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Florida



Mississippi



Georgia



South Carolina



Alabama



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January 2012

THE MEETING PLANNER'S

# GUIDE TO FACILITIES IN THE SOUTHEAST



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The properties listed inside this guide put a high value on the business derived from association and corporate meetings. They are a select group, dedicated to serving the Southeastern market. All listings in this guide were updated immediately prior to printing, and every effort was made to ensure that the information is current.

ON THE COVER: Inn at Biltmore Estate, Asheville, NC; Hogwart's, Universal Orlando; Montgomery, AL; Centennial Park, Atlanta, GA; Jackson Convention Center, MS; Grande Dunes, SC; Gatlinburg, TN.

# Ten Tips For Tradeshow Success

*Boost sales, relationships and presence with planning, execution and follow-up*

**T**radeshow offers unparalleled opportunities to reach potential clients, members of the media, industry leaders, strategic partners, key opinion leaders, vendors and potential new-hires. Tradeshow successes can make or break a company, and successful tradeshow exhibits can catapult a business to new levels of industry prominence.

Attending tradeshows is crucial for any competitive business, so understand that there is no substitute for these events. Respect the value of each tradeshow and consider the opportunities presented as a major element in your overall marketing plan. Don't be naïve to think that just showing up is good marketing, or that opportunities will fall in your lap. You should have a tradeshow plan that capitalizes on each area of opportunity.

Everyone involved with your tradeshow efforts must get on board with goals for planning, executing and following up on tradeshow leads of all kinds. Of course, you will carefully record and track sales leads that generate from your displays and presentations, but who is keeping track of all the relationships grown with media, event organizers, speakers from the event podium, industry associates, competitors and even from your own staff. In order to reap the benefits, someone must take charge of organizing show efforts and monitor the tangible and intangible results of tradeshow activities. If your responsibilities include managing these events, you must realize that your efforts reflect on your company's image and its sales. Maximize the return on your tradeshow investment by carefully following these 10 Tips for Tradeshow Success:

**1 Recognize opportunities and set clear goals.** A tradeshow's goals will include product sales and lead generation, but don't stop at immediate gratification. Are you focusing on a current promotion or launching a new product? Look at how ancillary activities affect corporate image, your marketing program and future sales. Your goals should include sales measures and other valuable things, such as finding customers and influencers who are fans of your company, landing articles in the trade media, learning about upcoming trends in your industry, booking speaking engagements for your company spokespersons, becoming involved in industry organizations and enhancing staff members' marketing skills.

**2 Make a list of the categories of people who will attend the show, and understand how each group can play a role in meeting your goals.** Your list might include prospective clients, staff, devoted product users or clients, key opinion leaders, competitors, media, event organizers, associations, consultants, suppliers and distributors.



Daytona Beach Ocean Center, Florida

**3 Select your show; then organize your efforts. Create a calendar for pre-show and on-site action items, and meet with your staff regularly to monitor progress and discuss options.** Find the shows that cater to your desired demographics, and be specific about sub-groups when you evaluate. Don't just look at the total foot traffic estimates, but consider all opportunities associated with the show: networking, podium opportunities, media coverage, etc.

Put together a master calendar that lists the show dates, and all relevant dates for action — when fees are due, paper submissions, speaker selection and training, management for any events you plan to host, travel dates, etc. Include these items on the master calendar and hold regular staff meetings to ensure that each item is getting done on time.

Gather materials for the booth several weeks in advance. Include brochures and business cards, paper and pens, calculators, scissors, tape (several kinds) tissues and paper towels, snacks and other personal items.

**4 Monitor relevant podium and poster presentations.** What are the information draws for the show? What do attendees hope to discover? Who will be speaking, and what are their topics? How do these presentations relate to your product or service? Perhaps your public relations executive or another seasoned member of your research or marketing staff can offer information or data that speakers can use, or perhaps they can serve as experts in their own right.

**5 Look for opportunities to increase your presence.** Review each show's brochure for events and programs of interest. Many shows launch their activities with a kick-off event for exhibi-

tors and/or attendees. Be sure that your company is well represented at these informal events. This is a time to meet and greet without a set agenda; it is less threatening than walking into a booth, and you could initiate relationships with customers that result in sales and other valuable outcomes.

Be sure that major events are attended by all of your on-site staff. Check that properly schooled individuals attend technical or industry business meetings. Understand that even the line for coffee in the morning or an elevator ride in the host hotel provides opportunities for important networking.

Walk the floor. You might discover opportunities to join activities that help your cause. Check out the other booths and displays. Compare your marketing efforts to those of your competition, and to others in the industry. Learn about industry developments and new products being offered; your dinner partners will discuss what they see on the floor, don't be left out of important conversations.

**6 Create "Buzz" in your booth. Keep things lively with presentations and demonstrations.** The traditional logo-crested bag continues to be a show favorite because people using the bags become walking billboards for your products, but don't limit yourself to the old standbys. Look for items that relate to your industry, especially useful tools that will be carried back to the workplace and used for years.

Begin the buzz by promoting your activities in advance of the show, and at the show. Mailed announcements, eblasts, news releases, trade publication or show program ads, fly-ins, door drops and on-site flyers and posters bring traffic to your booth and start the buzz on your first launch of information. Be creative with your handouts, and people will beat a path to your booth. Whether your plans include



Myrtle Beach Convention Center, South Carolina

book signing or a raffle, understand that planning the event is a vehicle to allow you to promote and get your name out there.

