

# Community Marketing, Inc.'s 11th International Conference on GAY & LESBIAN TOURISM

Las Vegas • The Mirage • October 24-26, 2010



**Over 30 speakers! The tourism industry's premiere marketing, sales, public relations and research forum to help you reach gay and lesbian travelers.**

Every year, CMI brings together leading tourism professionals to learn about the gay and lesbian market from the experts – the people behind the success stories. Perfect for marketing and sales executives of tourism boards, CVBs, DMOs, accommodations, tour operators, events, agencies and meeting planners. Topics include: internet, print and direct marketing, research trends, sales tracking, community involvement, LGBT niche markets, press relations and more.



**The Mirage: The AAA Four Diamond Award-winning resort features newly renovated guest rooms and an intimate, light filled conference space perfect for our group. We look forward to hosting you in Las Vegas.**

### Conference Registration Without Hotel

- \_\_\_ \$595 US per person
- \_\_\_ \$990 US for two from the same company **Save \$200**

Registration includes educational presentations and workshops featuring market-leading speakers and most meals.

### Hotel Package in Newly Renovated Rooms at the Mirage

- \_\_\_ \$895 One registration and 3 nights hotel, all taxes, resort fees, internet. **Save \$100**

### The Beatles LOVE by Cirque du Soleil

- \_\_\_ Preferred rate for conference attendees on group tickets for 7pm performance on Sunday, October 24: \$82 / ticket

**Travel Arrangements:** You can make hotel arrangements directly with The Mirage at a rate of \$105 per night, plus resort fee and local sales tax. Call 800/499-6311 and ask for the Community Marketing group rate.

**ALL NEW PROGRAM FOR 2010:** Multiple workshops focusing on internet marketing to the LGBT community and featured presentations on the latest LGBT tourism market statistics, successful marketing techniques and much more!

Company/Organization \_\_\_\_\_

Attendee #1 \_\_\_\_\_ #2 \_\_\_\_\_

Title #1 \_\_\_\_\_ #2 \_\_\_\_\_

Address \_\_\_\_\_ City/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

Total payment \$ \_\_\_\_\_ Check or Visa/MasterCard/Amex # \_\_\_\_\_ exp \_\_\_\_\_

Above charges in US dollars. Advance payment required to register and obtain special hotel package. Cancellation policy: Full refund less \$50 fee on cancellations received by 10/15/10. No refund for late cancellations or no-shows.

Signature \_\_\_\_\_ Date \_\_\_\_\_

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**Preliminary Agenda • 11th International Conference on Gay & Lesbian Tourism**

*as of July 1, 2010 for travel planning purposes.*

**Sunday, October 24, 2010**

- 2:00 to 4:45 pm Opening Workshop  
Join Community Marketing's Tom Roth and David Paisley for this lively, informative orientation to update travel professionals on the gay and lesbian tourism marketplace. A perfect introduction for anyone new to the LGBT market, and an excellent review for seasoned professionals. The workshop will feature some of the top success stories of 2010. *Don't miss it!*
- 5:00 to 6:30 pm Welcome Reception Sponsored by the Las Vegas Convention and Visitors Authority
- 7:00 to 10:00 pm Performance of Cirque du Soleil's Love (please note additional ticket cost at \$82)

**Monday, October 25, 2010**

- 8:30 am Continental Breakfast
- 9:00 am to 12:30 pm Featured Plenary Education Sessions
- 12:30 to 2:00 pm Luncheon sponsored by American Airlines
- 2:00 to 5:00 pm Workshops on LGBT Sales and Marketing
- 7:00 to 8:30 pm Reception sponsored by Travelocity

*Proud Member of IGLTA  
Since 1993*



**Tuesday, October 26, 2010**

- 8:30 am Continental Breakfast
- 9:00 am to 12:15 pm Featured Plenary Education Sessions
- 12:15 to 1:45 pm Luncheon
- 2:00 to 5:00 pm Internet Marketing Forum - Workshops to help you connect to the LGBT community through internet marketing
- 5:00 to 6:00 pm Farewell Drinks

