



Syracuse Convention and Visitors Bureau Co-Op Program Overview

The Syracuse Convention and Visitors Bureau has strategically focused its upcoming marketing programs to maximize results and we want you to be part of it. Whether your operation is a special event, a museum, a restaurant, a hotel, a shopping venue or any other aspect of our tourism industry, there is something in this cooperative marketing program that is designed to help spread your message and fit your budget. Take a look at all the possibilities. If you have questions on anything, please contact Carol Eaton, Vice President of Marketing for the Syracuse Convention and Visitors Bureau at 315-470-1904 or by email at CEaton@VisitSyracuse.org.

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Convention & Event Tradeshows and Sales Missions

January/February

Upstate Medical University Mission

Cost: \$200

Primary Market: Upstate Medical University faculty and staff who attend medical and health conferences that can be recruited to Syracuse.

February/March

LeMoyne College Educational Mission

Cost: \$100

Primary Market: LeMoyne College faculty and staff who attend educational conferences that can be recruited to Syracuse.

April

Syracuse Showcase - Albany

Cost: \$500; travel on your own.

Primary Market: State Association Meeting- state, regional, national, and international meetings.

June 2

Empire State Society of Association Executives (ESSAE) Tradeshow - Saratoga

Cost: \$300 (approx) for Syracuse aisle decorations; booth fee and travel are on your own.

Primary Market: Albany area association meeting planners - state and regional meetings.

July/August

Syracuse Day at the Races - Saratoga

Cost: \$500; travel on your own

Primary Market: Albany area Association Meeting Planners - state and regional meetings.

August

Connect Marketplace - Louisville, KY

Cost: \$1,430; travel on your own.

Primary Market: Social, Military, Education, Religious and Fraternal (SMERF) meeting planners who plan meetings across the country.

September 8-9

Affordable Meetings - Washington, DC

Cost: \$1,210; travel on your own.

Primary Market: Washington DC area meeting planners who plan meetings across the country.

October 4-5

The Reunion Network - Niagara Falls, NY

Cost: \$500; travel on your own.

Primary Market: Volunteer Military Reunion/Planners who plan reunions all over the country.

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Convention & Event Tradeshows and Sales Missions

October 19-23

TEAMS - Charlotte, NC

Cost: \$1,760; travel on your own.

Primary Market: Sports event planners who plan events, competitions, and meetings across the country.

November 15-18

Rejuvenate - Louisville, KY

Cost: \$1,500; travel on your own.

Primary Market: Religious Meeting Planners who plan state, regional, and national conferences.

Fall

Association Sponsorship

Cost: \$200

Opportunity to host portion of association meeting in Albany.

Primary Market: NYS association meeting and event planners.

Local Religious Blitz

Cost: \$100

Primary Market: Local religious officials who attend religious conferences that could be recruited to Syracuse.

Onondaga Community College Educational Mission

Cost: \$200

Primary Market: Onondaga Community College faculty and staff who attend educational conferences that could be recruited to Syracuse.

Syracuse University Educational Mission

Cost: \$200

Primary Market: Syracuse University faculty and staff who attend educational conferences that could be recruited to Syracuse.

Sales & Leisure Direct Marketing & Leisure Trade Shows

September Convention & Meetings Direct Mail Promotion

\$400

One 4"x6" panel on postcard
Minimum 2,000 postcards sent

Your ad panel will be featured on a multi-panel postcard targeting key qualified potential meeting planners and sporting event organizers. A minimum of 2,000 postcards will be sent to these targeted pre-qualified event planners to interest them in further exploring the Syracuse area as a potential event site. Each panel will feature a different component of the Onondaga County meeting and event destination product.

Reach valuable meeting planners & sporting event organizers for \$.20 each.

Suggested sponsors: Hotels, meeting facilities, museums & restaurants

April Leisure Direct Mail Promotion

\$500

One 4"x6" panel on postcard
Minimum 4,000 postcards sent

Your ad panel will be featured on a multi-panel postcard targeting key points of origin for leisure travel. A total of 3,500 postcards will be sent to travel oriented households across these target markets having a household income of greater than \$80,000. Each panel will feature a different component of the Onondaga County destination product.

Reach your potential customers for \$.14 each.

Suggested sponsors: Shopping venues, museums, May and June special events & festivals, restaurants, and accommodations

June Leisure Direct Mail Promotion

\$500

One 4"x6" panel on postcard
Minimum 3,500 postcards sent

Your ad panel will be featured on a multi-panel postcard targeting key points of origin for leisure travel. A total of 3,500 postcards will be sent to travel oriented households across these target markets having a household income of greater than \$80,000. Each panel will feature a different component of the Onondaga County destination product.

Reach your potential customers for \$.14 each.

Suggested sponsors: Shopping venues, museums, State Fair, July and August special events & festivals, restaurants, and accommodations

Sales & Leisure Direct Marketing & Leisure Trade Shows

Holiday Shopping Leisure Direct Mail Promotion

\$500

One 4"x6" panel on postcard

Minimum 3,500 postcards sent

Your ad panel will be featured on a multi-panel postcard targeting key points of origin for leisure travel. A total of 3,500 postcards will be sent to travel oriented households across these target markets having a household income of greater than \$80,000. Each panel will feature a different component of the Onondaga County destination product.