**7 Don't just be there. Prepare your staff to optimize presence, strategize staff activities, and train them to execute their roles.** As with any team venture, every team member must understand his or her role. Depending on the size of your booth, you can have several people share a function, or each person sharing several functions. Designate greeters, demonstrators, people to answer product questions, order takers, cleaners and booth managers.

Create a good first impression by establishing rules for dress and behavior. Your staff should avoid excessive chatting with each other, sitting around looking bored, and eating and drinking in the booth; personal items should be kept out of site. Each person should prepare five or six questions to use when greeting customers, and everyone must be aware of company promotions and events tied to the show. Your staff should be encouraged to ask for contact information from visitors and to keep notes on interesting conversations or requests. Understand that good listening skills are as important as speaking skills.

**8 Recognize opportunities and pursue media relationships.** Industry shows draw the top names in trade journalism, so be sure to meet with media representatives at the show. Don't settle for the advertising sales team, but you should arrange meetings with editors and writers in attendance. Your public relations professionals may arrange meetings with editors and other journalists, and you should sit in on as many of these meetings as possible to help develop relationships and to ensure proper messaging. Additionally, your efforts to support PR measures tell the editor that their publication is important to you, which can pay off in inches (of text in the publication).

Print publications are the primary media at tradeshows, but online magazines are strong vehicles for product exposure. Additionally, more and more trade pubs are using video as part of their show coverage. Talk to editors before the event to schedule your company spokespersons for interview. Why not invite media to your booth for

a demonstration of your products, or host a press conference to gather several journalists to observe techniques and ask questions? Tradeshow attendance offers opportunity to get article placements for your goods and services.

**9 Stay in the "Best" hotel. Regardless of price, staying in the show-sponsored hotel allows you to network throughout your stay.** Considering the cost of travel, a few extras spent on convenience and strategic placement of your staff can pay off. You can make a friend by holding an elevator, waiting in line at the coffee shop, or hitting the treadmill in your hotel's fitness center. These ca-

sual meetings can turn into valuable friendships that could come in very handy.

Check the registration materials for recommended hotels and association discounts. These hotels are most often convenient for all show-related activities. You should also investigate online agencies (expedia, priceline, hotel.com, etc.) to compare rates. Don't wait until the last minute to reserve a room; rooms near conference centers fill up quickly — sometimes up to a year in advance of a tradeshow. It's always better to make a reservation and cancel it later than to get squeezed out of the "in spot."

**10 Network. Be aware of golden opportunities.** Remember that tradeshows draw all of the people that you want to meet. Look for reasons to be "at the right place, at the right time." Are you looking to form strategic partnerships with companies that share your values and goals? You can find non-competitive businesses that could partner with you to sponsor future seminars, cocktail parties or special events. You could discover that the personal assistant to that person you've been trying to contact about giving an opinion about your latest product is seated next to you at the conference awards banquet. Don't skip the host events; you will always come away with new and important friends and ideas.

*About the author: Connie Jankowski is a public relations and marketing professional and a partner in FredricPR, based in the US. She has attended, organized and promoted major tradeshows in healthcare, education and consumer industries.*

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# Mobile Bay Offers Great Hotel Meeting Options

Known as the birthplace of Mardi Gras in America, Mobile, Alabama now focuses as much on meetings as it does on MoonPies and parades. The Resort Collection of Alabama's Robert Trent Jones Golf Trail has three hotels along Mobile Bay. These Four Diamond hotels offer the service and amenities you desire at an affordable price.

The World Leisure Organization selected Mobile Bay for its 2014 meeting and will be bringing in guests from around the world. Exceptional meeting locations, lodging and leisure options were all important criteria in their selection process and Mobile was chosen over global competitors. So whether you are looking for a historic location or a hotel with stunning water views, consider Mobile Bay and the hotels below for your future meetings.

## Grand Hotel Marriott Resort, Golf Club & Spa

### POINT CLEAR, ALABAMA

Since 1847, The Grand has maintained a gracious tradition of Southern hospitality on historic Mobile Bay. The Grand Hotel consistently receives the AAA Four Diamond Award and is a family-friendly historical hotel that is 164 years young. In 2011, the Grand Hotel was named one of the Top 500 Hotels in the world by Travel + Leisure. Last year, the resort received national honors from Travel + Leisure, Conde Nast Traveler, Successful Meetings and Meetings South. A schedule of activities and special weekends is particularly attractive to families.

Groups appreciate the superlative meeting facilities. With 405 luxurious guest rooms and having some of Marriott's best spas, golf courses and pools, the Grand Hotel is now grander than ever. A \$50 million renovation on The Grand was completed in 2003 and again in 2006. The Dogwood and Azalea golf courses were renovated in 2005. Once restricted, these golf courses are now open to Grand Hotel guests and the general public.

The resort has 37,000 square feet of meeting space that was completely



renovated in 2006. All guest rooms were updated in 2010. The Grand's 550 acres feature giant live oak trees, multiple beaches and lush landscaping. A military salute and cannon firing takes place each day at 4:00 p.m. and is followed by afternoon tea in the hotel lobby. In addition to world-class golf and the 20,000-square-foot spa, the resort has a variety of activities including eight rubico tennis courts, a croquet lawn, horseshoes, bikes, kayaks, sailboats and other watercraft for the guests' enjoyment.

