



DMA West
EDUCATION 2016
MESA SUMMIT

SEPTEMBER 21-23, 2016
SHERATON MESA
AT WRIGLEYVILLE WEST

DMAwest |||
destination marketing association of the west

SEPTEMBER 21-23
SHERATON MESA
AT WRIGLEYVILLE WEST

DMA West

EDUCATION 2016 MESA SUMMIT

BRINGING TOGETHER A CHANGING INDUSTRY

The DMA West Education Summit is where destination marketers and industry partners meet to explore and gather resources, strategies, solutions and more.

Engaging learning formats await you. Whether you're looking for new-to-you topics or hunting for strategic approaches to current challenges, you'll find the information you're looking for at this year's Education Summit.

A variety of session types include options for inspiration, peer learning, in-depth exploration, and hands-on training across the subjects of **marketing, sales and product development**. Taught by innovative experts and inventive peers in the industry, you'll keep your skill set competitive and fresh.

- **Keynotes:** experts inspire by sharing unique experiences, knowledge and ideas.
- **Workshops:** in-depth practical instruction to enhance capabilities and critical skills.
- **Roundtables:** peer knowledge and interaction.
- **Experience-the-Destination:** experiential opportunities that motivate and refresh (September 21).
- **Best Idea Program:** innovative presentations about marketing and management approaches.

At this year's "**In the Marketplace**" Roundtables, participate in open discussions with the conversations guided by peer facilitators. It's the time to share ideas, challenges and solutions with industry peers. Select from Marketing Gurus, Product Development Pundits, or Sales Standouts.

At the **Vendor Showcase**, preferred suppliers join the Education Summit to discuss advertising and publishing opportunities, research and marketing strategies, as well as multimedia and technology solutions.

You'll have time to visit with industry peers at the Wednesday **welcome reception**, sponsored by Drozian Webworks, at the Curve Bar at the Sheraton Mesa.

On Thursday evening, our Visit Mesa hosts have planned a special **evening reception in Downtown Mesa**.

Gather resources, strategies, solutions and more at the DMA West Education Summit in Mesa.



DMA WEST DESTINATION EDUCATION
SUMMIT & VENDOR SHOWCASE

BEST IDEA PROGRAM

Submit Your Ideas Today
The DMA West Education Summit also includes the Best Idea Program featuring the "best new idea you've implemented during the past two years" via an electronic entry form (no fee). The entry form is at <http://dmawest.org/forms/best-idea-form/>. Enter your ideas by **August 26**. A favorite component of the Education Summit is the **Best Idea Program**—innovative presentations about creative and imaginative approaches to marketing destinations and managing our organizations.

PROGRAM SCHEDULE

WEDNESDAY, SEPTEMBER 21, 2016

7:30am–9:00am

Early Registration

Experience-the-Destination Opportunities

As travel professionals, you are challenged every day to be the experts, recommend the best experiences, and uncover the hidden gems. The staff at Visit Mesa has met that challenge and invites you to explore some of the coolest, most creative ways to experience the destination, while gathering tips and strategies to develop or enhance visitor experiences in your own destination. Learn about opportunities for truly unique travel experiences to secure visitors and clients.

Note: Plan to arrive Tuesday evening to be ready for one of the following 'destination experiences' on Wednesday, September 21. Register for one of the following 'experiences'—in the areas of Product Development, Marketing or Sales.

7:30am–3:30pm

1 Western Heritage & Cultural Experience – Product Development Track

Time: Depart at 7:30am from Sheraton Mesa Hotel; Return by 3:30pm

Transportation: Provided

Description: Arizona is home to 22 Native American tribes. Each tribe has a unique cultural heritage and storied tradition that offer a rich and diverse experience to our traveling guests. You'll have an outdoor adventure while rafting on the beautiful Salt River with Arizona Outback Adventures learning about the Fort McDowell Yavapai Nation and other Native American tribes that have lived in the Sonoran Desert for thousands of years. Mesa City Limitless® is also home to another trail ... the Apache Trail. This trail brings to life the Traditional Western Cowboy lifestyle you would expect to see in the Old West, with gold panning at the Goldfield Ghost Town and a hearty meal from the famous Mammoth Steakhouse & Saloon featuring Mammoth Burgers and Apple Dumplings. You can wet your whistle at the bar with a cold one. Your challenge will be to package the Western Heritage of Cowboy Life and Native American Culture together in a unique way that will attract visitors nationwide and internationally.

