



503-581-4325

## MEMBERSHIP PROGRAM

### Basic Membership

Your Travel Salem membership support joins a regional effort to position and promote the Salem area as a travel and convention destination. Your investment and participation as a Basic Member helps improve overall economic vitality and enhances the region's quality of life.

**\$175**

### Membership Benefits

- Website – business listing and link
- Gain access to “U-Pick” Marketing Options and Pre-Packaged Options
- Feature events & activities on weekly broadcast e-mail that is distributed to businesses and travel consumers
- Receive e-newsletter subscription highlighting industry information, current trends, events & activities, etc.
- Inclusion in publicity promotions pitched to local & national media, opportunities for local broadcast interviews
- All Members are encouraged to promote the Salem region by linking to TravelSalem.com on the member's website

~~ *Businesses must purchase a Basic Membership to gain access to all marketing packages and options.* ~~

Membership dues to Travel Salem are not deductible as a charitable contribution for Federal Income Tax purposes. However, these dues may be treated as a business expense, to the extent provided by law.

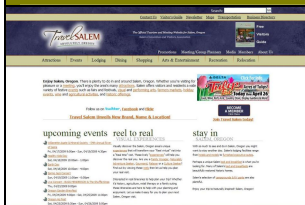
**Enhance your basic membership with either “U-Pick” options or Pre-Package Options**

### “U-Pick” Marketing Options

*Customize your own marketing package!*

All fees are on an annual basis unless otherwise noted

#### Official Tourism & Convention Website for Salem, Oregon - TravelSalem.com



The Travel Salem website is a direct connection to the Salem area for domestic and international travelers, meeting planners and other industry professionals. Also a key resource for Salem, Marion and Polk County residents interested in information on attractions, accommodations, restaurants, and events. 175,000+ visits per year

**NEW! 25<sup>th</sup> anniversary special offer –GPS listing included for limited time with Expanded Listing ⚡ Criteria apply ⚡**

**Expanded Listing** includes basic listing, photo and 25 words of text  
**FREE** GPS listing included

Ongoing

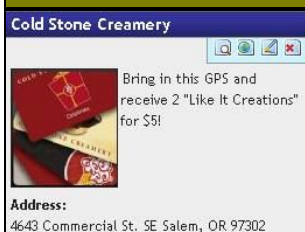
\$55

**Travel Packages** (special or seasonal offers)

Ongoing

\$55

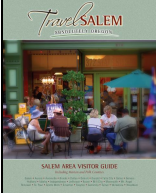
#### NEW! Garmin GPS Promotions



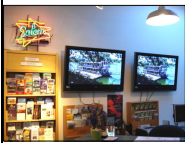



**Specials on GPS** – List your specials on a GPS unit rented from the Travel Café. Drive traffic to your doorstep using special offers or discounts - up to 3 specials/year. Specials will also be included in Consumer E-Newsletter.  
⚡ Criteria apply ⚡


Ongoing

\$110

Official Salem Area Visitors Guide		
	<p>Annual resource for Salem, Marion and Polk County (e.g. attractions, accommodations, restaurants, events).</p> <ul style="list-style-type: none"> <li>• Full-color, magazine-style publication</li> <li>• 100,000+ guides printed and distributed annually (readership of 720,000)</li> <li>• Primarily distributed throughout Oregon, Washington, California, and British Columbia</li> </ul>	
	<p>Listing Criteria apply</p>	<p>Listing deadline: 8/15/2009 Distribution: 1/2010</p> <p>\$110</p>

Official Salem Area Visitors Center – Travel Café		
	<p>Travel Salem's Visitors Center – Travel Café is located in beautiful historic downtown Salem (181 High St. NE) and open Monday through Saturday year round. Professional staff assists visitors in customizing their Salem area experience by providing information on what there is to see and do in the region. The Travel Café offers GPS satellite units with preprogrammed tours for easy and carefree touring; a retail art gallery; special promotions; videos; podcasting and much more.</p> <ul style="list-style-type: none"> <li>• Assists roughly 35,000 visitors annually</li> </ul>	
	<p><b>Travel Café Brochure Placement</b> – one brochure related to primary business. Criteria apply</p>	<p>Ongoing</p> <p>\$110</p>
	<p><b>Satellite Visitor Information Kiosks</b> – Brochure placement includes Salem Conference Center and Salem Airport Criteria apply &amp; space limited</p>	<p>Ongoing</p> <p>\$55</p>
	<p><b>Plasma “Welcome” Screens</b> – promote a business or event on a 42-inch widescreen TV with an advertisement</p>	<p>Deadline: the 15<sup>th</sup> of the month prior to broadcast month. <b>SPECIAL – buy 2 months get 1 month free</b></p> <p>\$220/mth</p>

Welcome Bags – Promotional Material/Samples		
	<p>Reach Convention and Event delegates through <b>Welcome Bags</b> with promotional materials/samples</p> <ul style="list-style-type: none"> <li>• 5,000 welcome bags distributed each year</li> <li>• 90+ events served annually, reaching over 70,000 delegates</li> </ul> <p>Criteria apply &amp; space limited</p>	
	<p>Ongoing</p>	<p>\$55</p>