[www.marriottgrand.com](http://www.marriottgrand.com)

[www.facebook.com/thegrandhotel](http://www.facebook.com/thegrandhotel)

[www.twitter.com/marriottgrand](http://www.twitter.com/marriottgrand)

## The Battle House Renaissance Mobile Hotel & Spa

### MOBILE, ALABAMA

Originally built in 1852 and closed in the mid-1970's, the Battle House in Mobile has been restored to all its original grandeur. The Battle House reopened in May 2007 and has been named as one of the "Top 500 Hotels in the World" by Travel + Leisure in 2009. Both the Battle House and its Trellis Room restaurant have received Four Diamond ratings from AAA. The hotel has also been named one of National Geographic Traveler's "Top Places to Stay" in North America and was named a favorite by Coastal Living.

The 238 gracious guest rooms, new spa and historic lobby, restaurant and ballrooms make Battle House the perfect urban retreat for business and leisure guests with an affinity for the finer things in life. The hotel has 35,000 square feet of meeting space and is connected to RSA Battle House Tower. On New Year's Eve, come witness MoonPie Over Mobile in a one-of-a-kind celebration.

[www.renaissancebattlehouse.com](http://www.renaissancebattlehouse.com)

[www.facebook.com/battlehouse](http://www.facebook.com/battlehouse)

[www.twitter.com/battlehouse](http://www.twitter.com/battlehouse)

## Renaissance Mobile Riverview Plaza Hotel

### MOBILE, ALABAMA



A prime downtown location with a covered walkway to the Mobile Convention Center makes the Renaissance Riverview Plaza a favorite for business guests. Renaissance Riverview Plaza, a Four Diamond Hotel, also is a short walk from the city's Carnival Museum, the Museum of Mobile and the Gulf Coast Exploreum Science Center, which also features blockbuster exhibitions.

Riverview Plaza features 32,000 square feet of versatile meeting, banquet and exhibit space. Mobile is the home of the country's original Mardi Gras, and parades pass in front of the Renaissance Riverview Plaza during Carnival season. Having undergone a \$50 million renovation, the 374 plush guest rooms are as popular as the hotel's spectacular views of Mobile Bay. The Harbor Room restaurant features exceptional seafood and steaks.

Guests at all three Mobile Bay resorts have easy access to great golf at RTJ's Magnolia Grove. Creeks, marshlands and lakes add to the challenge of Mobile's Magnolia Grove. The Falls, Crossings and Short courses have all received national recognition from various golf publications and host an LPGA tournament in spring.

[www.renaissanceriverview.com](http://www.renaissanceriverview.com)

[www.facebook.com/riverviewplaza](http://www.facebook.com/riverviewplaza)

[www.twitter.com/riverviewplaza](http://www.twitter.com/riverviewplaza)

## Robert Trent Jones Golf Trail

In 2012, the Robert Trent Jones Golf Trail celebrates its 20th year. The Trail and its hotels will be having specials all year to celebrate the milestone. To learn more about the Trail and its entire Resort Collection, visit [www.pchresorts.com](http://www.pchresorts.com).



# FLORIDA

## Magic and Sunshine

**F**lorida offers meeting goers a variety of destinations ranging from luxurious hotels and resorts with state-of-the-art facilities combined with family-friendly activities and world-class attractions.

One example of the state's popular meeting facilities, the Omni Orlando Resort at Championsgate offers 70,000 square feet of meeting and event space, with another 55,000 square feet scheduled to open January 2013. This grand edition will feature a 28,800 square-foot ballroom, eight meeting rooms, and an open pre-function area that allows for easy traffic flow into the main hall ballroom.

In the northeast section of the state, Florida's "Emerald Coast" boasts shimmering green waters and sugar-white sands. From cozy hospitality suites to spacious ballrooms, meeting planners easily find the perfect venue for their group's event.

The Hilton Sandestin includes spacious meeting and banquet facilities with \$6.5 million in completed renovations in 2011. The hotel now boasts 17,000 square feet of expanded deck areas. Plus more than 32,000 square feet of meeting and banquet facilities.

Another meeting favorite is Sandestin Golf and Beach Resort, nestled on 2,400 spectacular acres, including seven miles of pristine beach and bay front. Sandestin serves groups of up to 1,600 and offers 65,000 square feet of meeting space, including: 32 breakout rooms, a 12,600 sq.-ft. exhibit, two bayside ballrooms, four boardrooms and function space all located on the Gulf of Mexico.

The waterfront Tampa Convention Center is likely to be just the right size for your event. The sparkling waterfront vistas bring the warmth and light of the Florida sunshine directly into your meeting rooms. The 600,000 sq.-ft. building offers 200,000 sq.-ft. of exhibit space, a 36,000 sq.-ft. ballroom and 36 breakout rooms that total over 42,000 sq.-ft. of additional meeting space.

Daytona Beach has flexible, affordable meeting space at its Ocean Center convention complex. The facility expands to 190,000 sq.-ft., which more than triples its size. There are more than 12,000 hotel rooms featuring some of the country's top brands including Hilton, Wyndham, Destination Hotels & Resorts and Marriott.

Daytona Beach's Ocean Center has doubled in size with 164,000 sq.-ft. of interior exhibit space and 100,000 sq.-ft. exterior.

Panama City Beach is located in Bay County, Florida in the Northwest part of the state. The destination is best known for its 27 miles of white sand beaches edging emerald-green waters where the Gulf of Mexico and St. Andrews Bay converge. With an average 320 days of sunshine annually, the region has long been favored by travelers seeking an affordable beach vacation with year-round offerings for families, couples, and adventure-seekers. With more than 160,000 square feet of flexible meeting space, Panama City Beach is fast becoming a hotspot for Florida meetings, conferences and industry events.