Fee: \$75 per person (Fee payable to: DMA West)

Notes: Dress cool and comfortably, closed-toe shoes. You'll be provided with a Visit Mesa keepsake to remember your outdoor adventure.

Minimum: 5 participants; **Maximum:** 15 participants

8:00am–4:00pm

2 Fresh Foodie Trail – Marketing Track

Time: Depart at 8:00am from Sheraton Mesa Hotel; Return by 4:00pm

Transportation: Provided

Description: In Mesa, Arizona, our bountiful harvest is one that we proudly share with our visitors throughout the year. We invite you to experience the trail, starting with breakfast at Schnepf Farms, and a behind-the-scenes tour of a working family farm. Next stop, Arizona's only olive mill and more farm-to-fork experiences. Mesa serves as the culinary gateway to Greater Phoenix, the neighboring farms and agritourism attractions in and around Mesa provide a continuous bounty of seasonal goods for visitors to enjoy. We'll highlight how Visit Mesa created the Fresh Foodie Trail product and promotes it via paid media, public relations, social media and web developments. Check out the buzz using #FreshFoodieMesa on Instagram!

Fee: \$75 per person (Fee payable to: DMA West)

Notes: Dress cool and comfortably, closed-toe shoes. You'll be provided with a reusable canvas tote in case you feel the need to buy anything to commemorate your visit to the Fresh Foodie Trail.

Minimum: 5 participants; **Maximum:** 15 participants

8:45am – 4:00pm

3 Baseball & Brews – Sales Track

Time: Depart at 8:45am from Sheraton Mesa Hotel; Return by 4:00pm

Transportation: Provided

Description: Mesa, Arizona, is the Spring Training home to two MLB teams—the Oakland A's and Chicago Cubs. Annually, Cactus League teams and their ballparks generate more than \$809 million in economic impact for the state. During this experience, you'll be visiting these state-of-the-art ballparks to discuss the best practices in selling sports venues, not only to sports teams, but also to groups and meeting planners. While exploring the wonderful local brews offered by the Arizona Brewery Tours, we'll talk about closing the sales utilizing your own incentives and group services for offsite experiences.

Fee: \$75 per person (Fee payable to: DMA West)

Notes: Dress cool and comfortably, closed-toe shoes. You'll be provided with a baseball keepsake on this experience.

Minimum: 5 participants; **Maximum:** 15 participants

2:00pm – 6:30pm

Registration

3:30pm – 5:30pm

Exhibitor Setup

6:30pm – 8:00pm

Welcome Reception, Curve Bar at Sheraton Mesa
Sponsored by Drozian Webworks

PROGRAM SCHEDULE

THURSDAY, SEPTEMBER 22, 2016

8:00am – 5:00pm
Registration

8:00am – 8:45am
Hot Buffet Breakfast & Vendor Showcase

9:00am – 10:15am
Opening General Session
[Includes Association General Business Session,
Keynote Presentation and Best Idea Presentation]

Presentation – Destination Marketing and Economic Shifts: How DMOs Can Plan
Presenter: Adam Sacks, President,
Tourism Economics



The travel industry has enjoyed nearly continuous growth for more than six years. Analysts from all corners are reasonably asking how much longer this growth cycle can last. Signs of flagging demand are only amplifying the volume of these questions. Adam Sacks will survey the state of the U.S. and global economies and share his firm's view of the implications for the U.S. travel industry over the coming year. Adam will also present recent analysis on the essential role of destination marketing and strategies for maximizing returns amidst current economic shifts.

