



BOARD COMMITTEE "CHARTER" WORKSHEET & 2010 OBJECTIVES

Today's Date: 1/4/2010

Name of Committee: Hospitality Tradeshow

Co-Chairperson: **Cindy Andrews - Sunbrite Outdoor Furniture**

Co-Chairperson:

Allied Liaison: **Nick Romeo - Arts & Cultural Alliance of Central Florida**

Charter (reason for being): To provide an annual "First Class" Business to Business or Member to Member trade show for the CFHLA Membership.

2010 GOALS RELATED TO THE 2010 BUSINESS PLAN

- 1) Establish a lodging member to serve as Co-Chair of the planning committee
- 2) Conduct event during the month of October.
- 3) Maintain show hours:
Set-up - the night prior from 2 pm - 7 pm
Luncheon from noon - 2 pm via Chef Challenge on the tradeshow floor
Exhibit hall from 10 am to 4 pm
Post Tradeshow Reception from 4 pm to 6 pm on the tradeshow floor
- 4) Achieve goal of 900 Lodging attendees and 8 Industry Partners
- 5) Market tradeshow to all hoteliers in the Southeast region of the U.S.
- 6) Secure a minimum of 190 paid exhibitors.
- 7) Offer CFHLA Allied members the option to pre-pay booth fees early via pre-registration email.
- 8) Maintain/Promote a "theme"
- 9) Maintain day of event Silent Auction (goal: \$2500)
- 10) Maintain day of event program booklet featuring ½ page advertising at \$350 per. Offer ½ page advertising for non-exhibitors at \$500 per.
- 11) Maintain CFHLA managed registration and name badges with color coding system
- 12) Maintain a "will call" window for pre-registered hoteliers
- 13) Maintain signage of "First Time Exhibitor"

- 14) Continue to enhance sponsorship by adding sponsor signage near registration desk and staging area
- 15) Continue sponsorship to \$2,000 with a minimum of 10
- 16) Initiate a new four tier booth fee schedule for vendor participation
 - \$699 if paid by June 1st (inside booth)
 - \$749 if paid by June 1st (corner booth)
 - \$800 after June 1st (inside booth)
 - \$849 after June 1st (corner booth)
- 17) Initiate parking fee schedule to accommodate vendors for set-up and day of event parking.
- 18) Distribute name badges one week prior to help eliminate lines for registration/maintain color coded badges
- 19) Establish a "Vendor" email list to give tips to attracting business to each booth.
- 20) Limit Exhibitor badges to 4 per booth. Additional Badges will cost \$25 per.
- 21) Maintain non-exhibitor allied tradeshow attendee pass fee of \$1,000.
- 22) Secure site/date for 2011 event.

Thank you for your continued support.

Central Florida Hotel & Lodging Association

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