*Panama City Beach Beachside Convention Center*

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# Hilton Sandestin Beach Golf Resort & Spa

**FACILITY NAME:** Hilton Sandestin Beach Golf Resort & Spa  
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**FAX NUMBER:** 850.267.1816

**ADDITIONAL PHONE NUMBERS:**

850.267.9500 – Reservations

**WEBSITE:** [www.HiltonSandestinBeach.com](http://www.HiltonSandestinBeach.com)

**EMAIL:** [sales@hiltonsandestinbeach.com](mailto:sales@hiltonsandestinbeach.com)

**KEY PERSONNEL:** Gary Brielmayer, General Manager  
 Karen Cooksey, Director of Sales & Marketing  
 Matthew Price, Director of Sales & Event Planning

**LOCATION:** Located directly on the sugar-white beaches of Northwest Florida's Gulf Coast in Destin, Fla. – one of Trip Advisor's "Top 25 Destinations in the U.S.," the Hilton Sandestin is the area's largest full-service beachfront resort hotel.

**AMENITIES:** Incomparable amenities offer something for everyone! Guests enjoy two outdoor pools, a heated indoor pool, our luxurious world-class Serenity by the Sea Spa, multiple on-property dining options, including the renowned AAA Four-Diamond Seagar's Prime Steaks and Seafood, day and nighttime children's programs and countless recreational choices including fishing, tennis, golf and shopping!

**MEETING AREA:** Hilton Sandestin Beach is the South's premier meetings destination featuring 32,000 square feet of

award winning meeting space, 17,000 feet of outdoor deck and incomparable views of the Gulf's sugar-white sands and emerald-green water. With a recent \$6.5 million renovation in 2011, the options are limitless, whether your meeting calls for an elegant ballroom for hundreds of guests or intimate meeting spaces for a few.



**MAYBE THIS IS WHERE THE TERM "GREEN WITH ENVY" CAME FROM.**

On the sugar-white beaches of Northwest Florida

*Between emerald waters and heaven on Earth.*

**MEET**

Bring your next meeting to Hilton Sandestin Beach Golf Resort & Spa, the largest full-service beachfront resort on Northwest Florida's Gulf Coast, and let our experienced team of professionals create an enviable meeting that only looks like you worked hard to put it together! With 598 guest rooms, every conceivable amenity, and meeting and banquet facilities for more than 2,000, we will make planning your next meeting easy...freeing you to disconnect, relax and enjoy your time with us. Visit [hiltonsandestinbeach.com/meetings](http://hiltonsandestinbeach.com/meetings) today to learn how Hilton Sandestin Beach Golf Resort & Spa can create an enviable experience for you and your guests.

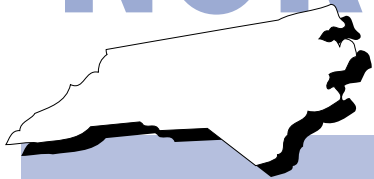


4000 Sandestin Blvd. South, Destin, Florida 32550 • 1-877-705-6641 • (850) 267-9600 • [info@hiltonsandestinbeach.com](mailto:info@hiltonsandestinbeach.com)



# NORTH CAROLINA

## Southern Beauty



**H**igh-tech businesses are moving to North Carolina and meeting planners are finding out that this modern approach applies to the corporate hospitality industry also.

Charlotte's new tagline is "Charlotte's got a lot." The Charlotte Convention Center is the signature meeting facility in the city. It has 850,000 sq.-ft. of flexible meeting and exhibit space to meet every need. It can be converted to a general assembly hall to accommodate up to 6,000 people, with raised seating for 2,000 available.

Next door to the convention center in the uptown financial district is the Westin Hotel. Westin has more than 38,000 sq.-ft. of meeting space with a 16,000 sq.-ft. ballroom. The Charlotte Merchandise Mart offers almost 225,000 sq.-ft. of exhibit space and 9,000 sq.-ft. for meetings.

The Renaissance Charlotte Suites Hotel has completed a multi-million dollar property-wide renovation. The project included the remodeling of all 275 two-room suites; new furniture and artwork throughout the "reinvented" lobby and public spaces; new carpeting in the guest room corridors; enhancements to the restaurant and lounge; and new carpeting in the 19,500 sq.-ft. of meeting space.

The Charlotte Regional Visitors Authority is making changes to the way the city is promoted at tradeshows, in meeting publications and in correspondence and promotional materials.

With more than \$3 billion in development, expansions and renovations to hotels, restaurants, attractions and meeting facilities, the past year proved to be very successful for the Raleigh area. Highlights include the opening of the Raleigh Convention Center, Raleigh Marriott City Center hotel and Renaissance Raleigh North Hills.

Raleigh's new convention center has 500,000 total sq.-ft. of state-of-the-art space with 20 meeting rooms totaling over 32,000 sq.-ft. along with the Raleigh Marriott City Center and a 355-room Sheraton Raleigh Hotel next door.

Winston-Salem's Twin City Quarter has the 170,000 sq.-ft. Benton Convention Center and two adjoining hotels, Embassy Suites and Marriott, with over 70,000 sq.-ft. of meeting and exhibit space and three large ballrooms, including the Grand Pavilion Ballroom with 24,000 sq.-ft. and an underground walkway connecting to the convention center.

Asheville, North Carolina is located in the Western part of the state and is situated in the heart of the Blue Ridge Mountains. Asheville is a prime Southeast destination with convenient access to Interstates 40 and 26. The Asheville Regional Airport has a growing number of flights with service to 9 major US cities. The area has 7000+ hotel rooms and meeting options ranging from 2,500 to 83,000 square feet.