10:15am – 11:00am
Refreshment Break & Vendor Showcase

11:00am – 12:00noon
Workshops [concurrent]

A. Marketing Track – Marketing Co-ops: They Work!
Presenters: Mark Crabb, FCDME, CMP, CTA, Chief Sales Officer,
Sonoma County Tourism; Kimberly Freer, Senior Vice President
of Sales & Marketing, Visit Mesa; Kari Westlund, President & CEO,
Travel Lane County

It's all about stretching your marketing dollars by partnering with stakeholders and agencies. DMO marketing co-ops market your project, area or event and also extend the brand of the destination. Discover what other DMOs are doing to reach more consumers in an efficient, effective way. Learn how co-op opportunities are selected based on research, trends and consumer behavior. Our presenters will share specific examples of marketing and advertising co-ops that have proven successful for their destinations.

B. Product Development Track – Stewardship and Product Development as Destination Drivers

Presenters: Brent DeRaad, President & CEO, Visit Tucson; Marc Garcia, President & CEO, Visit Mesa; Bill Malone, President & CEO, Park City Chamber/Bureau

DMOs are playing a growing role in extending the traditional DMO role beyond sales and marketing into the role of product development and destination management. The marketplace and the specific interests of a destination's stakeholders are important factors in product development. Community dynamics, politics and financial support offer complex conditions in this area. Our presenters will share specific stories of destination product development projects, including challenges, successes and, sometimes, major obstacles that hinder or postpone development.

C. Sales Track – Systematic Business Development: Lead Generation and Prospecting Strategies and Tools
Presenters: Jennie Denison, Director of National Sales, Visit Mesa and Jessica Rienecker, CTA, CTP, CMM, Meeting Sales Director, Western Region, Visit Anaheim

Competition is fiercer, clients are savvier and e-RFP overload continues. The start of the sales cycle—prospecting or lead generation is often the biggest challenge. The act of lead generation may be the most critical element to long-term sales success. In sales, you will either close a prospect or lose the deal, either way that prospect is falling out of your sales funnel and you need to find new prospects to replenish the prospect universe. This workshop focuses on approaches and strategies that will help you strengthen your sales success.

12:00noon – 1:45pm
Luncheon Program
[Includes Keynote Presentation and Best Idea Program Presentation]

Presentation – In Travel, Age Isn't Just a Number
Presenter: Erin Francis-Cummings, President & CEO, Destination Analysts, Inc.

Using insights from its July 2016 edition of The State of the American Traveler study, Destination Analysts will present a fascinating look at how psychographic uniqueness between the generations drives distinct travel decision making and experience seeking. Explore the travel behaviors and preferences of Millennials, GenX and Baby Boomers in depth—including their varied media consumption at different stages of travel inspiration and planning, and how they use, trust and engage with DMOs.



PROGRAM SCHEDULE

THURSDAY, SEPTEMBER 22, 2016

2:00pm – 3:15pm

Marketplace Roundtables [concurrent]

At this year's "In the Marketplace" Roundtables, participate in open discussions with the conversations guided by peer facilitators. It's the time to share ideas, challenges and solutions with industry peers. Select from Marketing Gurus, Product Development Pundits or Sales Standouts.

1. Marketing Gurus Roundtable
2. Product Development Pundits Roundtable
3. Sales Standouts Roundtable

3:15pm – 4:00pm

Refreshment Break & Vendor Showcase

4:00pm – 5:00pm

General Session

[Includes Keynote Presentation and Best Idea Presentation]

Presentation – The New Culinary Traveler

Presenters: Erik Wolf, Executive Director, World Food Travel Association (WFTA), and Mark Schnepf, Owner, Schnepf Farms

The food tourism industry is maturing. Back in 2001 when the industry was founded, no one knew what food tourism was. Then seemingly everyone got on the foodie bandwagon. New research is showing how the culinary traveler of today is evolving. Consequently, there is more opportunity than ever to woo and profit from travelers' interest in food and beverage. Exactly how have foodie travelers evolved? How do we explain striking differences among foodies? Which types of foodies are the biggest spenders? These questions and more will be answered. Following the World Food Travel Association overview, Mark Schnepf will share his role in agritourism and the diversification of Schnepf Farms (attractions, bakery, museum, reception center) while still maintaining a strong agricultural presence. The Schnepfs are the largest organic peach grower in Arizona and still farm hay and vegetable crops.



