Two additional personalized E-Blasts (Only \$50 each)

& MORE...



Public Relations & Familiarization Tours:

- The Visalia CVB generates publicity for members by sponsoring FAM tours for travel journalists, meeting planners, tour operators, photographers, film crews and media.
- Receive FREE local, regional, and national editorial coverage
- Generate new business with face-to-face encounters



Downtown Welcome Program:

- Free coupon/discount placed in all attendee welcome bags
- Welcome patrons to your business with city wide welcome poster in your window
- Convention calendar updates, be the first to know the arrival dates and event schedule

Fast Facts:

5,000 + Website Hits per Month

15,000 + Expected City Wide Conference & Event Attendees

4,000 + Trade Show, Visitor Inquiries & Leads

Get Your **FREE** Editorial Coverage

Convention Sales:

- *Association News*, "Golden California" May 2009
- Annual Directory Listing, *Meetings & Conventions*
 - *Meetings Focus*, "Grand Central" 12/2009
 - *Smart Meetings*, Online Directory Listing

Tourism:

- *The Blend*, Online Travel Magazine
- *Sunset*, "Quick Weekend Escapes"
- *The Week*, "Leisure Food & Drink", 12/ 2009
- *The New York Times*, "Laos and Portugal in Basque Country", 12/2009

Estimated Value - \$23,779

Join the Visalia CVB Today!

Please email, fax or mail membership applications to:

Visalia CVB ~ P.O. Box 2734, Visalia, CA 93279 ~ P: (559) 334-0141 ~ F: (559) 713-4800

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