Grove Park Inn & Spa, Asheville

#### ASHEVILLE CVB

36 Montford Ave., Asheville, 28801  
P.O. Box 1010, Asheville, 28802  
P: (800) 257-5583  
[www.exploreasheville.com](http://www.exploreasheville.com)

#### BOONE CVB

815 W. King Street, Suite #10, Boone, 28607  
P: (800) 852-9506, Fax: (828) 266-1346  
[www.visitboonenc.com](http://www.visitboonenc.com)

#### DURHAM CVB

101 E. Morgan St., Durham, 27701  
P: (800) 446-8604, Fax: (919) 683-9555  
[www.durham-nc.com](http://www.durham-nc.com)

#### FAYETTEVILLE AREA CVB

245 Person St., Fayetteville, 28301  
P: (800) 255-8217, Fax: (910) 484-6632  
[www.visitfayettevillenc.com](http://www.visitfayettevillenc.com)

#### GREATER RALEIGH CVB

421 Fayetteville Street, Suite 1505  
Raleigh, 27601  
P: (800) 849-8499, Fax: (919) 831-2887  
[www.visitraleigh.com](http://www.visitraleigh.com)

#### GREENSBORO AREA CVB

2200 Pinecroft Rd. #200, Greensboro 27407  
P: (800) 344-2282, Fax: (336) 230-1183  
[www.visitgreensboronc.com](http://www.visitgreensboronc.com)

#### GREENVILLE/PITT COUNTY CVB

303 SW Greenville Blvd., 27834  
P.O. Box 8027, Greenville, 27835  
P: (800) 537-5564, Fax: (252) 329-4205  
[www.visitgreenvillenc.com](http://www.visitgreenvillenc.com)

#### HICKORY METRO CVB

1960-A Thirteenth Ave. Drive S.E.  
Hickory, 28602  
P: (800) 509-2444, Fax: (828) 324-6669  
[www.hickorymetro.com](http://www.hickorymetro.com)

#### HIGH POINT CVB

300 S. Main St., High Point, 27260  
P.O. Box 2273, High Point, 27261  
P: (800) 720-5255, Fax: (336) 884-5256  
[www.highpoint.org](http://www.highpoint.org)

#### LEXINGTON TOURISM AUTHORITY

114 E. Center St., Lexington, 27292  
P.O. Box 2103, Lexington 27293  
P: 866-604-2389, Fax: (336) 236-4220  
[www.visitlexingtonnc.com](http://www.visitlexingtonnc.com)

#### NEW BERN/ CRAVEN COUNTY CVB

203 S. Front St., New Bern, NC 28563  
P: (800) 437-5767; (252) 637-9400,  
Fax: (252) 637-0250  
[www.visitnewbern.com](http://www.visitnewbern.com)

#### ROWAN COUNTY CVB

204 E. Innes St., Suite 120, Salisbury, 28144  
P: (800) 332-2343, Fax: (704) 642-2011  
[www.visitsalisburync.com](http://www.visitsalisburync.com)

#### VISIT CHARLOTTE CVB

500 S. College St., Suite #300  
Charlotte, 28202  
P: (800) 722-1994, Fax: (704) 342-3972  
[www.charlottesgotalot.com](http://www.charlottesgotalot.com)

#### VISIT WINSTON-SALEM CVB

200 Brookstown Ave., Winston-Salem, 27101  
P: (866) 728-4200, Fax: (336) 721-2202  
[www.visitwinstonsalem.com](http://www.visitwinstonsalem.com)

#### WILMINGTON AND BEACHES CVB

505 Nutt Street, Unit A, Wilmington, 28401  
P: (800) 222-4757, Fax: (910) 341-4029  
[www.wilmingtonandbeaches.com](http://www.wilmingtonandbeaches.com)

# M.C. Benton Convention Center

**ADDRESS:** 301 W. Fifth Street, Winston-Salem, NC 27101.

**PHONE:** 336-727-2976 **FAX:** 336-728-4020

**WEBSITE:** www.twincityquarter.com

**E-MAIL:** Ron.Stephens@twincityquarter.com

**KEY PERSONNEL:** Ron Stephens, Director of Marketing, Marcia Sheats, Director of Group Sales, Grant Minnix, Director of Operations.

**DESCRIPTION:** Newly renovated facility with 2 hotel quality ballrooms.

**LOCATION:** Central North Carolina location just off Business I-40 downtown in the Twin City Quarter. Piedmont Triad International Airport located 25 minutes away. Connected to both the Embassy Suites Hotel and Marriott Hotel via climate controlled walkways. Attached to 315-room Marriott and 146-Suite Embassy Suites Hotel in the Twin City Quarter. An additional 400 rooms in the downtown area for overflow.

**LODGING:** Attached to 315-room Marriott and 146-Suite Embassy Suites Hotel in the Twin City Quarter. An additional 400 rooms in the downtown area for overflow.

**CATERING SERVICE:** In-house caterer for entire Twin City Quarter Complex (includes Convention Center), Embassy Suites and Marriott Hotel. Hotel quality equipment throughout complex.

**SUPPORT FACILITIES:** Wireless Internet throughout complex, complimentary. Show offices, board room, total of 17 meeting rooms and 2 tradeshow halls.

**PARKING:** 2 parking decks attached to complex with 750 parking spaces each, valet service available.

**MAIN MEETING FACILITIES**

2 exhibition halls @ 25,000 sq. ft. each combine into one 50,000 sq. ft. hall. 2-19,000 sq. ft. ballrooms, total of 17 meeting rooms.

