



SEE. PLAY. SHOP. EAT. SLEEP. FIND. GO. GREENVILLE.  
**10 Reasons to Join the GCVB.**



**NEED HELP SNIFFING OUT NEW PROSPECTS? THAT'S WHY WE'RE HERE!**

The Greenville Convention & Visitors Bureau (GCVB) is recognized as the official destination marketing and sales organization for the Greater Greenville region. The GCVB is responsible for promoting Greater Greenville as an attractive destination for meetings and conventions, trade shows and leisure travel. So if you're looking for a bigger piece of the cheese, let us introduce your business to the many visitors we help experience all our region has to offer!



## GREENVILLE IS GROWING.

**Greenville is a great experience!** Recently named #6 in the “top 10” of the “100 Best Places to Live” by RelocateAmerica.com, new residents and visitors are everywhere. Transplants and visitors alike will be looking for things to do, places to eat, shopping, and hotel options. You want to be where visitors are looking.

Filled with maps, directions, schedules, and events, this official guide of the GCVB will carry all the weight of the famous Michelin Guides. It will enjoy distribution at all the right places-the GCVB, state Visitors’ Centers, area hotels and from visitor inquiries. Where else could you put your message that would ensure it falls into the right hands? **The opportunity is unique, and limited. Act today!**



# Top 10 Reasons To Join The GCVB Today.

## MEMBERSHIP BENEFITS

### 1 VISITOR CENTER SALES PROMOTION

As a CVB member, you benefit directly from the CVB operated Visitors Center located at City Hall in downtown Greenville. Here members can display their brochures which are readily available for pick up by walk-ins and relocation traffic. The CVB also operates a Mobile Visitors Center that is on the move at various festivals, events, meetings and conventions throughout the Greenville region.

### 2 CONVENTION CALENDAR – FOR MEMBERS ONLY

Available online through the CVB Member Extranet, you’ll receive advance notice and contact information for annual meetings, conventions and events confirmed by the Greenville CVB sales team. This is your opportunity to reach out to these potential visitors to promote your business and services.

### 3 QUALIFIED BUSINESS LEADS

Members are given an advance opportunity to bid on requests for specific services of pre-qualified leads for conventions, trade shows and other meetings that the CVB brings to the community.

### 4 DIRECT BUSINESS REFERRALS

As a member, when visitors, prospects and clients tell us they need services in your line of business, the CVB will directly refer the services of your company.

### 5 CVB WEBSITE AND MOBILE WEB

[www.greenvillecvb.com](http://www.greenvillecvb.com) and [m.greenvillecvb.com](http://m.greenvillecvb.com) – The official tourism website for Greenville, South Carolina, provides focused sections for leisure travelers, group tour, meeting and convention planners as well as media, members and partners. Your company will receive a photo and an interactive listing, in addition to calendar of event listings and the opportunity to post special offers and packages. The enhanced Full Page listing upgrade provides additional exposure for your company to the visitor market.

### 6 CUSTOMIZED LISTINGS VIA ONLINE ACCESS

The Member Extranet provides the ability to update your listing information on the CVB website, post calendar of event listings, upload coupons for special offers and packages, and view and respond to CVB sales leads online.

### 7 PUBLICATIONS

CVB Membership includes a business listing in the Greenville & Upcountry Visitors Guide, produced by Michelin Travel Publications, as well as a hyperlink to your website via the online version of the publication. (Deadline: October 21, 2011 to be included in 2012 guide).

### 8 COOPERATIVE ADVERTISING OPPORTUNITIES

The CVB offers collateral and web cooperative advertising opportunities to members throughout the year, offering the chance to affordably promote your business on the web and/or printed materials. Contact [dwilson@greenvillecvb.com](mailto:dwilson@greenvillecvb.com) for more info, or see details online at [www.greenvillecvb.com/member](http://www.greenvillecvb.com/member).

### 9 MAILINGS THAT KEEP YOU “IN THE KNOW”

From Bi-Monthly eNewsletters to our Annual Report, members stay informed of events and announcements throughout the fiscal year. Convention Service announcements are distributed via the Online Member Extranet detailing information on upcoming group business.