Reach your potential customers for \$.14 each.

Suggested sponsors: Shopping venues, museums, late November and December special events & festivals, restaurants, and accommodations

Destinations of New York State Getaway Travel Show - Albany Spring & Fall 2010

\$175 to display your brochure and accompany our Tourism Marketing Manager (not including transportation, food, etc.) or

\$25 to send your brochures to the show without attending

The Getaway Travel Show brings hundreds of State employees to visit exhibitors representing attractions, destinations etc., to the Concourse of the Empire State Plaza. The shows take place on the Concourse, lined with banks, cafeterias, fast food and other shops. The event provides excellent opportunities to distribute information to the consumer market, network and stimulate new sales leads.

Advertising

AMTRAK Onboard Travel Magazine (New York By Rail)

\$2150
1/3 page advertisement

Circulation: New York By Rail Magazine, is filled with information about travel destinations from New York City to Canada accessible by intercity passenger rail. Circulation is 175,000 with primary distribution onboard AMTRAK trains, in AMTRAK train stations, and at thruway information centers outside of New York City.

Audience: Riders along AMTRAK routes between New York City and Buffalo. Your ad will be featured under a Syracuse: We'll Surprise You banner that highlights reasons to visit the destination. Design of ad can be provided for additional cost.

Suggested sponsors: Shopping venues, museums, State Fair, special events & festivals

Ottawa Life Magazine (December edition)

\$1300
1/3 page advertisement in overall Syracuse double page ad

\$633
1/6 page advertisement in overall Syracuse double page ad

Circulation: OLM has a reach of 220,000, based on print run of 40,000 bi-monthly, 500 newsstands in national capital region and major newsstands across Canada, 6,500 subscribers (includes 3,500+ executive-level public servants), all Members of the House of Commons and Senate, all provincial and territorial assembly members, 120 Embassies, 1,800 Board of Trade member-companies locally and 3,300 national organizations and lobbyists based in Ottawa and across Canada. Ottawa Life Magazine is also carried as an insert to all Globe & Mail subscribers in the National Capital Region and West Quebec.

Audience: Upscale readership with interest in Ottawa related topics. Your ad will be featured under a Syracuse: We'll Surprise You banner that highlights reasons to visit the destination. Design of ad can be provided for additional cost.

Suggested sponsors: Shopping venues, museums, State Fair, special events & festivals

2010 Emailer Program

\$300 per ad

Or sponsor all 12 months for \$3000

One sponsorship ad tile

Minimum 40,000 emails sent

These monthly emailers are sent to a minimum of 40,000 addresses of targeted potential travelers to Onondaga County. Each email features 3 pay profile listings that your business can be part of. Choose your month on the sign-up form and the SCVB will work with you on the listing to ensure its consistency with the target audience and its appropriate message.

www.VisitSyracuse.org Home Page Featured Site

\$300 per month

Or 13 months for \$3,300

15,000 visitors per month

The home page of the destination website for Onondaga County features space for a rotating advertisement. This featured site banner ad will rotate on either every new landing by a visitor to the site or every three minutes. Each listing ad will be either a medium rectangle or vertical banner and appear in the upper half of the home page. Up to 4 advertisers will be accepted for these rotational ads.

www.VisitSyracuse.org Secondary Page Sponsorship Tiles

\$100 per month

Or 13 months for \$1,000

15,000 visitors per month

The destination website for Onondaga County features numerous landing pages designed to tell potential and actual visitors more about a specific portion of this great destination. Each website page will include no more than two sponsorship tiles (medium rectangle or vertical banner) for interested partners. VisitSyracuse.org landing pages available include (but are not limited to) Accommodations, Restaurants, Attractions, Meeting Facilities.

www.VisitSyracuse.org Enhanced Listing

\$25

Add dramatic, eye-catching color as well as an additional interior photo to your listing on the destination website for Onondaga County. The added color and photo begins in December 2009 and runs until December 31, 2010.

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Online Marketing

Facebook Pages

\$100 for application building and 1 hour of training time

Social networking is a rapidly growing marketing venue and one that will need to be engaged for future success. The Convention and Visitors Bureau has developed a Facebook account to publicize the destination and can help you construct a business page to publicize your business, attraction, or event. Take a look at <http://www.facebook.com/SyracuseNY>. The SCVB's Online Promotions Manager, will work with you to construct your initial account and then work one-on-one with you or a suitable appointee to build a base understanding of the page and what it can do for you.

Preble Visitor Information Center

Onondaga County-based facilities and events:

\$200 Annually for year round facilities

\$100 Seasonally for seasonal facilities

Events: \$50 for 3 months, \$40 for 2 months, \$25 for 1 month

Outside of Onondaga County-based facilities and events:

\$400 Annually for year-round facilities

\$200 Seasonally for seasonal facilities

Events: \$100 for 3 months, \$80 for 2 months, \$50 for 1 month

The Preble Rest Center is approximately 30 miles south of Syracuse on Route I-81 Northbound. The \$7.5 million facility is state of the art and is equipped with restrooms, vending machines, telephone booths, a State Police office and our Central & Upstate NY Visitor Information Center. It is the last rest area heading north, prior to arriving in Syracuse and services travelers continuing north and those who are heading east and west on the New York State Thruway.