**EXHIBIT AREA:** Exhibit hall totals 50,000 sq. ft. unlimited floor capacity, in-house drayage company. 110 and 220 electrical service available, freight elevator loading docks, truck staging area available.

**MEETING ROOMS:** 2 ballrooms with 19,000 sq. ft. each, 17 total meeting rooms.

**AT A CHARGE:** In-house AV Company.



## It's All in the Numbers

170,000-Square Feet of Meeting Space

Cohesive meeting space in one central location. That's what you get with Twin City Quarter's Benton Convention Center, Marriott Hotel and Embassy Suites. An affordable destination rich with features and amenities - Wi-Fi, restaurants, cafes, lounges, spa and salon, Starbucks and fitness centers. Conveniently adjacent to Fourth Street's Restaurant Row and the Arts District with galleries, dining and shops.

The only number you'll need for one-stop-shopping: **877.888.9762**



5th and Cherry Streets • Winston-Salem NC 27101  
[www.twincityquarter.com](http://www.twincityquarter.com)



# SOUTH CAROLINA

## Antebellum Grace



**S**outh Carolina's southern heritage is complemented by modern structures and amenities. The Palmetto State offers modern cities, such as Charleston and Columbia, relaxing coastal resorts like Myrtle Beach and Hilton Head and the unexpected delights of the Columbia Riverbanks region.

The Charleston Area Convention Center Complex features more than 150,000 square-feet of flexible meeting and exhibit space and an adjoining performing arts center. The North Charleston Coliseum and Embassy Suites Hotel are nearby making the complex one of the largest of its kind in the southeast.

Charleston's Museum Mile initiative is sure to encourage association members to attend meetings in South Carolina's largest city. The Mile offers visitors the most comprehensive array of historical and cultural attractions in downtown Charleston. It is situated along Meeting Street and runs from the Charleston Visitor Center to the Nathaniel Russell House, Charleston's Museum Mile initiative will help locals and visitors understand how easy it is to navigate this cultural corridor. Along the Mile, visitors can discover six museums, five nationally important historic houses, four scenic parks, a Revolutionary War powder magazine, ten historic houses of worship and five historic public buildings including the Market and City Hall.

The Columbia Metropolitan Convention Center is located in the historic Congaree Vista District and has 142,500 square-feet of floor space, which includes abundant prefunction space, well equipped break-out rooms and a 17,135 sq. ft. ballroom. Columbia's array of versatile meeting facilities, accommodations, restaurants, leisure opportunities and cultural activities make it the ideal meeting and event destination. The city's accessibility, affordability and sunny climate make it the perfect choice when looking for a southeast meeting location.

The Myrtle Beach Convention Center boasts 250,000 sq. ft. of meeting space. Located in the heart of the state's Low Country, is Pawley's Plantation Golf and Country Club, which features a 6,500 sq. ft. conference center, almost 200 villas and suites and a spacious ballroom. The Myrtle Beach airport's recent expansion makes it even easier and more convenient.

The Wild Dunes Resort is just a half-hour's drive from downtown Charleston on the northern tip of the Isle of Palms. With over 10,000 sq. ft. of meeting space, two Tom Fazio-designed golf courses, excellent tennis facilities and two miles of pristine beach, Wild Dunes Resort ensures that your attendees will stay busy in and out of the boardroom.



Marina Inn, Myrtle Beach

#### ANDERSON CVB

110 Federal St., Suite 8  
Anderson, SC 29625  
P: (877) 282-4650 Fax: (864) 716-3663  
[www.visitanderson.com](http://www.visitanderson.com)

#### CHARLESTON AREA CVB

423 King St., Charleston, 29403  
P: (800) 868-8118, Fax (843) 853-0444  
[www.charlestoncvb.com](http://www.charlestoncvb.com)

#### COLUMBIA METROPOLITAN CVB

1101 Lincoln St., Columbia, 29201  
P.O. Box 15, 29202  
P: (800) 264-4884, Fax (803) 545-0102  
[www.columbiacvb.com](http://www.columbiacvb.com)

#### FLORENCE CIVIC CENTER

3300 W. Radio Dr., Florence, SC 29501  
P: (843) 679-9417, Fax (843) 679-9429  
[www.florenceciviccenter.com](http://www.florenceciviccenter.com)

#### GEORGETOWN COUNTY CHAMBER OF COMMERCE

P.O. Box 2068, Pawleys Island, 29585  
P: (866) 368-TOUR (8687)  
Fax (843) 235-6596  
[www.visitgeorgetowncountysc.com](http://www.visitgeorgetowncountysc.com)

#### GREENVILLE CVB

631 S. Main St., Suite #301  
Greenville, 29601  
P: (800) 351-7180, Fax (864) 421-0005  
[www.greenvillecvb.com](http://www.greenvillecvb.com)

#### HILTON HEAD ISLAND VCB

P.O. Box 5647, Hilton Head Island, 29938  
P: (800) 523-3373, Fax (843) 785-7110  
[www.hiltonheadisland.org](http://www.hiltonheadisland.org)

#### KERSHAW COUNTY CHAMBER OF COMMERCE AND VISITORS CENTER

PO Box 605, 29021  
607 South Broad Street  
Camden, SC 29020  
P: (800) 968-4037 Fax: (803) 432-4181  
[www.kershawcounty.org](http://www.kershawcounty.org)

