

**Salem Convention & Visitors Association
2008-2009 Meeting Planners Guide Development Criteria**

ABOUT THE MEETING PLANNERS GUIDE

The Meeting Planners Guide (MPG) is a new publication that will be a 20-page magazine with a quantity of 3,000 generated bi-annually as the primary tool to provide information of interest to meeting and event planners to entice them to book their business in Salem, as well as Marion & Polk Counties. The MPG will be available in print and online at TravelSalem.com.

FORMAT

The sections of the MPG are predetermined by SCVA and based on current practices in the industry. The sections include: Lodging, Conference, Meeting & Event Venues/Sports Venues, Restaurants with Banquet/Meeting space, Restaurant/Nightlife, Event Services and Transportation.

CONTENT MANAGEMENT CRITERIA

- A. The publication contractor, Blodgett Marketing, does the design, advertising sales and printing directly while SCVA creates and edits the text. All revenue from advertising sales goes directly to Blodgett Marketing to reimburse the company for the sales, design and production of 3,000 guides. Advertising is available to anyone.
- B. SCVA staff does all content layout and copy, except for the paid advertising. SCVA gives all final approvals before the guide is printed.
- C. Content management criteria are required because the MPG has limitations as to its size and associated costs. Mechanisms, such as those listed below, are utilized to determine what will be included and how that will be done. These are the guiding criteria that attractions, businesses and civic organizations must meet to be "listed" in the MPG.

CRITERIA:

Conference, Meeting & Event Venues/Sports Venues

- -The room(s) must be able to be separated from the rest of the facility
- -Room(s) must accommodate 10 people or more
- -Located in Salem, Marion County or Polk County
- -Telephone number to be published

Lodging

- -Current AAA rating (or equivalent) of at least 2 diamonds
- -Located in Salem, Marion County or Polk County
- -Telephone number to be published

Restaurant with Banquet/Meeting Space

- -The room(s) must be able to be separated from the rest of the facility (e.g. A banquet room in a restaurant must be able to be closed off from rest of restaurant)
- -Room(s) must accommodate 10 people or more
- -Located in Salem, Marion County or Polk County
- -Telephone number to be published

Event Services

- -Services that would be needed by conference, meeting/event planners
- -Located in Salem, Marion County and Polk County
- -Telephone number to be published

Restaurant/Nightlife

- -Located in Salem, Marion County or Polk County
- -Telephone number to be published

Transportation Services

- -Transportation that assists visitors to move from one location to another (e.g. airport, taxi, rental car agencies, Amtrak, limo services, motor coach operators, bus services, ferry etc.)
- Located in Salem, Marion County or Polk County
- -Telephone number to be published

STRATEGY FOR 2008-09 MEETING PLANNERS GUIDE SOLICITATION

The MPG is the premier piece of promotional material utilized to sell the destination of Salem and the surrounding communities to meeting planners. The guide is essential to respond to regional and national inquiries from planners.

For the purposes of producing the 08-09 edition of the Salem Meeting Planners Guide, staff will utilize these strategies to solicit participation:

1. Work with the SCVA Membership and Marion/Polk Chambers of Commerce.
2. Send Public Service Announcements (PSAs) to the media.