6:30pm – 8:30pm (Bus departs hotel at 6:10pm.)

Evening Reception in Downtown Mesa

Our Visit Mesa hosts have planned a special evening for Education Summit attendees in Downtown Mesa. The City of Mesa is growing by leaps and bounds and Downtown Mesa is fast becoming the hub of activities for this prospering region. Downtown Mesa's lively core reflects a diverse community of artists and cultural organizations, businesses, venues and events. Join us at the beautiful 12 West Main from 6:30pm-8:30pm. You'll join your colleagues and now friends for hors d'oeuvres, delicious drinks and live music for an evening of fun. Lucky for you, the night doesn't have to end at 8:30... Downtown Mesa is where you can enjoy an ice cold beer at Desert Eagle Brewery, experience authentic Mexican food at Margaritas Grille, or satisfy your sweet tooth at Slickables Ice Cream Sandwich ... just to name a few. After all you are in Mesa ... City Limitless®.



PROGRAM SCHEDULE

FRIDAY, SEPTEMBER 23, 2016

8:00am – 2:00pm
Registration

8:00am – 8:45am
Hot Buffet Breakfast & Vendor Showcase

9:00am – 10:15am
General Session

[Includes Association Annual Business Session, Keynote Presentation and Best Idea Presentation]

Presentation – Shaping the Future of Destination Marketing

Presenter: Glen Hiemstra, Founder and Owner, Futurist.com

Glen Hiemstra presents a session about longer-term trends shaping the future of tourism, travel, and destination marketing. What are key issues—demographic, cultural, technological, economic, environmental, energy related, political, global—that, if anticipated and dealt with creatively, can assure opportunity for the longer term? Glen will discuss these trends and zero in on the mental models and practices that can lead us to a successful, innovative future vision for Destination Marketing Organizations.



10:15am – 11:00am
Refreshment Break & Vendor Showcase

11:00am – 12:00noon
Workshops [concurrent]

A. Marketing Track – Marketing Metrics: What’s Measurable and Meaningful for Advertising Effectiveness?

Presenters: David Seiferth, President, SMARInsights, and Santa Monica Travel & Tourism Representative

As advertising and communication channels continually shift and evolve, it is critical that measures of effectiveness change as well. In addition to reviewing best practices and some of our key approaches and norms, David Seiferth will also discuss the opportunities and pitfalls of emerging metrics and technologies including tagging and GPS tracking. In addition, a Santa Monica Travel & Tourism representative will talk about their organization’s recently launched web-based reporting dashboard and share how the process went for SMTT.

B. Product Development Track – Taking Inventory of Your Community Assets to Grow Your Destination

Presenter: Bruce Dickson, Senior Consultant and Founder, Tourism Development Solutions

Does your destination have the products and experiences that will appeal to particular segments of the market? Visitor needs and demands are generally defined in terms of access, attractions, activities, accommodation and amenities. Bruce Dickson will focus on infrastructure, tourism product and other resources that a destination should consider when determining its ability to deliver a quality tourism experience to meet the varying demands and sensibilities of today’s consumer. In addition, this session will assist you in discovering overlooked resources in your community that could be judiciously developed into enticing and enhanced experiences for the benefit of visitors and residents alike. The vital relationship of the destination audit and evaluation process to your destination’s overall planning, conservation and management is also considered—including its special value to setting priorities, identifying gaps and ultimately strengthening your positioning, marketing and branding. More than just a laundry list of assets, destination audits—at their best—connect many potentially important strategic dots.

C. Sales Track – Proven Tactics and New Approaches: Sales Strategies and Best Practices for the Meetings/Conventions/Sports Markets

Presenters: Mark Crabb, FCDME, CMP, CTA, Chief Sales Officer, Sonoma County Tourism, and Josh Todd, Director of Sports Sales, Visit Mesa

Competition among destinations to secure meetings/conventions/sports business continues to be challenging. Today’s marketplace demands that DMOs and their partners use both proven tactics and new approaches to influence buying selections and secure business. This session is about sales strategies and best practices ... from the art of the site inspection to closing the deal.