#### MYRTLE BEACH AREA CVB

P.O. Box 2115, Myrtle Beach, 29578  
1200 N. Oak St., Myrtle Beach, 29577  
P: (800) 488-8998, Fax (843) 448-3010  
[www.myrtlebeachmeetings.com](http://www.myrtlebeachmeetings.com)

#### ROCK HILL/YORK COUNTY CVB

452 S. Anderson Rd., Rock Hill, 29730  
P.O. Box 11377, Rock Hill, 29731  
P: (888) 702-1320, Fax (803) 329-0145  
[www.visitrockhillcounty.com](http://www.visitrockhillcounty.com)

#### SPARTANBURG CVB

298 Magnolia St.  
Spartanburg, 29306  
P: (800) 374-8326, Fax (864) 594-5052  
[www.visitspartanburg.com](http://www.visitspartanburg.com)

#### SUMTER CVB

822 W. Liberty, Sumter, 29150  
P.O. Box 1449, 29151  
P: (800) 688-4748, Fax (803) 436-2652  
[www.sumtourtourism.com](http://www.sumtourtourism.com)

# Myrtle Beach Convention Center

**ADDRESS:** 2101 North Oak Street, Myrtle Beach, SC 29577

**PHONE:** (843) 918-1225 **FAX:** (843) 918-1243

**TOLL FREE:** (800) 537-1690

**WEBSITE:** www.myrtlebeachconventioncenter.com

**E-MAIL:** Brian.Monroe@mb-cc.com

**20 WORDS TO DESCRIBE LANDSCAPE:** In addition to plenty of square feet, sun and southern hospitality are the staples of meetings at the Myrtle Beach Convention Center.

**LODGING:** The Sheraton Myrtle Beach Convention Center Hotel is conveniently attached to the Myrtle Beach Convention Center. Recharge and relax in the spacious luxury of 400 newly appointed guest rooms and suites featuring the signature Sheraton Sweet Sleeper™ Bed.

**CATERING:** Depend on us, to orchestrate dozens of personal touches that make a difference to you and your guests, while indulging your every craving. Fortunately, our neighbor, the Sheraton Myrtle Beach Convention Center Hotel is the premier provider of food and beverage services at the Myrtle Beach Convention Center. Sheraton chefs and catering staff offer theme events to customized menus. Meanwhile, our knowledge does not stay in the kitchen; let our staff assist you with finding superb entertainment and turning your event space into an unforgettable vibe with unique decor.

**PARKING:** We have 1,750 on-site parking spaces. The cost for parking is \$3.00 per day.

**MAIN MEETING FACILITIES:** The Myrtle Beach Convention Center provides 250,000 square feet of flexible meeting and exhibit space, cutting edge technology with dedicated on-site

IT staff, exceptional culinary experts, and professional staff that knows how to cater to your every need.

**EXHIBIT AREA:** The 100,800 square foot, column-free exhibit space is divisible into three sections. Moreover, it provides the perfect backdrop for any event ranging from conventions to meetings to concerts to sporting events. Anticipating your meeting desires, our exhibit space has been outfitted with features that include wireless Internet access, electricity, cable, telecommunications, and water. Thirty-five-foot ceilings in the exhibit hall can accommodate most any production company's needs. Eleven dedicated docks and drive-in access to each hall ensure that every event moves in and out on time and budget.

**MEETING ROOMS:** Hosting great meetings require a bit of flexibility. Our seventeen functional meeting rooms vary in size. Some of our meeting rooms have the capacity to double in size with the opening of air walls. Classroom sets can accommodate up to 150 delegates in educational or testing breakout sessions. Theater sets can accommodate up to 200 delegates for those needing breakouts.

*At the Myrtle Beach Convention Center...We Host Great Meetings. We encourage planners to share with us your dream space; and in return, we will give you a meeting space that is wildly memorable to you, your exhibitors, and your attendees.*



## Reaching for BIG Numbers

Need record Breaking Numbers?  
Drive attendance...meet at the  
**Myrtle Beach Convention Center.**



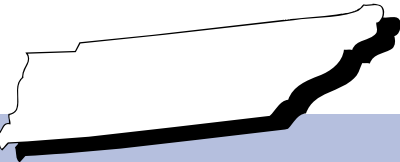
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# TENNESSEE

## Mountain Meetings



**T**hroughout the state of Tennessee, music from a tradition hundreds of years old reverberates from the mountains. Bring your association there and imbue your meeting with the state's unbeatable blend of music and history.

The Nashville Convention Center, which is located in downtown Nashville's popular dining and entertainment district, features a 118,675 square-foot exhibit hall, meeting rooms, a ballroom and upscale catering. The Center has a pedestrian connector to the 20,000 seat Gaylord Entertainment Center and a skylit concourse to the Renaissance Nashville Hotel, allowing for maximum convenience for convention attendees. A meeting planner's dream, the Gaylord Opryland Resort and Convention Center offers more than 600,000 square feet of meeting and exhibition space.

The city's elegant southern hotels and wide diversity of unique meeting spaces will help make Memphis one of your group's most memorable meeting destinations ever. The 350,000 square-foot Memphis Cook Convention Center has now completed a \$92 million expansion and renovation.

Chattanooga boasts the state-of-the art, 185,000 square-foot Chattanooga Convention Center, 2,000 hotel rooms downtown, a free electric shuttle, great restaurants, and world-class attractions. The Chattanooga Marriott Hotel, with 341 guest rooms and 7,500 square feet of meeting space, adjoins the Convention Center.