I-5 Rest Area Event Promotions		
	<p>Promote an event at two I-5 rest areas, includes both poster and brochure rack.</p> <ul style="list-style-type: none"> <li>• Reach more than 11 million travelers each year</li> <li>• Rest areas are located southbound near Wilsonville and northbound near Albany</li> </ul> <p>First-come, first-served</p>	
	<p>Monthly</p>	<p>\$175/mth</p>

Relocation Leads		
List of consumers and businesses interested in relocating to the Salem area.	Ongoing	For more information, please contact Sue Nichols 503-581-4325 X 22

Sales Leads for Conferences, Meetings & Events		
Receive sales leads for conventions, group meetings and events when Salem facilities can't accommodate the opportunity. Sales leads provide the opportunity to be a part of the bidding process for a conference or event seeking to hold their function in the Salem area. ☞ Signed Code of Conduct required ☞	Ongoing	No charge, as provided by Salem City Charter

## **Pre-Packaged Marketing Options**

*U-Pick options packaged for your convenience – and at a 10% discount!  
(Discount is already reflected in the prices below.)*

Sorry, no substitutions; Criteria apply to many options within each package

<b>Corporate Leadership Package</b>	<b>\$1,475</b>
This package is "Jam-Packed"! The generosity of this membership supports Travel Salem's overall mission "to attract meeting, convention and tourism business to the community, and to enhance and contribute to the overall identity and economic well being of the city."	
<ul style="list-style-type: none"> <li>• "Corporate Sponsorship" recognition at Travel Salem events, TravelSalem.com, and Salem Area Visitors Guide</li> <li>• Sales Leads for Conferences/Meetings/Events</li> <li>• Salem Area Visitors Guide Listing</li> <li>• TWO TravelSalem.com website Expanded Listings, link, photo &amp; 25 words of text</li> <li>• Website – one-month special ad</li> <li>• Travel Packages on TravelSalem.com website</li> <li>• Brochure in Travel Café</li> <li>• Brochure in Satellite Visitor Information Kiosks – includes Salem Conference Center &amp; Salem Airport</li> <li>• Welcome Bags – promotional materials/samples</li> <li>• GPS listing</li> <li>• Trade show participation (fee per event)</li> <li>• Participate in Team Salem meetings – networking opportunity and forum for industry stakeholders to share opportunities</li> </ul>	

<b>Tourism Marketing Package</b>	<b>\$330</b>
Perfect for those who want to capture business from leisure/vacation visitors (e.g. lodging, retail, restaurants, attractions, events, agri-tourism sites, transportation companies, realtors, etc.).	
<ul style="list-style-type: none"> <li>• Salem Area Visitors Guide Listing</li> <li>• TravelSalem.com expanded website listing and link</li> <li>• Travel Packages on TravelSalem.com website</li> <li>• Brochure in Salem Area Travel Café</li> <li>• Welcome Bags – promotional materials/samples</li> <li>• GPS listing</li> <li>• Participate in Team Salem meetings</li> </ul>	

## Sponsorship Options

*Increase the effectiveness of your marketing program with one of these high-profile sponsorship options!!*

Weekly Event & Activity E-Newsletter		
Banner sponsorship on weekly e-mail blast to more than 1,200 visitors, travel industry and Salem residents.	Monthly	\$220 for one month (4 issues)

Travel Salem E-Newsletter		
Banner sponsorship on bi-monthly Travel Salem e-newsletter distributed to more than 1,000 local and statewide businesses and organizations.	Every other month	\$110/issue

Consumer E-Newsletter		
Banner sponsorship and editorial coverage in quarterly consumer e-newsletter distributed to more than 350 travel-minded consumers.	Quarterly	\$110/issue

Marketing Exchange Luncheons		
Logo showcased on Travel Salem e-newsletter prior to the event, logo included on emailed invitation distributed to over 1,300 local and statewide businesses, Travel Salem weekly event & activity e-newsletter, featured on big screen at the event and included on attendees name tags.	Every other month	\$330/event

NEW! GPS Sponsorship		
<b>Special on GPS – Garmin ads and listings</b> – take advantage of our introductory 25 <sup>th</sup> anniversary opportunity as a “Featured Partner” in these categories: Family Voyager, Naturalist, Adventure Seeker, Gourmand, Relaxer and Culture Seeker.	LIMITED OFFER	\$550/year

Welcome Bags		
Logo placement on bags distributed at conferences, group events, and Travel Café. 5,000 bags distributed annually **space limited	Deadline 3/09	\$435

Envelopes		
All Visitors Guides, Meeting Planners Guides and press kits are mailed in #13 envelopes. 50,000 printed each year. **Limited to 2 sponsors	Deadline 8/09	\$2,750

Salem Pad Maps		
Consumer-friendly maps designed to help visitors find their way around the city. 50,000 printed every year and distributed through the Travel Café, lodging facilities and onsite at events. **Limited to 4 sponsors.	Deadline: 11/09	\$2,200