PROGRAM SCHEDULE

FRIDAY, SEPTEMBER 23, 2016

12:00noon – 2:00pm

Luncheon & Closing General Session

[Includes Keynote Presentation and Best Idea Presentation]

Presentation – From Forbidden Fruit to the Goose that Lays Golden Eggs: ‘Cannatourism’ in Colorado

Presenters: Dr. Soo Kang, Associate Professor, Hospitality Management Program, Colorado State University, Fort Collins, and Debbie Braun, IOM, CDME, President & CEO, Aspen Chamber Resort Association



It has been two years since Colorado passed the nation’s first legalization of recreational marijuana. This unprecedented reform has created numerous business opportunities as well as legal and operational challenges for the tourism industry. Often compared with the Gold Rush, the marijuana industry is already a multi-billion-dollar industry and is expected to generate \$22 billion in sales by 2020. This presentation will examine the overview of marijuana tourism in Colorado, present several tourism opportunities, and discuss legal and business challenges posed by the marijuana industry in Colorado. Understanding how Colorado has adapted itself to embrace and capitalize on this lucrative market will render significant practical value for other states that attempt to benchmark Colorado in their own legalization process. The Aspen Chamber Resort Association recently launched a new page on its website dedicated to the subject. Previously, the DMO just educated visitors about the law, now the Resort Association is starting to provide education about edibles, tinctures, dosages, etiquette as well as the laws. Debbie Braun, from the Aspen Chamber Resort Association, will provide an update in this regard.

2:00pm

Education Summit Adjournment

2:00pm – 3:00pm

Vendor Showcase Teardown [exhibits]



DESTINATION: MESA www.visitmesa.com

Welcome to Mesa, Arizona. A gateway to one of the most dynamic regions in the country. A city that knows no bounds: from urban to rural, mountain peak to desert floor, arts and culture to sports and immeasurable outdoor recreation.

Mesa sits at the heart of a geographic wonderland—close to the Tonto National Forest and the iconic Superstition Mountains. From Farm to Fork dining options, Western shopping and local Native Artist shows to headlining live performances. Mesa may be off-Broadway, but it’s firmly on the country’s arts and culture maps.

DMA WEST UPCOMING PROGRAM

Membership rests with the DMA West-member DMO; all member-DMO employees attend programs at the member rate.

DMA West Tech Summit & Vendor Showcase

March 15-17, 2017

Sheraton Salt Lake City Hotel

Salt Lake City, Utah

Visit Salt Lake www.visitsaltlake.com

Registration Fee includes sessions and group meal functions.

Registrant from a DMA West-member DMO

\$370 includes Wednesday afternoon labs and Thursday/Friday sessions/meals/reception

\$295 includes Thursday/Friday sessions/meals/reception (no Wednesday afternoon labs)

Registrant from a nonmember DMO

\$740 includes Wednesday afternoon labs and Thursday/Friday sessions/meals/reception

\$590 includes Thursday/Friday sessions/meals/reception (no Wednesday afternoon labs)

Hotel Group Rate

Group rate: \$149 plus 12.6% taxes; single/double occupancy

DMA West
EDUCATION 2016
MESA SUMMIT

REGISTRATION, HOTEL, TRAVEL AND DESTINATION INFORMATION

REGISTRATION ATTENDANCE POLICIES – DMA WEST EDUCATION SUMMIT & VENDOR SHOWCASE

Please carefully review the attendance policies outlined below for the DMA West Education Summit & Vendor Showcase. If you have questions about the registration policies, contact DMA West staff at info@dmawest.org or 916-443-9012.

REGISTRATION

Fees include daily group breaks and meal functions. Applicable registration fees apply for all delegate classifications.

