



Dear TACVB Member,

Our annual 2010 Oscar Client Event and Marketing Blitz are right around the corner. Please join us for our 9th Annual Oscar/Blitz event!

Oscar Client Event: Sunday, March 7, 2010

Location: Four Seasons Hotel Austin (The hotel block will be at the Marketing Blitz location.)

Marketing Blitz: Monday, March 8 through Wednesday March 10, 2010

Location: Radisson Hotel & Suites Austin-Town Lake

We secured an excellent reduced rate for our group at the Radisson for the nights of Sun March 7 thru Wed March 10th for \$124.00 per night with \$15.00 parking per vehicle per night. Shoulder nights may be available at the group rate. Please contact the Radisson Austin directly for your reservations at 512-478-9611 (in-house reservations) or 800-395-7046 (national reservations) asking for the "TACVB room block" or book online at www.radisson.com using "TACVB" as the group online code. The room block cutoff date for reservations is February 5, 2010.

Oscar Client Event – The annual gala is by invitation only to meeting planners and organization executive directors. For 2010, all Austin/San Antonio area directors and planners will be invited from our TxMET contact list, whether or not they have attended the Oscar Client Event previously or have been seen in person by a blitz team. Our goal is to have 150 of Austin/San Antonio and the surrounding area's top meeting planners and their spouse or guest in attendance this year.

All will share the evening of fun, food, star-gazing, fashion policing and great conversations with guests. Our Masters of Ceremony will continue to keep the party lively and filled with interesting commentary.

Marketing Blitz (formerly Co-City Marketing Blitz) - CVB sales professionals, seasoned and novice, join together in teams to make calls on Austin/San Antonio area organizations in order to educate planners on the value of working with CVB's and to obtain updated information about the organizations' meetings for inclusion in TxMET.

This is an exclusive offer to TACVB members who are also TxMET members. If you are not aware of the incredible lead potential TxMET offers you, call Bridgette now to learn more. Only TxMET members are able to participate in the Oscar Client Event and Marketing Blitz. There is a limit on the number of Blitz participants so please sign up quickly.

Please return your completed form to TACVB by January 15, 2010 by fax or mail to TACVB. You can download the registration form from TACVB's website under Marketing Blitz/Oscar Client Event.

Want to learn more? Contact Bridgette @ TACVB, 361-749-0467 or Bridgette@tacvb.org.

Thank you and we look forward to seeing you on the Red Carpet!

2010 Oscar Client Event Committee and 2010 Marketing Blitz Committee



Oscar Client Event – Sunday, March 7, 2010
Marketing Blitz – Monday-Wednesday, March 8-10, 2010

TxMET Member CVB/Chamber: _____

_____ # of Participants @ \$450* pp *Registration fee includes Oscar Client Event & Blitz	_____ Oscar Client Event Participant ONLY @ \$125* pp *Only available to CEOs of participating Blitz attendees
_____ # of TACVB Shirts @ \$52* ea *Only required for new Blitz participants Minimum 2 shirts needed	_____ Oscar Client Event Board Member ONLY @ \$100* pp *Only available to TACVB Board Members

Blitz Participants will be limited to a total of 30 ppl, forming no more than 10 teams. If more than one person from a bureau requests participation on the Blitz, the additional registrations will not be confirmed until all bureaus have an opportunity to participate with at least one participant.

Bureaus who participate in the Oscar Client Event will be required to donate one gift per bureau valued at \$50.00 or more, to be given away as their bureau's "Planner of the Year" award.