### 10 MEMBERSHIP NETWORKING

The CVB hosts two networking and educational events a year. These events provide opportunities for members to learn more about CVB programs, initiatives and how to get involved. Make note of the Annual Meeting in June and the CVB Holiday Breakfast Drop-In in December.



**NEW MEMBER  
BENEFIT!  
FREE  
LISTING ON  
MOBILE WEB.**



# MARKETING OPPORTUNITIES ON THE WEB - www.greenvillecvb.com and m.greenvillecvb.com



Free **WEBSITE & MOBILE LISTINGS** with membership.

**Includes:**

- Company name and contact information
- One photo – 126 x 126 pixels
- Email and website links and Google Map link
- Two 350-character text descriptions – one targeting leisure visitors, one targeting meeting planners
- Post approved events to the CVB Calendar of Events webpage
- Upload Special Offers and coupons to the CVB Special Packages webpage



**FULL PAGE WEBSITE LISTING** for a nominal fee of \$175.

**Includes:**

- Company name and contact information
- Basic Listing with one photo at 126 x 126 pixels
- Plus four additional photos for Full Page Listing: one photo at 215 x 215 pixels and three photos at 170 x 170 pixels
- Email and website links, and Google Map link
- Two (2) 1,400-character text descriptions – one targeting leisure visitors, one targeting meeting planners
- Links to floor plans, meeting space specifications, menus and fact sheets
- Your Special Offers display on your Full Page (and on CVB Special Packages webpage)
- Your Upcoming Events display on your Full Page (as approved and also displayed in CVB Calendar of Events)
- 2012 Special Offer – all Full Page Website Listing members will be included complimentary in the appropriate “Featured Listings” section



Complimentary for 2012, a **FEATURED LISTING** is available to members who purchase a Full Page Website Listing.

- Four featured listings display on each CVB main section page. Listings rotate each time the page is accessed and on page “refresh.”



# MEMBERSHIP APPLICATION FORM



## Instructions:

- 1 Kindly complete this form and return with your membership payment to the Greenville Convention & Visitors Bureau, 148 River Street, Suite 222, Greenville, SC 29601, Attn: Diane Wilson. Please call 864-421-0000, x 108 with any questions.
- 2 Please email one 126 x 126 pixel photo for your listing on the CVB website to Diane at [dwilson@greenvillecvb.com](mailto:dwilson@greenvillecvb.com). If you are upgrading to a Full Page listing, please email four additional photos: one @ 215 x 215 pixels and three @ 170 x 170 pixels.
- 3 Upon receipt of your payment, you will be given access to the CVB Member Extranet. The extranet allows you to enter and update the text for your CVB listings, as well as calendar of event items, special offers, and packages.
- 4 Make checks payable to: **Greenville Convention & Visitors Bureau.**

Membership Year: January 1 – December 31, 2012		
CATEGORY	DESCRIPTION	DUES
<b>Accommodations</b>		
Level 1	Hotel/Motel w/meeting space (\$15 per guest room)	\$ _____
Level 2	Hotel/Motel w/guest rooms only (\$11 per guest room)	\$ _____
Level 3	Bed & Breakfast	\$160
<b>Restaurants</b>		
	Restaurants and Caterers	\$300
<b>Meeting Facilities</b>		
	Primary Convention/Event Venues	\$1,100
<b>Associates</b>		
Level 1	50+ employees	\$525
Level 2	20-49 employees	\$375
Level 3	1-19 employees	\$300
<b>Other</b>		
	Air Transportation	\$1,100
	Malls and Shopping Centers	\$660
	Non-profit Organizations	\$160
<b>WEBSITE LISTING</b>	<b>Photo, contact info, web and map link, 350 characters of text</b>	<b>FREE</b>
<b>WEBSITE UPGRADE</b>	Increase your listing to a Full Page – see details inside	\$175
<b>WEBSITE FEATURED LISTING</b>	Only available to members who purchase a Full Page listing. Complimentary for 2012.	Comp w/FP

## Required Information:

Membership Category: \_\_\_\_\_

Business Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Title of Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (Local): \_\_\_\_\_ (Toll-Free): \_\_\_\_\_

Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Site URL: \_\_\_\_\_



Apply online and access Member Extranet at:  
[www.greenvillecvb.com/member](http://www.greenvillecvb.com/member)