



## Host Sponsor SAVE THE DATES

**Tues, April 11, 2023 | Minneapolis, MN**  
**Thurs, April 13, 2023 | Kansas City, MO**  
**Tues, October 3, 2023 | Columbus, OH**  
**Thurs, October 5, 2023 | Indianapolis, IN**  
**Tues, November 14, 2023 | Milwaukee, WI**

### What is Destination Celebration?

Destination Celebration is an event that was created in 2014 by founding co-hosts David Kinney, Louisville Tourism and Lisa Lopez, then with NYC & Company.

With the professional event planning assistance of Missy & Mic Johnson of MJMeetings, LLC, the event has been held in Kansas City, MO, Minneapolis, MN, Indianapolis, IN, Columbus, OH **and starting in 2023 – Milwaukee, WI**. The event has grown to include about 50 destination host sponsors and up to 100 meeting professionals in each city.

Destination Celebration is an evening networking event where host sponsors and regional planners/executives mingle in a casual and relaxed reception environment. Host sponsors are each designated a destination-branded tall cocktail table to display destination information and greet guests.

Planners are motivated to attend because we offer multiple destination hosts under one roof, a hip/fun environment with complementary food and drinks, raffle prizes from destination hosts, and an opportunity to win a grand prize of two \$250 Visa gift cards.

### Event Specifics

Events are held from 4pm-7pm in each city.

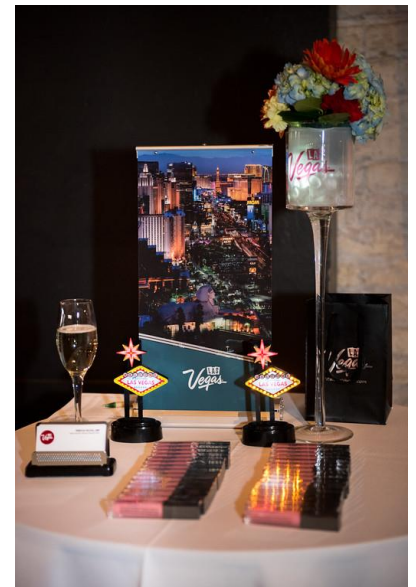
The participation cost for each Destination Host Sponsor is \$925. This includes one tall, branded cocktail table, and your destination logo featured at the event and on e-invitations sent to our planner guests. This fee also includes attendee invites, event design and logistical planning!

#### **All you need to do is help us get the right people in the room and show up!**

Each Destination Host Sponsor also has the option to add up to two additional representatives from your destination - for an additional \$475 per rep - to exhibit with you at the same table. (Hosts sharing a table from different Destinations is not allowed.)

You may want to include a second person from your destination or perhaps a sales rep or two from your city's largest convention hotels.

To get a visual "feel" for Destination Celebration, click [here](#) to view some photos from one of our 2018 events.



## Why Should I Participate?

See what past destination hosts have said about our event...

*"Our destination was invited to Destination Celebration a few years ago. I have attended the event in every city they have done and it's probably the best value to receive maximum exposure in those cities. Planner attendance is always strong as they love coming to these events. I now plan my annual business travel around Destination Celebrations."*

- Patrick Aversa, Memphis Tourism

*"A few years ago, a couple of individuals came up with an idea to celebrate Meetings Mean Business Day in KC. They created the concept, hired a local planner and found an exceptional venue. The cost to attend this event was nominal considering how expensive events are to produce these days. Their secret was to engage salespeople from all walks of our industry to participate. Planners attend from Kansas, Missouri, Nebraska, Iowa and even Oklahoma. We all thought the first year was great until we hosted the second year when attendance grew. Dollar for dollar, this is the best showcase in the Heartland. One where planners and suppliers meet, network and exchange RFP's. No better show than Destination Celebration'."*

- Rick Hud, Monterrey County CVB



## Key Deadlines

Registration Opens for Existing Hosts – Tues, January 3

Registration Opens for New/Potential Hosts – Tues, January 10

**Deadline to register for 2023 Events – Wed, February 1**

Invoices Emailed to Registered Hosts for Spring Events (MSP & KC) – Week of February 13

Payments Due for Spring Events - Wed, March 15

Invoices Emailed to Registered Hosts for Fall Events (Columbus, Indy & Milwaukee) – Week of July 10

Payments Due for Fall Events – Tues, August 15

## Additional Questions?

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### Meeting Planner:

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