TOTAL AMOUNT DUE: \$_____

Pay with Credit Card (circle) AMEX VISA MC

Card Number _____ Exp. _____

Signature _____ CVS Code _____
(3-digit code on back of Visa/MC)

Or _____ Invoice Me (Due Date _____)

Oscar Client Event AND Blitz Participants (please check if you are willing to drive for your team):

Name: _____ Email: _____ Team Driver? _____

Name: _____ Email: _____ Team Driver? _____

Oscar Client Event ONLY Participants:

Name: _____ Email: _____

Name: _____ Email: _____

REGISTRATION DEADLINE: January 15, 2010

Mail or fax this form to TACVB:

Texas Association of Convention & Visitors Bureaus (TACVB)
311 South Station Street
Port Aransas, TX 78373
Fax: 361-749-0469

Questions? Call Bridgette at TACVB 361-749-0467 or Email: Bridgette@tacvb.org



TACVB Marketing Blitz Participant Information

Marketing Blitz Goals:

1. Educate meeting planners on the benefits of working with convention and visitors bureaus across Texas
2. Obtain updated meeting information, directly from the planners, to update TxMET, our CVBs' database
3. Showcase the diversity of destinations in Texas by team representation
4. Demonstrate the interest of Texas CVBs in the Austin/San Antonio area accounts

Changes for the 2010 Marketing Blitz:

All accounts that were not seen in person during the 2009 Blitz will be on this year's call list
The Blitz has been expanded to include San Antonio
Seventeen committee members are working on updates for Austin/San Antonio area accounts

TACVB's Expectations/Requirements:

No promotion of an individual destination, unless questions are asked by the planner during a meeting – you are not representing your city, but all CVBs in Texas

Please do not make or schedule any other calls/appointments while on the Blitz

Attend all **MANDATORY** meetings as noted on the attached schedule

Please be on time for mandatory meetings and blitz calls

Please do not rush through the appointments to finish early. Each account deserves your full attention

Respect your team leader and your teammates

Participants are required to wear TACVB logo shirts with business slacks/skirts on blitz days

Appropriate dress for all Blitz participants is required – no low-cut shells, low-waist slacks or skirts, no Capri pants. Please remove or cover body piercings. Please cover tattoos. Though TACVB respects your individuality, during the Blitz you will not be representing yourself or your destination, but all Texas CVBs so a more conservative appearance is requested.

Note that any inappropriate dress, conduct or failure to participate will be shared with the appropriate CEO and you will be asked to withdraw from the Blitz.

What You Will Gain:

Your bureau's contact information will be printed on a collateral piece left at each appointment. This collateral piece lists only those bureaus participating in the Blitz and will be left at each appointment in addition to the Meet Texas guidebook and gift.

Face to face meeting time with planners in the Austin/San Antonio area will give you easier access to see them in the future when representing your own destination.

Team work in setting appointments, making calls and gathering meeting updates during the Blitz.

Sales/marketing skill improvement by working with team members from other bureaus

The TACVB Marketing Blitz Committee has made a strong effort to improve the Blitz with changes to procedure, protocol and in TxMET use. We are dedicated to making the 2010 Marketing Blitz a huge success – with your help and cooperation. We welcome the participation of all TxMET member bureaus. Let's make this a fun and productive Blitz!



2010 Oscar Client Event & Marketing Blitz

Schedule

Oscar and Blitz Participants are required to attend ALL gatherings as noted

Sunday, March 7, 2010

1:00 pm	MANDATORY Meeting for ALL Oscar Participants
1:00 pm – 3:00 pm	Swag Bag Assembly
6:00 pm	Volunteers meet in Ballroom and go to volunteer location
6:15 pm – 8:00 pm	Welcome guests
6:30 pm	Reception
11:00 pm or later	Escort guests out and clean-up

Monday, March 8, 2010

9:00 am – 10:00 am	MANDATORY Breakfast and Teams' Meeting for ALL Blitz Participants
10:00 am – 5:30 pm	Teams on calls
11:00 am – 2:00 pm	TACVB Board of Directors Meeting
5:30 pm – 6:00 pm	Teams check-in and input team's data

Tuesday, March 9, 2010

8:00 am – 9:00 am	Breakfast
9:00 am – 5:30 pm	Teams on calls
5:30 pm – 6:30 pm	MANDATORY Meeting for ALL Blitz Participants Teams check-in and input team's data Teams may continue calls on Wednesday morning if needed



Celebrating the Oscars!