- **DMA West-member DMO Employees** – Attendance is open to employees of DMA West-member DMOs. Membership in DMA West rests with the DMO and all member-DMO employees attend at the member rate.
- **Nonmember-DMO Employees** – Attendance is also available, at the nonmember rate, to employees of local official destination marketing organizations/tourist boards and employees of state/regional DMO associations. (Examples: Employees of such nonmember organizations as the Fargo/Moorhead CVB and the Alaska Travel Industry Association are eligible to attend.)
- **Spouse/Significant Other** – Attendance is open to a delegate's spouse/significant other, if the spouse/significant other is not engaged in the destination marketing industry and is not affiliated with a vendor company that provides goods or services to DMOs.
- **Student/Faculty** – Attendance is open to students and faculty members from accredited colleges/universities who have a legitimate interest in destination marketing; the fee for students and faculty members is the same as the spouse/significant other registration fee. Staff will confirm institution affiliation for each student and faculty member seeking registration.
- **Conference Confirmed Speakers** – Attendance is open to invited and confirmed guest speakers, moderators and panelists.
- **Exhibitors/Vendors and Sponsors** – The only suppliers attending the DMA West Education Summit & Vendor Showcase are those designated as confirmed Vendor Showcase exhibitors and/or DMA West Education Summit sponsors or speakers. Applicable Vendor Showcase exhibitor and/or sponsor fees apply. Contact DMA West staff at info@dmawest.org for information.

PRE-CONFERENCE EXPERIENCE-THE-DESTINATION ACTIVITIES

Select one of these experiential opportunities for a day-long outing, September 21; early morning departures.

- **Western Heritage & Cultural Experience – Product Development Track**
Fee: \$75 per person, payable to DMA West
- **Fresh Foodie Trail – Marketing Track**
Fee: \$75 per person, payable to DMA West
- **Baseball & Brews – Sales Track**
Fee: \$75 per person, payable to DMA West

EDUCATION SUMMIT REGISTRATION

Education Summit Fee includes conference sessions and scheduled group meal/break/reception functions.

- \$295 for first registrant from a DMA West-member DMO
- \$220 for each additional registrant from the same DMA West-member DMO
- \$150 spouse/significant other/faculty/student
- \$590* for each registrant from a nonmember DMO

Prospective Member DMOs: *Join DMA West within 30 days of the DMA West Education Summit and \$100 will be applied to your membership dues.

CANCELLATIONS

Notice of cancellations must be made in writing (via email, mail or fax) and received or postmarked on or before **September 12, 2016**. For cancellations before September 12, 2016, DMA West will assess a 25 percent administrative fee. No refunds will be issued for cancellations made after September 12, 2016. Personnel substitutions are welcome.

DMA West
EDUCATION 2016
MESA SUMMIT

REGISTRATION, HOTEL, TRAVEL AND DESTINATION INFORMATION

HOTEL

Sheraton Mesa Hotel at Wrigleyville West

860 North Riverview
Mesa, Arizona 85201
480-664-1221

Group Rate: \$129 plus 14.02% taxes; single/double occupancy

Cut-off Date: August 29, 2016

Central Reservations: 855-811-0083

Online Reservations: <https://www.starwoodmeeting.com/events/start.action?id=1603159638&key=3B7E5E8A>

The Sheraton Mesa Hotel at Wrigleyville West, which opened spring 2015, is nestled between the Chicago Cubs' spring training park and Riverview Park, in the new area of Wrigleyville West. Many shopping and dining options are within walking distance. Phoenix Sky Harbor International Airport is only 8 miles away. There's a Starbucks Café inside the hotel. The hotel's guest rooms feature plush furnishings, modern amenities, and thoughtful touches for both leisure and business travelers. Stay connected at the work desk with wired and wireless High Speed Internet Access and a 47-inch flat screen TV. The one-acre resort-style pool area comprises three swimming pools, two hot tubs, poolside services, a sundeck area, and modern fire and water features throughout. Make time for a good workout in the state-of-the-art Sheraton Fitness center, or be pampered in the full-service salon. The hotel's steakhouse—"Legends Steak"—offers a carefully-crafted menu. The upscale-casual sports-themed restaurant—"Stats"—serves diverse American fare as well as 20 draft beers. A refreshing menu is available at "The Curve Pool Bar and Grill." It's worth a second mention—there's a Starbucks Café inside the hotel!

