



News & Notes – May 23, 2005

FRIDAY IS THE DEADLINE FOR MISSOURI SHOWCASE –

The deadline for the 2005 Missouri Showcase “Marketplace” is Friday, May 27, 2005. If you are not sure if you have registered or not, you can check the registration list on the MTC website – visit www.missouritravel.com -- Important Dates – August 23-24, 2005. You can also download the registration form from this website and even pay on-line. We just don’t want you to miss out on this fabulous “group tour” marketing opportunity! If you have questions or have problems with the site, give Pat Amick at the MTC office a call – 573-636-2814.

In case you aren’t sure whether this event is for you ... check out these “testimonials”!

- *I think Missouri Showcase is a wonderful opportunity for outreach and I look forward to going every year. Showcase remains one of the very few affordable marketing opportunities that I attend. The operators that attend Showcase are friendly and I think genuinely want to discover reasons to visit Missouri. In addition, I enjoy having the opportunity to visit with other attractions that attend Showcase. I think it’s important for us to see and hear what others in the state are doing. By having this knowledge it allows us to be better ambassadors of Missouri’s entertainment resources when questioned by our out-of-state visitors. Finally, I want to thank Pat Amick and the entire Showcase staff for all the energy that they invest in making Showcase possible for all of us. It’s appreciated.*

David Hawley,
Arabia Steamboat Museum

- *Showcase does just what it says – provides an opportunity for suppliers like me to “showcase” what we can provide for groups coming to Missouri. Not only have networking opportunities developed but I’ve also seen increased business thanks to the contacts I’ve made.*

Kelly Mazzacavallo,
Discover St. Louis Tours

- *I’ve been participating in Missouri Showcase for over 15 years and have found it to be one of the best returns for the investment there is. These buyers are here because they have an interest in our area. I have noticed a recent change in shorter planning time and now see the return quicker than ever.*

Kelli Freeman,
Kansas City Convention & Visitors Association

- *We appreciate the opportunity to comment on the great benefits of having representation at the Missouri Showcase Marketplace. Representation has provided the Hallmark Visitors Center the necessary exposure to individuals in the Missouri tourism industry and especially the Tour and Travel group aspect of our business. Participation in Showcase Marketplace continues to help us market our facility as one of the top leisure and travel venues in the state of Missouri. We hope to continue our association in this endeavor as long as it is available.*

Mollie Cage, Marketing Coordinator
Hallmark Visitors Center

- *Missouri Showcase continues to be the best bargain in the industry for selling group tours. Nowhere do you get as much in return for dollars spent. We continue to book business from appointments that we have had even as long as five years ago. Networking with the buyers is always a rewarding experience. Showcase gives us the opportunity to put Stone Hill Winery in the spotlight. It allows us to generate contacts that we would never have had the opportunity to without the FAM Tour and the Marketplace.*

Kay Schwinke
Stone Hill Winery & Restaurant

JOINT MEETING PLANNERS TRADESHOW -- The Annual Joint Meeting Planners Tradeshow is scheduled for July 12 at the Capitol Plaza Hotel in Jefferson City. There are still booths available but they are selling quickly – please register today! The flyer is downloadable on the MTC website – www.missouritravel.com -- Important Dates section. This is a perfect marketing opportunity if your audience is the meeting planner market.

There are also affordable sponsorship opportunities still available – contact Sandra Boeckman – MSAE – 573-659-8898.

MEDIA RELATIONS BOOT CAMP WORKSHOP – Registration information on the MTC “Media Relations Boot Camp” workshop has been disseminated. This informative workshop is scheduled for June 28, 2005 at the Best Western Columbia Inn in Columbia at a nominal fee of \$60 for MTC members and \$100 for non-members.

There is also space available for the Journalism School Field Trip scheduled for Monday, June 27. An additional fee of \$30 for MTC members and \$50 for non-members is required. However, sign up for both the field trip/dinner and the workshop and SAVE! (A limited number of Field Trip tickets are available so register today!)

This is a “Once in a Lifetime” opportunity to learn how media decisions are made – learn secrets that can make your community/property get that media attention that is so vital to attracting new visitors. And you definitely don’t want to miss MU Professor Rod Gelatt’s session on “The Care and Feeding of the Press” – make your life a little simpler, get the inside scoop!

Download the registration flyer on the MTC website – www.missouritravel.com -- Important Dates Section.

[Event Calendar](#)

MTC EDUCATIONAL WORKSHOP “Media Relations Boot Camp”– June 27-28, 2005 – Columbia

JOINT MEETING PLANNERS TRADESHOW – July 12, 2005 – Capitol Plaza Hotel, Jefferson City

2005 MISSOURI SHOWCASE MARKETPLACE – August 21-22, 2005 – Quality Inn & Suites, Hannibal.

2006 MISSOURI’S ON THE MOVE MARKETING TRIP – April 23-28, 2006 – Indianapolis, Columbus, Cleveland, Pittsburg

This email **NEWS IN BRIEF** is being sent to you to keep you informed. If you have additional individuals in your company who would also like to receive this information, please let us know.

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