



## Marketing Program Descriptions

### Follow Up Program:

The follow up program should be a “must do” for all members and allows your brochure or 1 page lure piece to be included in the YCB mail out to a prospective client. This includes follow up to all cold call leads, new enquiries, and any tradeshow where member participation is not permitted. The tradeshow follow up included in this program are as follows;

- CMP Conclave
- Canadian Sport Tourism Alliance Conference & Sport Exchange

Cost is \$225.00 + GST annually

Beyond the above – all encompassing follow up, there is the opportunity to buy-in to follow up for specific shows where members are participating. This is ideal for members who do not have the funds to attend tradeshow, but would still like to make an impact to potential clients. For \$150.00 per show, your brochure or 1 page lure piece will be included in YCB’s follow up package mailed to potential clients who have requested additional Yukon information. This marketing opportunity is available for the following shows;

- Incentive Works – Toronto
- Meet Canada Showcase – Ottawa
- Meet Canada Showcase- Laval
- Tete a Tete – Ottawa

Cost is \$150.00 + GST per show

### Tradeshow Participation:

YCB members are encouraged to participate at the shows in order to increase the Yukon’s presence in the market, to capitalize immediately on leads generated at the show and to conduct pre & post sales calls.

Participating members agree to promote the Yukon as a destination first and foremost and will be required to sign a contract for each tradeshow they intend to participate in. Signed contracts accompanied by payment will be processed and considered confirmed. Members who wish to not attend a show after they are confirmed will be required to find a replacement or forfeit the cost of the show. Collateral for members who are confirmed for a tradeshow, will be required to be at YCB 2 weeks prior to the departure for the show, so YCB office staff can arrange for shipping of these materials if required. In addition, all client business cards remain the property of YCB and YCB will forward all leads obtained at the YCB booth and/ or obtained from the show directly (such as a mail out or other bonus item from the show producer).

Members will be given the opportunity to participate with YCB at tradeshow by purchasing a portion of the booth. Cost to participate will be determined by the following cost factors;

- 1/ Cost of the show/ booth space – divided by the number of partners who express an interest (cost based on 2 partners or cost based on 3 partners if applicable)
- 2/ Cost of shipping the booth/ collateral material
- 3/ Cost of any additional décor items such as flowers for the booth, or carpet as required by the tradeshow
- 4/ Cost for electrical hook up if required by a partner/ YCB
- 5/ Cost for giveaways at the booth

Cost is per show as listed on the inventory sheet

Sales Mission/ FAM Trips

The YCB familiarization tour/site inspection program is an important tool in encouraging meeting planners to choose the Yukon as a future meeting or event location. The program will allow meeting planners to experience the Yukon's meeting and incentive product first-hand – resulting in a greater return on investment. Further, familiarization tours/site inspections provide an opportunity for the meeting planners and suppliers of products to establish relationships crucial to the end delivery of product.

Given the importance of these tours to the Yukon's meeting & incentive industry, YCB will attempt to accommodate all requests to visit the Yukon from meeting planners from within target markets – Association, Government, Corporate, Incentive and Sports Marketing. Naturally these FAM will require member participation. In addition; the FAM tours will be promoted during direct/ targeted sales calls in each of Ottawa, Calgary and Toronto during the 2005-2006 fiscal year.

Kindly note a guest list and company details will be distributed to all members participating in the FAM approximately 1 week prior to the group arrival. Participating members agree to promote the Yukon as a destination first and foremost and will be required to sign a contract for each FAM they intend to participate in.

**2005-2006 FAM Trip Dates:**

Association/ Government FAM	July 2006
Corporate/ Incentive FAM	July 2006
Sport FAM	Fall 2006
Red Carpet FAM (Yukon)	September 2006
Franchise FAM (Yukon)	March 2007

**2005 – 2006 Sales Mission Dates:**

Corporate & Incentive in Calgary	May 2006
Corporate & Incentive/ BC Association – Vancouver	May 2006
Association/ Government in Ottawa	November 13- 17, 2006
Sport in Ottawa	November 13- 17, 2006

**2005 – 2006 Client Events:**

Calgary	May 2006
Vancouver – Partnership with Holland America	May 2006
Ottawa with Sales Mission	November 16, 2006
Sport with Sales Mission	November 16, 2006

Co-operative Marketing Opportunities:

**Print:**

Co-operative marketing opportunities will be available throughout the year and include activities such as industry publications ie MPI Chapter Newsletters, or the CMC Directory Ad. A contract or notice will go out to the membership and invite buy-in from the membership. Buy in will provide cost-sharing to place the ad as well as any ad costs associated with securing the space. The focus will be to promote the Yukon first, however will provide for individual member logos to be included in the ad.

Bag it Up Program:

The main goal of the 'BAG IT UP' program is to increase conference delegate exposure to YCB retail, dining, transportation and special attraction members. Typically, visiting conference delegates receive some sort of welcome or registration package. In a standard registration package you will find information about the region where the conference is being held,

conference proceedings and discount coupons from local shops/cafes, galleries, etc.

The Yukon Convention Bureau distributes 3000 booklets annually to visiting delegates of the groups on the YCB convention calendar. In addition, we formed a partnership with Air North-Yukon's Airline's package program. Air North sells all exclusive packages for outside visitors that fly with Air North. Included in each Air North package was a BAG IT UP booklet. Added value for YCB members!

Members who purchase an ad in the BAG IT UP booklet receive a store front decal that mirrors the logo found on the front cover of the discount booklet. This is so visitors can make the connection between your establishment and your ad in the discount booklet.

The cost to participate in this program is \$175.00 plus GST annually. The deadline to participate in the 2005 edition of the BAG IT UP booklet is April 1, 2006 as we are in print by mid May.

#### Business After Hours:

YCB will host one "Business After Hours" in the spring and one in the fall. Each will provide the opportunity to promote YCB and our members as well as to generate additional memberships, provide networking opportunities to the members, and finally to encourage non-members about the advantages of hosting a meeting in the Yukon and the support services that exists within the Convention Bureau.

Members will be invited to provide services in-kind for this event ie; venue, food & beverage, door prizes etc. Notices will go out once dates have been selected and members will be invited to participate.

#### BRAVO Awards –SPONSORED BY NORTHWESTEL

The Yukon Sales Program recognizes meeting or event planners who bring a meeting "home" to the Yukon with a plaque and thank you in local media.

The costs associated with this venture are minimal when compared with the penetration into the local (Yukon wide) market. Marketing focus includes the media "Sponsor Name" Local Hero Award;

- your logo would be on each and every award (50 to be issued annually)
- radio messaging – 1 radio ad per award
- news paper coverage – 1 ad per award – again with the "Sponsor Name" Local Hero messaging
- "Sponsor" Gala Awards cocktail reception – 1 x annually recognizing all winners

The buy-in cost associated with this program is \$6500.00 and YCB are looking for a 2 year commitment (May 1, 2006 – May 1, 2008 with the option to renew after 2 years. The sponsor would be invoiced on an annual basis.)

#### Data Base Rental:

Act Data Base Rental –opportunity to purchase labels from YCB's data base. This will provide contact information in the form of mailing labels directly from the working database.

Cost is \$350.00 per request

ETS Attendees List- Opportunity to purchase the attendees list from each ETS show in Ottawa. This list will be from the 2005 shows and will be available in October 2006.

Cost is \$200.00 per request, per show