HOTEL SHUTTLE SERVICE

The Sheraton Mesa Hotel is located 8 miles/20 minutes from the Phoenix Sky Harbor International Airport. The hotel offers complimentary airport shuttle service for guests from/to Phoenix Sky Harbor International Airport.

AIRPORTS

Phoenix Sky Harbor International Airport

<https://skyharbor.com>

Phoenix-Mesa Gateway Airport

<http://www.phxmesagateway.org/>

Mesa is an accessible and convenient destination when arriving at either Phoenix Sky Harbor International Airport (PHX) or Phoenix-Mesa Gateway Airport (AZA). The Phoenix Sky Harbor Airport offers easy connections and numerous daily flights. The Phoenix-Mesa Gateway Airport is in the city's backyard and offers many regional flights at a great price.

AIRPORT SHUTTLE SERVICE

Our conference hotel—Sheraton Mesa Hotel at Wrigleyville West—offers complimentary airport shuttle service for guests from/to Phoenix Sky Harbor International Airport.

DESTINATION INFORMATION

Visit Mesa

www.visitmesa.com.

SEPTEMBER 21-23
SHERATON MESA
AT WRIGLEYVILLE WEST

DMA West
EDUCATION 2016
MESA SUMMIT

Name _____ Nickname for badge _____

Title _____

Organization _____

Address _____ City/State/Province/ZIP+4 _____

Telephone _____ Email _____

Guest/Spouse Attending _____

ROUNDTABLE TOPICS Suggest your top three topics for discussion. Roundtables for Marketing, Sales and Product Development.

HOTEL RESERVATIONS

Sheraton Mesa Hotel at Wrigleyville West • 480-664-1221

Group rate: \$129 plus 14.02% tax; single/double occupancy
Cut-off date: **August 29, 2016**

Central Reservations: 855-811-0083

Online Reservations: <https://www.starwoodmeeting.com/events/start.action?id=1603159638&key=3B7E5E8A>

REGISTRATION POLICIES

See brochure for complete policy information.

- Use a separate form for each registrant. If more forms are needed, please make photocopies.
- Register online at www.dmawest.org.
- Enclose a check, made payable to DMA West, or provide credit card information, for the registration fee(s).
- If, after registering, you find you will be unable to attend, please notify DMA West staff as soon as possible, since any refund must take into consideration meal commitments.
- We invite our vendors/sponsors to send marketing messages to conference delegates as a preview of services, products and opportunities available at the DMA West Education Summit & Vendor Showcase.
 - I accept receipt of these marketing messages.
I know how important the vendors and sponsors are to the success of our events.
 - I decline receipt of these marketing messages.
- Return your registration form and registration fee to the DMA West office by **September 12, 2016**. See cancellation policy in the brochure. Substitutions welcome.
- By registering for the DMA West Education Summit, you agree to the Registration/Attendance Policies outlined in the registration brochure.

REGISTRATION FEES

Membership in DMA West rests with the DMO and all member-DMO employees attend Association programs at the member rate. Please check item(s) that apply to your registration. Vendors/exhibitors – contact DMA West staff at info@dmawest.org for participation information.

EXPERIENCE-THE-DESTINATION SESSIONS – SEPTEMBER 21

See brochure for descriptions of these day-long, experiential sessions. Select one (1) experiential session. The experiential sessions begin early Wednesday morning.

- Western Heritage & Cultural Experience – Product Development Track . . . \$75
- Fresh Foodie Trail – Marketing Track \$75
- Baseball & Brews – Sales Track \$75

EDUCATION SUMMIT • SEPTEMBER 21-23

- First registrant from a DMA West-member DMO [4200] \$295
- Each additional registrant from a DMA West-member DMO [4200] \$220
- Each registrant from a nonmember DMO* [4200] \$590
- Spouse/significant other [4200] \$150

*Prospective Member DMOs joining DMA West within 30 days of the Education Summit, \$100 of this fee will be applied to membership dues.