Knoxville, a modern Appalachian city with great restaurants, nightlife, museums, shopping, family fun, and sports, is a destination well-suited to an association meeting. The Knoxville Convention Center, with its half-million square feet of space, reflects the alluring environment of the area and offers great service and convenience in a technologically advanced facility.

Gatlinburg, Gateway to Great Smoky Mountains National Park, offers groups a one-stop destination to enjoy four-season fun. Located within a day's drive of two-thirds of the American Population east of the Mississippi River, Gatlinburg and the Great Smoky Mountains feature a beautiful spot of pampered civilization nestled in one of the last tracts of unspoiled wilderness in the eastern United States.

The Convention Center provides 67,000 square-feet of exhibit space and can accommodate 6,000 people, 350 booths or be divided into three separate halls for smaller events. In March 2006, the W.L. Mills Conference Center opened, adding 50,000 square-feet of space including a ballroom and auditorium. The Convention Center Gallery area is 38,200 square-feet, including 18 meeting rooms, pre-function space, two private parlors and a special VIP/media suite.



*Gaylord Opryland Resort, Nashville*

#### **BRISTOL CVB**

20 Volunteer Parkway, Bristol, 37620  
P: (423) 989-4850, Fax (423) 989-4867  
[www.bristolchamber.org](http://www.bristolchamber.org)

#### **CHATTANOOGA AREA CVB**

736 Market St., 18th Floor  
Chattanooga, 37402  
P: (800) 322-3344, Fax (423) 265-1630

#### **CLEVELAND/BRADLEY CVB**

225 Keith St., Cleveland, 37311  
P.O. Box 2275, 37320-2275  
P: (423) 472-6587, Fax (423) 472-2019  
[www.visitclevelandtn.com](http://www.visitclevelandtn.com)

#### **GATLINBURG DEPARTMENT OF TOURISM & CONVENTION CENTER**

303 Reagan Dr., Gatlinburg, 37738  
P: (800) 343-1475, Fax (865) 436-3704  
[www.gatlinburg-TN.com](http://www.gatlinburg-TN.com)

#### **JACKSON CVB**

197 Auditorium St., Jackson, 38301  
P: (800) 49-VISIT (498-4748)  
Fax: (731) 424-4860  
[www.jacksontncvb.com](http://www.jacksontncvb.com)

#### **JOHNSON CITY CVB**

603 E. Market St., Johnson City, 37601  
P.O. Box 180, Johnson City, 37605  
P: (800) 852-3392, Fax (423) 461-8047  
[www.johnsoncitytnchamber.com](http://www.johnsoncitytnchamber.com)

#### **KINGSPORT CVB**

151 E. Main St., Kingsport, 37660  
P: (423) 392-8800, Fax (423) 392-8803  
[www.visitkingsport.org](http://www.visitkingsport.org)

#### **KNOXVILLE TOURISM & SPORTS CORORATION**

301 S. Gay St., Knoxville, 37902  
P: (800) 727-8045, Fax (865) 673-4400  
[www.knoxville.org](http://www.knoxville.org)

#### **MEMPHIS CVB**

47 Union Ave., Memphis, 38103  
P: (800) 873-6282, Fax (901) 543-5350  
[www.memphistravel.com](http://www.memphistravel.com)

#### **NASHVILLE CVB**

One Nashville Place  
150 Fourth Ave., N #6250, Nashville, 37219  
P: (800) 657-6910, Fax (615) 259-4714  
[www.visitmusiccity.com](http://www.visitmusiccity.com)

#### **OAK RIDGE CVB**

102 Robertsville Road, Suite C  
Oak Ridge, 37830  
P: (800) 887-3429, Fax (865) 481-3543  
[www.oakridgevisitor.com](http://www.oakridgevisitor.com)

#### **WILLIAMSON COUNTY CVB**

108 Fourth Ave., South, Suite #203  
Franklin, 37064  
P: (866) 253-9207, Fax (615) 550-2707  
[www.visitwilliamson.com](http://www.visitwilliamson.com)

WHEN THE MEETING ENDS  
THE ADVENTURE BEGINS.



With plenty of first-rate accommodations and meeting facilities adjacent to Knoxville's airport and minutes from the Smokies, Blount County is the perfect place to mix a little business and a whole lot of pleasure.

For info, visit [MeetingsAndMountains.org](http://MeetingsAndMountains.org) or call 865-983-2241.

ALCOA · MARYVILLE · BLOUNT COUNTY, TN



*Mobile Bay*  
 AFFORDABLE MEETINGS IN INCREDIBLE LOCATIONS

When planning your next event, consider your options. Whether you are searching for a place with contemporary flair, classic style or inspiring history, three of Mobile Bay's top hotels promise to meet your expectations, not to mention going above and beyond.

The Grand Hotel Marriott Resort, Golf Club & Spa has been entertaining business and leisure guests since 1847 and its rich history provides a unique experience on its own. Equally as interesting is The Battle House Renaissance Mobile Hotel & Spa. Built in 1852, this hotel has served as the social center of Mobile. A short walk from The Battle House is the Renaissance Mobile Riverview Plaza Hotel, offering incredible accommodations and world-class service. These three locations allow you to enhance your itinerary with 2 award winning European-inspired spas and 2 world class Robert Trent Jones Golf Trail sites, not to mention 2 AAA 4 diamond restaurants. Call today to tailor your event to fit your schedule with the options you prefer.



\*\*\*\*\* Part of the Resort Collection on Alabama's Robert Trent Jones Golf Trail \*\*\*\*\*

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[marriottgrand.com](http://marriottgrand.com)

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[rsabattlehouse.com](http://rsabattlehouse.com)