

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

- ___ \$495 US per person by 7/31/10 **Save \$100 by registering early**
- ___ \$950 US for two from the same company **Save \$240 by registering early**

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

Hotel Package in Newly Renovated Rooms at the Mirage

- ___ Three nights hotel, including all taxes, resort fees, internet and more. **\$300 by 7/31/10**
- ___ Two night package also available. **\$200 by 7/31/10**

Please indicate hotel nights requested Oct 24__ Oct 25__ Oct 26__

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 \$15 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 _____

Community Marketing, Inc., 584 Castro St. #834, San Francisco, CA 94114 • Tel 415/437-3800 • Fax 415/552-5104 • David@CommunityMarketingInc.com

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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

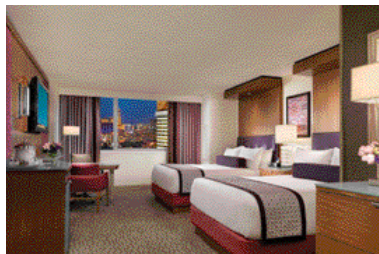
- 8:30 am Continental Breakfast
- 9:00 am to 12:30 pm Featured Plenary Education Sessions
- 12:30 to 2:00 pm Luncheon sponsored by American Airlines
- 2:00 to 5:00 pm Workshops on LGBT Sales and Marketing
- 7:00 to 8:30 pm Reception sponsored by Travelocity

*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



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Register online at www.CommunityMarketingInc.com