Be a part of an evening to remember through these great sponsorships!

Oscar Winning Sponsors (\$1,000)

Logo recognition on invitation plus recognition during program (2 announcements by MC)

Ten additional drink tickets for you and your guests

Signage at Event with logo

Opportunity to promote your destination by providing specialty gift item in Swag-bag for guests

Lounge Area Sponsor (\$1000) Only two available

Logo recognition on invitation plus recognition during program (2 announcements by MC)

Ten additional drink tickets for you and your guests

Signage at Event with logo

Opportunity to promote your destination by providing specialty gift item in Swag-bag for guests

Red Carpet/Valet Parking Sponsor (\$750) Only two available

Recognition on invitation plus recognition during program (1 announcement by MC)

Opportunity to showcase destination with gift in Swag-bag

Opportunity to showcase destination with literature placed in car

Opportunity to promote your destination by providing specialty gift item in Swag-bag for guests

Reception Sponsor (\$750) Only two available

Recognition on invitation plus recognition during program (1 announcement by MC)

Signage with logo at reception area

Opportunity to showcase destination with table tent cards (4.25"Wx5"H) placed on specific tables in reception area

Opportunity to promote your destination by providing specialty gift item in Swag-bag for guests

(Guests will be asked to remain in the reception area for the first 30 minutes of the event. Refreshments and hors d'oeuvres will be served.)



Leading Role Sponsor (\$500)

Recognition on invitation plus recognition during program

(1 announcement by MC)

Signage at Event

Opportunity to showcase destination by placing literature in Swag-bag for guests

SWAG-BAG Sponsor (\$500)

Recognition on invitation plus recognition during program

Signage at Event

Opportunity to showcase destination by placing literature in Swag-bag for guests

Best Supporting Sponsors (\$350)

Recognition on invitation plus recognition during program (1 announcement by MC)

Signage at event

Opportunity to showcase destination by placing literature in Swag-bag for guests

Lights, Camera, Action Sponsors (\$300)

Signage at event

Recognition during event (1 announcement by MC)

Opportunity to showcase destination by placing literature in Swag-bag for guests

The number of Swag-bag gifts needed per sponsorship will be based on the number of attendees, ranging from 100-150.

This year we will not be decorating the tables ourselves as we have done in the recent past. The hotel/decorator will decorate all tables equally – and all tables will be rounds of 10. New this year, we are offering a seated Lounge area in the foyer, so that conversation and mingling can be done throughout the Oscars without disturbing the hard-core Oscar watchers.

Event will be open seating for guests with clearly reserved seats for Oscar Participants (CVB representatives) at each table. Oscar Participants will rotate during the evening to other tables and the Lounge area during announcements by our MC's.

*Use the attached Sponsorship Form to sign up before **January 15, 2010!** Questions? Contact Connie Ledbetter at (800) 657- 2373 or (512) 740-9527.*



Oscar Client Event Sponsorship Information

In order to make this first-class event even more successful we are asking for your support. In an effort to increase attendance and continue the Oscar Client Event, we are asking for individual bureau sponsorships. This will provide individual bureaus with even more exposure to a targeted audience, as well as insure that the 2010 Oscar Client Event is successful! Sponsorships will be given based on date and time received.

SPONSORSHIP FORM

CVB/Chamber Name: _____
Contact Name: _____
Billing Address: _____

Phone: _____
Fax: _____
E-mail: _____

LEVEL OF SPONSORSHIP

- _____ Oscar Winning - \$1,000
- _____ Lounge Area - \$1,000
- _____ Red Carpet/Valet Parking - \$750
- _____ Reception - \$750
- _____ Leading Role - \$500
- _____ SWAG—Bag - \$500
- _____ Best Supporting - \$350
- _____ Lights, Camera, Action - \$300

SPONSORSHIP DEADLINE: January 15, 2010
Fax this form to TACVB at 361.749.0469

Sponsorships will be given based on date and time received.