HOSTED EVENING EVENTS—PREREGISTRATION REQUIRED (INCLUDED IN SUMMIT REGISTRATION)

- Wednesday Welcome Reception – Sponsored by Drozian Webworks
- Thursday Evening Reception in Downtown Mesa – Hosted by Visit Mesa

Please contact DMA West staff at 916-443-9012 or info@dmawest.org if you require reasonable accommodation to participate (ADA).

DMA West | 950 Glenn Drive, Suite 150, Folsom, CA 95630
916-443-9012 | 916-932-2209 Fax | www.dmawest.org | info@dmawest.org



PAYMENT OPTIONS

Total Amount (all fees) \$ _____ USD Check Payable to **DMA West** Check Number # _____ AMEX MasterCard Visa

Card Number _____ Exp. Date _____ VCode _____

Card Billing Address _____

Card City _____ State/Province _____ Zip _____

Name on Card _____ Signature _____

2016
WESTERN
ROAD TRIP
RAFFLE

DESTINATION:
OREGON



Trip package includes:

- Lodging, Activities, Dining at Participating Oregon Destinations
- Roundtrip airfare for two to/from Portland
- Rental car for a week

Valid trip dates:

November 1, 2016 to September 30, 2017

All trip package components are based on space availability; blackout dates apply.

All trip package components are for two (2) adults.

Raffle Tickets:

1 ticket = \$25
5 tickets = \$100

The DMA West Education & Research Foundation will be selling raffle tickets for the 2016 Western Road Trip at 2016 DMA West education programs.

Raffle Drawing:

The Foundation will conduct a raffle drawing for the 2016 Western Road Trip raffle September 2016. You need not be present to win. Proceeds benefit the Foundation. Donations are tax deductible.

Oregon has sunny high desert country to the east, balmy coast to the west, and mountains, rivers and forests in between. Plus many great towns to visit.

For the Western Road Trip to Oregon, the winner will have a lot of ground to cover—thanks to many of the Oregon DMOs and their participating partners.

Lodging, activity passes, golf, dining, beach bike rides, zip line, eco-tour, wine tasting, National Park day pass and more are part of the prize package.

Portland • Eugene/Lane County • Central Oregon • Seaside • Tillamook County • Salem • Klamath Falls • Crater Lake

Name _____

DMO/Company _____

Address _____

City/State or Province/ZIP _____

Telephone _____ Email _____

Number of tickets _____ Total Amount \$ _____ [Code 4545]

PAYMENT OPTIONS

Check # _____ (Check payable to: **DMA West Foundation**)

Cash AMEX MasterCard Visa

Name (as it appears on credit card) _____

Card Number _____

Exp. Date _____ VCode _____

Card Billing Address _____

Card City _____ State/Province _____ ZIP _____

Signature _____

[Mail or fax white form; retain yellow form. RF - 0002853]

DMA West Foundation • 950 Glenn Drive, Suite 150 • Folsom, CA 95630 • 916-443-9012
info@dmawest.org • www.dmawest.org • 916-932-2209 Fax

The WACVB Education & Research Foundation (dba Destination Marketing Association of the West (DMA West) Education & Research Foundation) is a nonprofit 501(c)(3) charitable organization; its tax ID# is 68-0486847. This raffle program will be registered with the California Department of Justice/Office of the Attorney General. No substitution of the offered prize may be made and no cash will be given in lieu of the prize.

Raffle Rules & Regulations

Multiple entries/tickets are permitted. No more than 750 tickets will be sold. Winner will be given lodging and event certificates and airfare for two will be arranged in concert with the valid dates of the prize package. Any expenses/taxes not included in the prize package are the sole responsibility of the winner. The prize package is nontransferable.

Proceeds from the sales of tickets benefit the WACVB Education & Research Foundation (dba DMA West Education & Research Foundation). In accepting the award, winner agrees to be bound by the official rules of the promotion. Winner also agrees to the use of his/her name, photo and/or likeness in any promotion activities related to this promotion without further compensation or notification, except where prohibited. By accepting the award/prize package, the winner agrees to hold the WACVB Education & Research Foundation (dba DMA West Education & Research Foundation), its agents and affiliates from any and all liability that may be incurred as a result.